# SEPTEMBER 2010 VFACTS REPORT

## Prepared by Autoteam Australia Consulting

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## SEPTEMBER 2010 VFACTS HIGHLIGHTS

September 2010, the Automotive Industry in Australia achieved total vehicle sales of 85,054 units, up 6,923 units or 8.9% on September month in 2009. The increase in monthly year over year sales volume represents the 12th consecutive month this has occurred. September 2010 month represents the best September month on record. On a Seasonally Adjusted Annual Rate, the September industry came in at 1,045,000 units.

The sales results achieved in the first half of 2010 were largely achieved on the back of the Federal Government's investment allowance and the feeling within the industry was that the second half of 2010 the sales volume would fall. This has not occurred however as the industry remains at record levels. Of course within the total sales not all manufacturers are achieving strong sales. The industry has many winners but again just as many losers. Interest rates remain uncertain but as long as the rates do not increase we will continue to see record new vehicle sales being recorded.

As with previous months sales volume was largely impacted by manufacturer and dealer incentives and this situation will continue for the remainder of the year. With little new model activity scheduled for the remainder of the year, Autoteam Australia Consulting forecast that manufacturer and dealer incentives will continue for the industry for the remainder of the year. Incremental vehicle sales volumes will largely be achieved at the right retail price.

Automotive Dealers around Australia continue to carry too much stock and this is adversely impacting profitability. The cost controls put in place at the height of the GFC have been relaxed and the average dealer fixed costs have grown as a result. These fixed costs are not impacted by sales volume increases and Autoteam Australia Consulting recommend that all dealers review theses costs to ensure that costs are kept to a minimum. Those businesses that run lean management processes will be the dealers who achieve the greatest overall profit. Already Autoteam has noticed that the Australian dealer body in general, has increased fixed costs by between 5% and 7.5% on the same time last year.

September 2010 year to date, the Automotive Industry has achieved total vehicle sales of 780,720 units, up 98,746 units or 14.5% on the same time last year. September year to date vehicle sales are the third best on record, behind September 2007 and 2008. September year to date the vehicle industry is running at a SAAR of 1,047,000 units.

Autoteam Australia Consulting Vehicle Industry forecast for full year 2010 is 1,025,000 units.

Among the top 20 nameplates, Ford, Honda, BMW, Isuzu and Lexus all incurred a year over year volume loss for the month of September. By comparison Volkswagen, Mercedes, Great Wall and Jeep all achieved a year over year sales increase of in excess of 30%.

September year to date, among the top 20 nameplates, only Honda and Peugeot are down in sales volume. In a growing market, both brands have consistently lost sales volume and market share and their marketing and pricing strategies need to be reviewed to arrest this sales decline. Dealers of both of these brands are consistently failing to achieve profitability. Best representation for any brand is achieved when its dealers are profitable, therefore both brands need to quickly turn around their sales performance for long term sound representation. Nameplates to have achieved year over year growth year to date in excess of 30% are Great Wall and Jeep, although both off a low volume base.

September vehicle sales compared to history is as follows:

Record Vehicle Industry

| | September Month | September YTD |
|---|---|---|
| Passenger | 7th | 5th |
| SUV | 1st | 1st |
| Light Commercial | 3rd | 2nd |
| Heavy Truck | 9th | 6th |
| Total Industry | 1st | 3rd |

Industry Highlights

- The Heavy Truck Industry was the only industry segment to have incurred a year over year volume loss, down 1.8% or just 42 units for the month. The SUV Industry continues to lead the overall industry growth and for September achieved 36.3% year over year volume growth. By comparison, Passenger was up 3.1% and Light Commercial was up 1.7%. The SUV Industry accounts for 23.1% of the total vehicle industry for September 2010 year to date which compares to just 18.4% the same time last year. On a year to date basis, all vehicle industry segments have achieved volume growth.
- Within the Passenger Industry, only the Light, Small and Medium segments achieved sales volume growth for the month of September. Sales volume growth in the Light segment was evenly spread over several models, in the Small segment Cruze, i30 and Mazda 3 accounted for the majority of the growth. The Light and Small Segments combined account for 64% of all passenger vehicle sales September year to date compared to 61.7% for the same period last year. Manufacturers with competitive products in these two segments will continue to achieve incremental market share into the future.

  Within the SUV Industry, only the Large segment incurred a volume loss, but only 29 units. The Compact segment achieved monthly growth of 3,509 units or 53.8%. Escape, CX7 and Dualis accounted for the majority of the volume growth, although most models in the segment achieved sales volume increase year over year. In the Medium SUV Segment, Captiva and Prado achieved the greatest year over year volume growth.

In the Light Commercial Industry, the Bus and Van segments both incurred a year over year volume loss. The Chassis/Cab 4x2 and 4x4 segments both achieved volume increase with growth spread over several models in these segments.

- Among States and Territories for September, all achieved sales volume growth for the month of September. Tasmania achieved the greatest percentage growth at 24.1% (principally rental vehicles) and Western Australia achieved growth of 23.2%. Year to date September all states and territories are up in sales volume.
- By buyer type, all categories are up year over year for September month. Private vehicle sales achieved the greatest growth for the month at 14.2%. September year to date all industry segments have achieved sales volume growth.
- By fuel type, only LPG vehicle sales were down for the month year over year. Hybrid vehicle sales (including 37 Mitsubishi i-MiEV electric vehicles) achieved the greatest year over year percent growth at 102.8%, although absolute segment sales volume was low at only 870 units for the month.
- Locally manufactured vehicle industry share for September accounted for just 14.2% of the total vehicle industry. The September 2010 industry share of 14.2% compares to September 2009 industry share of 16.4%. Locally manufactured vehicles share of the total vehicle industry will continue to come down into the future as consumers desert this segment in preference for more fuel efficient imported vehicles. Vehicles in this segment remain the vehicle of preference for government and large fleet sales.
- Toyota maintained Passenger, SUV and Light Commercial market leadership in September. Toyota achieved total vehicle sales of 16,185 units for September for a market share of 19%, which compares to 20.5% for September 2009. Holden was second (10,718 units), ahead of Mazda (8850 units), Ford (8,288 units) and Hyundai (6,120 units).
- Holden Commodore retains the title of the top selling vehicle for the month with sales of 4,038 units, ahead of Mazda 3 (3,878 units), Corolla (3,316 units) and Toyota HiLux (2,679 units).

## Top 10 Selling Vehicles

| | September Month | | September YTD | |
|---|---|---|---|---|
| | Model | Volume | Model | Volume |
| 1 | Commodore | 4038 | Commodore | 34620 |
| 2 | Mazda 3 | 3878 | HiLux | 30127 |
| 3 | Corolla | 3316 | Mazda 3 | 30048 |
| 4 | HiLux | 2679 | Corolla | 29338 |
| 5 | Cruze | 2432 | i30 | 23849 |
| 6 | Falcon | 2265 | Falcon | 22951 |
| 7 | i30 | 2223 | Cruze | 21397 |
| 8 | Camry | 2172 | Lancer | 18310 |
| 9 | Lancer | 1852 | Camry | 17622 |
| 10 | Mazda 2 | 1718 | Getz | 16813 |

| September 2010 Total Vehicle Industry | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | September Month | | | | | September Year To Date | | | | |
| | Year | | Difference | | % | Year | | Difference | | % |
| | 2009 | 2010 | Volume | % | Share | 2009 | 2010 | Volume | % | Share |
| Pass | 47284 | 48763 | 1479 | 3.1 | 57.4 | 400336 | 446410 | 46074 | 11.5 | 57.2 |
| SUV | 14443 | 19684 | 5241 | 36.3 | 23.1 | 134436 | 176576 | 42140 | 31.3 | 22.6 |
| Lt Com'l | 14069 | 14314 | 245 | 1.7 | 16.8 | 126741 | 136553 | 9812 | 7.7 | 17.5 |
| Hvy Trk | 2335 | 2293 | -42 | -1.8 | 2.7 | 20461 | 21181 | 720 | 3.5 | 2.7 |
| Total | 78131 | 85054 | 6923 | 8.9 | 100.0 | 681974 | 780720 | 98746 | 14.5 | 100.0 |

| September 2010 Vehicle Segmentation | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | September Month | | | | | September Year To Date | | | | |
| | Year | | Difference | | % | Year | | Difference | | % |
| | 2009 | 2010 | Volume | % | Share | 2009 | 2010 | Volume | % | Share |
| Light | 10323 | 11032 | 709 | 6.9 | 22.5 | 88047 | 103073 | 15026 | 17.1 | 23.0 |
| Small | 17710 | 19344 | 1634 | 9.2 | 39.7 | 159123 | 181262 | 22139 | 13.9 | 40.6 |
| Medium | 7521 | 7643 | 122 | 1.6 | 15.7 | 55548 | 61915 | 6367 | 11.5 | 13.9 |
| Large | 8763 | 8034 | -729 | -8.3 | 16.5 | 74094 | 74984 | 890 | 1.2 | 16.8 |
| Up Large | 323 | 239 | -84 | -26.0 | 0.5 | 2758 | 2492 | -266 | -9.6 | 0.6 |
| PM | 953 | 912 | -41 | -4.3 | 1.9 | 7980 | 9402 | 1422 | 17.8 | 2.1 |
| Sports | 1691 | 1559 | -132 | -7.8 | 3.2 | 12786 | 13282 | 496 | 3.9 | 3.0 |
| Pass. | 47284 | 48763 | 1479 | 3.1 | 100.0 | 400336 | 446410 | 46074 | 11.5 | 100.0 |
| Compact | 6528 | 10037 | 3509 | 53.8 | 50.9 | 60008 | 82380 | 22372 | 37.3 | 46.6 |
| Medium | 5197 | 6592 | 1395 | 26.8 | 33.5 | 51609 | 67022 | 15413 | 29.9 | 38.0 |
| Large | 928 | 899 | -29 | -3.1 | 4.6 | 7560 | 8945 | 1385 | 18.3 | 5.1 |
| Luxury | 1790 | 2156 | 366 | 20.4 | 11.0 | 15259 | 18229 | 2970 | 19.5 | 10.3 |
| SUV | 14443 | 19684 | 5241 | 36.3 | 100.0 | 134436 | 176576 | 42140 | 31.3 | 100.0 |
| Light Bus | 211 | 161 | -50 | -23.7 | 1.1 | 1651 | 1844 | 193 | 11.7 | 1.4 |
| Van | 2198 | 1837 | -361 | -16.4 | 12.8 | 17809 | 17782 | -27 | -0.2 | 13.0 |
| 4X2 | 4880 | 4935 | 55 | 1.1 | 34.5 | 47527 | 45967 | -1560 | -3.3 | 33.7 |
| 4X4 | 6679 | 7251 | 572 | 8.6 | 50.7 | 59030 | 70101 | 11071 | 18.8 | 51.3 |
| Light Trk | 101 | 130 | 29 | 28.7 | 0.9 | 724 | 859 | 135 | 18.6 | 0.6 |
| SUV | 14069 | 14314 | 245 | 1.7 | 100.0 | 126741 | 136553 | 9812 | 7.7 | 100.0 |

| September 2010 Sales By State | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | September Month | | | | | September Year To Date | | | | |
| | Year | | Difference | | % | Year | | Difference | | % |
| | 2009 | 2010 | Volume | % | Share | 2009 | 2010 | Volume | % | Share |
| NSW | 24367 | 26079 | 1712 | 7.0 | 30.7 | 210790 | 237414 | 26624 | 12.6 | 30.4 |
| Victoria | 20857 | 22511 | 1654 | 7.9 | 26.5 | 177756 | 211218 | 33462 | 18.8 | 27.1 |
| Q'land | 16255 | 16939 | 684 | 4.2 | 19.9 | 145762 | 158550 | 12788 | 8.8 | 20.3 |
| Wst Aust | 8217 | 10121 | 1904 | 23.2 | 11.9 | 73909 | 89233 | 15324 | 20.7 | 11.4 |
| Sth Aust | 5141 | 5548 | 407 | 7.9 | 6.5 | 43498 | 50183 | 6685 | 15.4 | 6.4 |
| Tasmania | 1382 | 1715 | 333 | 24.1 | 2.0 | 12255 | 13798 | 1543 | 12.6 | 1.8 |
| ACT | 1214 | 1356 | 142 | 11.7 | 1.6 | 11196 | 12341 | 1145 | 10.2 | 1.6 |
| NT | 698 | 785 | 87 | 12.5 | 0.9 | 6808 | 7983 | 1175 | 17.3 | 1.0 |
| Total | 78131 | 85054 | 6923 | 8.9 | 100.0 | 681974 | 780720 | 98746 | 14.5 | 100.0 |

| September 2010 Sales By Buyer Type | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | September Month | | | | | September Year To Date | | | | |
| | Year | | Difference | | % | Year | | Difference | | % |
| | 2009 | 2010 | Volume | % | Share | 2009 | 2010 | Volume | % | Share |
| Private | 34649 | 39553 | 4904 | 14.2 | 46.5 | 316214 | 372250 | 56036 | 17.7 | 47.6 |
| Business | 33789 | 35316 | 1527 | 4.5 | 41.5 | 298083 | 322833 | 24750 | 8.3 | 41.4 |
| Gov't | 4951 | 5180 | 229 | 4.6 | 6.1 | 43861 | 48349 | 4488 | 10.2 | 6.2 |
| Rental | 4742 | 5005 | 263 | 5.5 | 5.9 | 23816 | 37288 | 13472 | 56.6 | 4.8 |
| Total | 78131 | 85054 | 6923 | 8.9 | 100.0 | 681974 | 780720 | 98746 | 14.5 | 100.0 |

| September 2010 Sales By Fuel Type | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | September Month | | | | | September Year To Date | | | | |
| | Year | | Difference | | % | Year | | Difference | | % |
| | 2009 | 2010 | Volume | % | Share | 2009 | 2010 | Volume | % | Share |
| Petrol | 57543 | 60651 | 3108 | 5.4 | 71.3 | 500319 | 552689 | 52370 | 10.5 | 70.8 |
| Diesel | 19374 | 22861 | 3487 | 18.0 | 26.9 | 170944 | 214294 | 43350 | 25.4 | 27.4 |
| Hybrid | 429 | 870 | 441 | 102.8 | 1.0 | 3103 | 6953 | 3850 | 124.1 | 0.9 |
| LPG | 785 | 672 | -113 | -14.4 | 0.8 | 7608 | 6784 | -824 | -10.8 | 0.9 |
| Total | 78131 | 85054 | 6923 | 8.9 | 100.0 | 681974 | 780720 | 98746 | 14.5 | 100.0 |

| September 2010 Top 10 Production Locations | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | September Month | | | | | September Year To Date | | | | |
| | Year | | Difference | | % | Year | | Difference | | % |
| | 2009 | 2010 | Volume | % | Share | 2009 | 2010 | Volume | % | Share |
| Holden | 4774 | 5015 | 241 | 5.0 | 5.9 | 42418 | 45046 | 2628 | 6.2 | 5.8 |
| Ford | 4616 | 4083 | -533 | -11.5 | 4.8 | 38716 | 38947 | 231 | 0.6 | 5.0 |
| Toyota | 3397 | 3046 | -351 | -10.3 | 3.6 | 24575 | 26440 | 1865 | 7.6 | 3.4 |
| Mitsubishi | 0 | 0 | 0 | N/A | 0.0 | 9 | 1 | -8 | -88.9 | 0.0 |
| Local | 12787 | 12144 | -643 | -5.0 | 14.3 | 105718 | 110434 | 4716 | 4.5 | 14.2 |
| Japan | 27619 | 28609 | 990 | 3.6 | 33.6 | 243951 | 269289 | 25338 | 10.4 | 34.5 |
| Korea | 10489 | 12977 | 2488 | 23.7 | 15.3 | 89066 | 126576 | 37510 | 42.1 | 16.2 |
| Thailand | 11514 | 12897 | 1383 | 12.0 | 15.2 | 103881 | 122082 | 18201 | 17.5 | 15.6 |
| Germany | 5186 | 6525 | 1339 | 25.8 | 7.7 | 43742 | 59542 | 15800 | 36.1 | 7.6 |
| South Afr. | 1616 | 1901 | 285 | 17.6 | 2.2 | 16611 | 12584 | -4027 | -24.2 | 1.6 |
| England | 957 | 1417 | 460 | 48.1 | 1.7 | 6499 | 11181 | 4682 | 72.0 | 1.4 |
| USA | 981 | 1317 | 336 | 34.3 | 1.5 | 9312 | 10543 | 1231 | 13.2 | 1.4 |
| France | 719 | 605 | -114 | -15.9 | 0.7 | 6841 | 5838 | -1003 | -14.7 | 0.7 |
| Belgium | 732 | 657 | -75 | -10.2 | 0.8 | 10056 | 5583 | -4473 | -44.5 | 0.7 |
| Other | 5531 | 6005 | 474 | 8.6 | 7.0 | 46297 | 47068 | 771 | 1.7 | 6.1 |
| Total | 78131 | 85054 | 6923 | 8.9 | 100.0 | 681974 | 780720 | 98746 | 14.5 | 100.0 |

| September 2010 Top 20 Nameplates | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | h w se./ | | | | | September Year To Date | | | | |
| | Year | | Difference | | % | Year | | Difference | | % |
| | 2009 | 2010 | Volume | % | Share | 2009 | 2010 | Volume | % | Share |
| Toyota | 16007 | 16185 | 178 | 1.1 | 19.0 | 142898 | 157538 | 14640 | 10.2 | 20.2 |
| Holden | 9744 | 10718 | 974 | 10.0 | 12.6 | 85667 | 101169 | 15502 | 18.1 | 13.0 |
| Ford | 8427 | 8288 | -139 | -1.6 | 9.7 | 70289 | 73071 | 2782 | 4.0 | 9.4 |
| Mazda | 7208 | 8850 | 1642 | 22.8 | 10.4 | 57695 | 65568 | 7873 | 13.6 | 8.4 |
| Hyundai | 5484 | 6120 | 636 | 11.6 | 7.2 | 47625 | 61582 | 13957 | 29.3 | 7.9 |
| Mitsubishi | 4312 | 5314 | 1002 | 23.2 | 6.2 | 40092 | 47217 | 7125 | 17.8 | 6.0 |
| Nissan | 4079 | 4689 | 610 | 15.0 | 5.5 | 38446 | 46898 | 8452 | 22.0 | 6.0 |
| Subaru | 2807 | 3105 | 298 | 10.6 | 3.7 | 27225 | 30697 | 3472 | 12.8 | 3.9 |
| Honda | 3939 | 2582 | -1357 | -34.5 | 3.0 | 31787 | 30677 | -1110 | -3.5 | 3.9 |
| Volks. | 2307 | 3225 | 918 | 39.8 | 3.8 | 22717 | 28475 | 5758 | 25.3 | 3.6 |
| Suzuki | 1747 | 2173 | 426 | 24.4 | 2.6 | 14601 | 18602 | 4001 | 27.4 | 2.4 |
| KIA | 1564 | 2014 | 450 | 28.8 | 2.4 | 14637 | 18196 | 3559 | 24.3 | 2.3 |
| Mercedes | 1609 | 2310 | 701 | 43.6 | 2.7 | 13836 | 16553 | 2717 | 19.6 | 2.1 |
| BMW | 1745 | 1709 | -36 | -2.1 | 2.0 | 12477 | 13552 | 1075 | 8.6 | 1.7 |
| Audi | 1027 | 1110 | 83 | 8.1 | 1.3 | 8590 | 10382 | 1792 | 20.9 | 1.3 |
| Isuzu | 656 | 589 | -67 | -10.2 | 0.7 | 5436 | 5509 | 73 | 1.3 | 0.7 |
| Great Wall | 260 | 668 | 408 | 156.9 | 0.8 | 762 | 4935 | 4173 | 547.6 | 0.6 |
| Jeep | 233 | 472 | 239 | 102.6 | 0.6 | 2760 | 4537 | 1777 | 64.4 | 0.6 |
| Lexus | 513 | 318 | -195 | -38.0 | 0.4 | 4113 | 4502 | 389 | 9.5 | 0.6 |
| Peugeot | 405 | 409 | 4 | 1.0 | 0.5 | 4444 | 4281 | -163 | -3.7 | 0.5 |
| Other | 4058 | 4206 | 148 | 3.6 | 4.9 | 35877 | 36779 | 902 | 2.5 | 4.9 |
| Total | 78131 | 85054 | 6923 | 8.9 | 100.0 | 681974 | 780720 | 98746 | 14.5 | 100.0 |

| September 2010 Top 20 Passenger Nameplates | | |
|---|---|---|
| | September Month | September Year To Date |

| | Year | | Difference | | % | Year | | Difference | | % |
|---|---|---|---|---|---|---|---|---|---|---|
| | 2009 | 2010 | Volume | % | Share | 2009 | 2010 | Volume | % | Share |
| Toyota | 8606 | 8169 | -437 | -5.1 | 16.8 | 71645 | 75091 | 3446 | 4.8 | 16.8 |
| Holden | 6621 | 7646 | 1025 | 15.5 | 15.7 | 57985 | 69253 | 11268 | 19.4 | 15.5 |
| Mazda | 5551 | 6411 | 860 | 15.5 | 13.1 | 44569 | 47900 | 3331 | 7.5 | 10.7 |
| Hyundai | 3684 | 4658 | 974 | 26.4 | 9.6 | 34766 | 46346 | 11580 | 33.3 | 10.4 |
| Ford | 5008 | 4335 | -673 | -13.4 | 8.9 | 41250 | 42147 | 897 | 2.2 | 9.4 |
| Honda | 3627 | 2125 | -1502 | -41.4 | 4.4 | 27721 | 25394 | -2327 | -8.4 | 5.7 |
| Volks. | 1628 | 2419 | 791 | 48.6 | 5.0 | 15734 | 19906 | 4172 | 26.5 | 4.5 |
| Mitsubishi | 2152 | 1973 | -179 | -8.3 | 4.0 | 16642 | 19365 | 2723 | 16.4 | 4.3 |
| Suzuki | 1383 | 1740 | 357 | 25.8 | 3.6 | 10751 | 14873 | 4122 | 38.3 | 3.3 |
| KIA | 1363 | 1477 | 114 | 8.4 | 3.0 | 12087 | 13928 | 1841 | 15.2 | 3.1 |
| Subaru | 1256 | 1385 | 129 | 10.3 | 2.8 | 13242 | 13873 | 631 | 4.8 | 3.1 |
| Nissan | 1177 | 1028 | -149 | -12.7 | 2.1 | 11391 | 12706 | 1315 | 11.5 | 2.8 |
| Mercedes | 1129 | 1631 | 502 | 44.5 | 3.3 | 9220 | 11410 | 2190 | 23.8 | 2.6 |
| BMW | 1122 | 1112 | -10 | -0.9 | 2.3 | 8745 | 8992 | 247 | 2.8 | 2.0 |
| Audi | 779 | 795 | 16 | 2.1 | 1.6 | 6589 | 7565 | 976 | 14.8 | 1.7 |
| Peugeot | 378 | 373 | -5 | -1.3 | 0.8 | 4162 | 3769 | -393 | -9.4 | 0.8 |
| Lexus | 298 | 184 | -114 | -38.3 | 0.4 | 2123 | 2592 | 469 | 22.1 | 0.6 |
| Mini | 227 | 175 | -52 | -22.9 | 0.4 | 1476 | 1721 | 245 | 16.6 | 0.4 |
| Proton | 116 | 127 | 11 | 9.5 | 0.3 | 721 | 1207 | 486 | 67.4 | 0.3 |
| Volvo | 170 | 143 | -27 | -15.9 | 0.3 | 1190 | 1172 | -18 | -1.5 | 0.3 |
| Other | 1009 | 857 | -152 | -15.1 | 1.6 | 8327 | 7200 | -1127 | -13.5 | 1.7 |
| Total | 47284 | 48763 | 1479 | 3.1 | 100.0 | 400336 | 446410 | 46074 | 11.5 | 100.0 |

| September 2010 Top 20 SUV Nameplates | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | September Month | | | | | September Year To Date | | | | |
| | Year | | Difference | | % | Year | | Difference | | % |
| | 2009 | 2010 | Volume | % | Share | 2009 | 2010 | Volume | % | Share |
| Toyota | 3558 | 4075 | 517 | 14.5 | 20.7 | 33092 | 39389 | 6297 | 19.0 | 22.3 |
| Nissan | 1345 | 1986 | 641 | 47.7 | 10.1 | 12433 | 17119 | 4686 | 37.7 | 9.7 |
| Subaru | 1551 | 1720 | 169 | 10.9 | 8.7 | 13983 | 16824 | 2841 | 20.3 | 9.5 |
| Mitsubishi | 1065 | 1880 | 815 | 76.5 | 9.6 | 8922 | 14392 | 5470 | 61.3 | 8.2 |
| Holden | 880 | 1185 | 305 | 34.7 | 6.0 | 7879 | 12086 | 4207 | 53.4 | 6.8 |
| Ford | 892 | 1585 | 693 | 77.7 | 8.1 | 8631 | 11125 | 2494 | 28.9 | 6.3 |
| Mazda | 487 | 1443 | 956 | 196.3 | 7.3 | 5382 | 10694 | 5312 | 98.7 | 6.1 |
| Hyundai | 1404 | 972 | -432 | -30.8 | 4.9 | 10302 | 10522 | 220 | 2.1 | 6.0 |
| Honda | 312 | 457 | 145 | 46.5 | 2.3 | 4066 | 5283 | 1217 | 29.9 | 3.0 |
| Volks | 364 | 412 | 48 | 13.2 | 2.1 | 4208 | 5219 | 1011 | 24.0 | 3.0 |
| BMW | 623 | 597 | -26 | -4.2 | 3.0 | 3732 | 4560 | 828 | 22.2 | 2.6 |
| Jeep | 233 | 472 | 239 | 102.6 | 2.4 | 2760 | 4537 | 1777 | 64.4 | 2.6 |
| KIA | 172 | 483 | 311 | 180.8 | 2.5 | 2264 | 3868 | 1604 | 70.8 | 2.2 |
| Suzuki | 334 | 388 | 54 | 16.2 | 2.0 | 3482 | 3511 | 29 | 0.8 | 2.0 |
| L/Rover | 236 | 391 | 155 | 65.7 | 2.0 | 2648 | 3456 | 808 | 30.5 | 2.0 |
| Audi | 248 | 315 | 67 | 27.0 | 1.6 | 2001 | 2817 | 816 | 40.8 | 1.6 |
| Great Wall | 0 | 288 | 288 | N/A | 1.5 | 0 | 2494 | 2494 | N/A | 1.4 |
| Volvo | 181 | 264 | 83 | 45.9 | 1.3 | 2064 | 2404 | 340 | 16.5 | 1.4 |
| Mercedes | 126 | 306 | 180 | 142.9 | 1.6 | 1657 | 2232 | 575 | 34.7 | 1.3 |
| Lexus | 215 | 134 | -81 | -37.7 | 0.7 | 1990 | 1910 | -80 | -4.0 | 1.1 |
| Other | 217 | 331 | 114 | 52.5 | 1.6 | 2940 | 2134 | -806 | -27.4 | 0.9 |
| Total | 14443 | 19684 | 5241 | 36.3 | 100.0 | 134436 | 176576 | 42140 | 31.3 | 100.0 |

| September 2010 Light Commercial Nameplates | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | September Month | | | | | September Year To Date | | | | |
| | Year | | Difference | | % | Year | | Difference | | % |
| | 2009 | 2010 | Volume | % | Share | 2009 | 2010 | Volume | % | Share |
| Toyota | 3822 | 3913 | 91 | 2.4 | 27.3 | 37963 | 42771 | 4808 | 12.7 | 31.3 |
| Holden | 2243 | 1887 | -356 | -15.9 | 13.2 | 19803 | 19830 | 27 | 0.1 | 14.5 |
| Ford | 2527 | 2368 | -159 | -6.3 | 16.5 | 20408 | 19799 | -609 | -3.0 | 14.5 |
| Nissan | 1557 | 1675 | 118 | 7.6 | 11.7 | 14622 | 17073 | 2451 | 16.8 | 12.5 |
| Mitsubishi | 1095 | 1461 | 366 | 33.4 | 10.2 | 14528 | 13460 | -1068 | -7.4 | 9.9 |
| Mazda | 1167 | 996 | -171 | -14.7 | 7.0 | 7744 | 6974 | -770 | -9.9 | 5.1 |
| Hyundai | 396 | 490 | 94 | 23.7 | 3.4 | 2557 | 4714 | 2157 | 84.4 | 3.5 |
| Isuzu Ute | 339 | 463 | 124 | 36.6 | 3.2 | 2161 | 3659 | 1498 | 69.3 | 2.7 |
| Volks. | 270 | 308 | 38 | 14.1 | 2.2 | 2475 | 2809 | 334 | 13.5 | 2.1 |
| Great Wall | 260 | 380 | 120 | 46.2 | 2.7 | 762 | 2441 | 1679 | 220.3 | 1.8 |
| Mercedes | 99 | 74 | -25 | -25.3 | 0.5 | 949 | 778 | -171 | -18.0 | 0.6 |
| Ssang. | 21 | 65 | 44 | 209.5 | 0.5 | 379 | 491 | 112 | 29.6 | 0.4 |
| KIA | 29 | 54 | 25 | 86.2 | 0.4 | 286 | 400 | 114 | 39.9 | 0.3 |
| Citroen | 32 | 39 | 7 | 21.9 | 0.3 | 273 | 298 | 25 | 9.2 | 0.2 |
| Proton | 40 | 29 | -11 | -27.5 | 0.2 | 344 | 252 | -92 | -26.7 | 0.2 |
| Suzuki | 30 | 45 | 15 | 50.0 | 0.3 | 368 | 218 | -150 | -40.8 | 0.2 |
| Peugeot | 27 | 17 | -10 | -37.0 | 0.1 | 282 | 170 | -112 | -39.7 | 0.1 |
| L/Rover | 12 | 20 | 8 | 66.7 | 0.1 | 80 | 166 | 86 | 107.5 | 0.1 |
| Fiat | 16 | 7 | -9 | -56.3 | 0.0 | 147 | 127 | -20 | -13.6 | 0.1 |
| Renault | 87 | 23 | -64 | -73.6 | 0.2 | 610 | 123 | -487 | -79.8 | 0.1 |
| Total | 14069 | 14314 | 245 | 1.7 | 100.0 | 126741 | 136553 | 9812 | 7.7 | 100.0 |

| September 2010 Heavy Truck Nameplates | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | September Month | | | | | September Year To Date | | | | |
| | Year | | Difference | | % | Year | | Difference | | % |
| | 2009 | 2010 | Volume | % | Share | 2009 | 2010 | Volume | % | Share |
| Isuzu | 656 | 589 | -67 | -10.2 | 25.7 | 5436 | 5509 | 73 | 1.3 | 26.0 |
| Hino | 307 | 318 | 11 | 3.6 | 13.9 | 3296 | 3073 | -223 | -6.8 | 14.5 |
| Mits Fuso | 344 | 260 | -84 | -24.4 | 11.3 | 2712 | 2799 | 87 | 3.2 | 13.2 |
| Mercedes | 255 | 299 | 44 | 17.3 | 13.0 | 2010 | 2133 | 123 | 6.1 | 10.1 |
| K'worth | 148 | 147 | -1 | -0.7 | 6.4 | 1131 | 1463 | 332 | 29.4 | 6.9 |
| Iveco | 107 | 118 | 11 | 10.3 | 5.1 | 878 | 1092 | 214 | 24.4 | 5.2 |
| Volvo | 64 | 74 | 10 | 15.6 | 3.2 | 686 | 728 | 42 | 6.1 | 3.4 |
| Fiat | 76 | 66 | -10 | -13.2 | 2.9 | 636 | 621 | -15 | -2.4 | 2.9 |
| W/Star | 50 | 65 | 15 | 30.0 | 2.8 | 483 | 584 | 101 | 20.9 | 2.8 |
| Niss UD | 61 | 67 | 6 | 9.8 | 2.9 | 520 | 579 | 59 | 11.3 | 2.7 |
| Volks. | 45 | 86 | 41 | 91.1 | 3.8 | 300 | 541 | 241 | 80.3 | 2.6 |
| Mack | 48 | 50 | 2 | 4.2 | 2.2 | 601 | 525 | -76 | -12.6 | 2.5 |
| Freightl. | 77 | 47 | -30 | -39.0 | 2.0 | 672 | 451 | -221 | -32.9 | 2.1 |
| Toyota | 21 | 28 | 7 | 33.3 | 1.2 | 198 | 287 | 89 | 44.9 | 1.4 |
| Scania | 24 | 22 | -2 | -8.3 | 1.0 | 277 | 245 | -32 | -11.6 | 1.2 |
| Man | 19 | 17 | -2 | -10.5 | 0.7 | 194 | 197 | 3 | 1.5 | 0.9 |
| Daf | 12 | 15 | 3 | 25.0 | 0.7 | 169 | 168 | -1 | -0.6 | 0.8 |
| Renault | 11 | 18 | 7 | 63.6 | 0.8 | 104 | 110 | 6 | 5.8 | 0.5 |
| I'national | 10 | 7 | -3 | -30.0 | 0.3 | 158 | 76 | -82 | -51.9 | 0.4 |
| Total | 2335 | 2293 | -42 | -1.8 | 100.0 | 20461 | 21181 | 720 | 3.5 | 100.0 |

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