

Indonesia Automotive Sector Flash

Sector Flash

Domestic Car & Motorcycle Sales, as per 6M 2014

Domestic Car and Motorcycle Sales grew 6.8% and 7.1% each YoY in the first 6 months of 2014.

What happened in the market

PT Honda Prospect Motor as the producer of Honda Mobilio has successfully entered the Car market competition in the 1st semester of this year. It has increased its market share to 12.9% from 8.2% last year, meanwhile Astra's product market share declined from 53.8% to 52.0%.

It is a different story In the Motorcycle market, where Astra Honda is still the market leader at 62.4%, growing from 60.3% in the same period last year, due to a 10.9% sales growth YoY. Yamaha, Astra's nearest competitor, recorded a sales growth of only 4.1% YoY.

Full year projection and some influential factors

We are upgrading our previous projection of car and motorcycle sales growth this year to 7.7% and 8.5% each, from our previous projection of 6.2% and 5.1% each respectively.

Besides Eid holiday season and the beginning of new school year, we expect the Indonesia International Motor Show (IIMS) in September to boost sales. We also expect the upcoming announcement from the General Election Committee (KPU) regarding the elected President to also increase optimism for both retail and corporate to increase their spending for luxury and capital goods, especially motor vehicles.

Domestic Car Sales Volume (units)

| | Jun-13 | | | MoM | | YoY | | | Market Share | | FY 2013 | 2014E | growth |
|-----------------------|----------------|---------------|----------------|---------------|-------------|----------------|----------------|-------------|--------------|--------------|------------------|------------------|--------------|
| | Jun-13 | May-14 | Jun-14 | growth | growth | 6M 2013 | 6M 2014 | growth | 6M 2013 | 6M 2014 | | | |
| Daihatsu | 14,882 | 12,260 | 15,921 | -23.0% | 7.0% | 88,446 | 95,323 | 7.8% | 14.7% | 14.8% | | | |
| Isuzu | 2,808 | 2,115 | 2,160 | -2.1% | -23.1% | 16,227 | 14,490 | -10.7% | 2.7% | 2.3% | | | |
| UD Trucks | 179 | 140 | 140 | 0.0% | -21.8% | 992 | 660 | -33.5% | 0.2% | 0.1% | | | |
| Toyota | 35,190 | 31,692 | 39,198 | -19.1% | 11.4% | 215,351 | 223,977 | 4.0% | 35.8% | 34.8% | | | |
| Peugeot | 51 | 4 | 5 | -20.0% | -90.2% | 166 | 31 | -81.3% | 0.0% | 0.0% | | | |
| ASTRA | 53,110 | 46,211 | 57,424 | -19.5% | 8.1% | 321,182 | 334,481 | 4.1% | 53.3% | 52.0% | 654,573 | 689,031 | 5.3% |
| Mitsubishi | 13,204 | 10,600 | 11,398 | -7.0% | -13.7% | 77,435 | 76,613 | -1.1% | 12.9% | 11.9% | | | |
| Suzuki | 15,578 | 12,655 | 12,510 | 1.2% | -19.7% | 75,425 | 81,185 | 7.6% | 12.5% | 12.6% | | | |
| Nissan | 5,431 | 3,089 | 2,232 | 38.4% | -58.9% | 31,339 | 19,787 | -36.9% | 5.2% | 3.1% | | | |
| Honda | 7,550 | 16,356 | 17,215 | -5.0% | 128.0% | 49,342 | 82,675 | 67.6% | 8.2% | 12.9% | | | |
| Others | 9,403 | 8,236 | 9,769 | -15.7% | 3.9% | 47,506 | 48,320 | 1.7% | 7.9% | 7.5% | | | |
| NON-ASTRA | 51,166 | 50,936 | 53,124 | -4.1% | 3.8% | 281,047 | 308,580 | 9.8% | 46.7% | 48.0% | 575,265 | 635,675 | 10.5% |
| Total Domestic | 104,276 | 97,147 | 110,548 | -12.1% | 6.0% | 602,229 | 643,061 | 6.8% | | | 1,229,838 | 1,324,706 | 7.7% |

Source: Gaikindo, Astra International, Reliance research estimates

Domestic Motorcycle Sales Volume (units)

| | Jun-13 | | | MoM | | YoY | | | Market Share | | FY 2013 | 2014E | growth |
|-----------------------|----------------|----------------|----------------|--------------|--------------|------------------|------------------|--------------|--------------|--------------|------------------|------------------|--------------|
| | Jun-13 | May-14 | Jun-14 | growth | growth | 6M 2013 | 6M 2014 | growth | 6M 2013 | 6M 2014 | | | |
| ASTRA HONDA | 390,023 | 452,353 | 471,585 | 4.3% | 20.9% | 2,364,297 | 2,623,175 | 10.9% | 60.3% | 62.4% | 4,696,999 | 5,246,350 | 11.7% |
| Yamaha | 214,998 | 237,586 | 235,120 | -1.0% | 9.4% | 1,277,781 | 1,329,967 | 4.1% | 32.6% | 31.6% | | | |
| Suzuki | 45,315 | 33,087 | 27,278 | -17.6% | -39.8% | 208,645 | 166,456 | -20.2% | 5.3% | 4.0% | | | |
| Kawasaki | 8,398 | 15,762 | 15,759 | 0.0% | 87.7% | 69,020 | 78,303 | 13.4% | 1.8% | 1.9% | | | |
| TVS | 770 | 813 | 1,087 | 33.7% | 41.2% | 3,952 | 4,395 | 11.2% | 0.1% | 0.1% | | | |
| NON-ASTRA | 269,481 | 287,248 | 279,244 | -2.8% | 3.6% | 1,559,398 | 1,579,121 | 1.3% | 39.7% | 37.6% | 3,046,880 | 3,158,242 | 3.7% |
| Total Domestic | 659,504 | 739,601 | 750,829 | 1.5% | 13.8% | 3,923,695 | 4,202,296 | 7.1% | | | 7,743,879 | 8,404,592 | 8.5% |

Source: Gaikindo, Astra International, Reliance research estimates

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