

MEDIA RELEASE



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**FEDERAL CHAMBER
OF AUTOMOTIVE
INDUSTRIES**

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Emerging buyer preference for diesel SUVs

Official VFACTS data released today by the Federal Chamber of Automotive Industries (FCAI) shows an emerging buyer preference for diesel sports utility vehicles in the continuing strong market for SUVs.

Overall, 79,097 vehicles were sold in April, an increase of 6.6 per cent (or 4,833 vehicles) compared to the same month in 2011. On a year to date basis, this is a 5.1 per cent increase (16,541 vehicles) on sales for the first four months in 2011.

“Yet again, SUVs dominate the Australian vehicle market, with sales increasing for all sizes of SUVs in the private, business and rental sectors,” FCAI Chief Executive Ian Chalmers said. “This month however we can also see an interesting emergence of customer preference for diesel powered SUVs.”

Private sales for diesel SUVs increased by 56.0 per cent (or 1,530 vehicles) compared to the same month in 2011, and 47.9 per cent (5,485) for the same four-month period last year. Similarly, non-private sales for diesel SUVs increased by 47.5 per cent (1,507) compared with April 2011 and 39.3 per cent (5,588) for the same period in 2011. Overall, SUV sales increased by 24.4 per cent compared with the same period last year.

Meanwhile sales are down for large passenger vehicles, but medium passenger car sales continue to be strong, up 14.6 per cent (3,428) compared with the same period last year. Sales of sports cars show a healthy resurgence with an increase of 36.1 per cent (1,680) compared with the same period.

Sales of locally manufactured vehicles are up 17.1 per cent compared to the same period last year.

The popular Mazda3 was pipped at the post in April by the Toyota HiLux with 3,565 sales.

Toyota was the best performing brand in April selling 16,568 vehicles, followed by Mazda with 7,681 and then Holden with 7,589.

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VFACTS monthly auto sales data is available at 12 noon on the 3rd working day after the end of every month at www.fcai.com.au

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