

### December auto sales down 15%MoM

Auto car sales numbers for December 2009 have been released by the Pakistan Automotive Manufacturers Association (PAMA).

- Auto (Cars + LCVs) and car sales for December 2009 are down 15%MoM and 19%MoM, respectively. All auto manufacturers witnessed a decline in their sales, with Dewan Motors and Indus Motor showing most significant decline, down 36%MoM and 32%MoM, respectively. This fall was expected on a month on month basis in December 2009, primarily because of delays in consumers' purchasing decisions till the next year as they opted to avail the New Year's registration. This typical trend of declining sales in the last month of the year is reflected in the historical numbers as well.
- On a year on year basis, overall auto and car sales were up 119% and 178%, respectively. As evident, car sales growth has outpaced LCVs' during the period. Moreover, Pak Suzuki registered a 140%YoY growth along with 75% by Indus Motor as sales had started to bottom out this time last year. Honda Car registered the highest growth (278%YoY) because of a low base, as last year Honda was in the process of phasing out the previous model of Honda City to bring in a new one.
- 1HFY10 numbers show a 16%YoY and a 34%YoY growth in auto and car sales, respectively. The growth is primarily driven by a 57% growth in Indus Motor (INDU). INDU sales jumped during the period mainly owing to low base effect carried from last year (phase out of the previous Corolla model) and a strong performance of Corolla.
- Going forward, we can expect January 2010 sales to post a MoM growth, as the New Year factor fizzles out.

Unit sales	Jul-Dec FY10	Jul-Dec FY09	% Δ	Dec 2009	Dec 2008	% Δ	Dec 2009	Nov 2009	% Δ
Indus Motor	20,902	13,331	57%	2,424	1,386	75%	2,424	3,568	-32%
Pak Suzuki	34,147	33,319	2%	5,400	2,249	140%	5,400	5,506	-2%
Dewan Motor	775	1,081	-28%	86	91	-5%	86	135	-36%
Honda Car	5,671	5,285	7%	567	150	278%	567	754	-25%
<b>Industry LCV/car sale</b>	<b>61,515</b>	<b>53,054</b>	<b>16%</b>	<b>8,477</b>	<b>3,879</b>	<b>119%</b>	<b>8,477</b>	<b>9,964</b>	<b>-15%</b>
<b>Industry car sales</b>	<b>48,344</b>	<b>36,079</b>	<b>34%</b>	<b>6,178</b>	<b>2,221</b>	<b>178%</b>	<b>6,178</b>	<b>7,613</b>	<b>-19%</b>

Source: PAMA, JS Research

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