

Australian Automotive Intelligence

SPECIALISTS ON THE AUSTRALIAN AUTOMOTIVE INDUSTRY AND MARKET

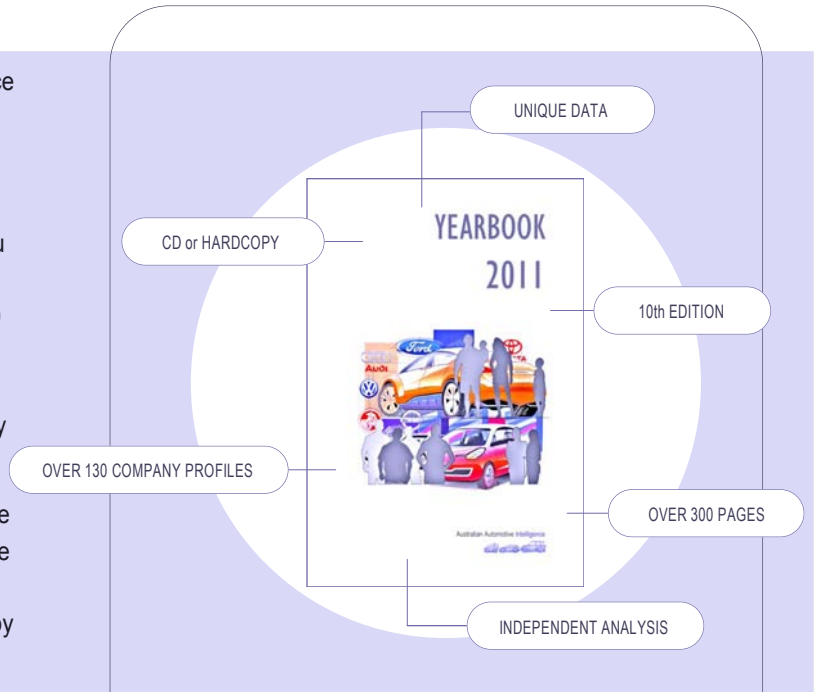
2011 YEARBOOK

A 'MUST HAVE' TOOL FOR ANYONE WHO NEEDS TO KNOW THE AUSTRALIAN AUTOMOTIVE INDUSTRY.

The 2011 AAI YEARBOOK is a one-stop reference guide to the automotive market and industry in Australia.

Now in its 10th edition, this unique industry resource contains all the data and information you need to keep abreast of Australia's fast moving auto market and industry including more than 130 in-depth profiles of Australian car manufacturers, component makers, vehicle importers and distributors plus well-sorted data sets and industry reference points.

Easily the most comprehensive information source for the industry, AAI's 2011 YEARBOOK offers the benefits of more than ten years of direct research and development, as well as 18 years of activity by Australian Automotive Intelligence.



- > OVER 300 PAGES OF AUTOMOTIVE INDUSTRY DATA AND ANALYSIS
- > MORE THAN 130 IN-DEPTH PROFILES OF AUSTRALIAN CAR AND COMPONENT MANUFACTURERS, VEHICLE IMPORTERS AND DISTRIBUTORS
- > UP TO DATE INFORMATION IN EASY TO USE GRAPHS AND TABLES
- > THIS VITAL INDUSTRY RESOURCE IS YOURS FOR ONLY \$654.50 (INCL. GST OR OVERSEAS EXPRESS DELIVERY)
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Established in 1993, Australian Automotive Intelligence is a specialised business and policy consultancy focusing on the Australian automotive industry.

AAI publishes the AAI REPORT and AAI YEARBOOK, assists industry organisations and companies in their submissions to governments and consults with companies on strategic, market and other automotive industry matters.

Led by economist and industry specialist Richard Johns, AAI has developed an enviable reputation for providing comprehensive and independent analysis on a broad range of issues concerning Australia's automotive sector.

AAI's deep knowledge of the Australian market and industry, its ability to see Australia's industry in a global context, as well as long experience in forecasting and a talent for incisive commentary sets AAI apart.

A leader in economic analysis, forecasting and market intelligence for more than 18 years.



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THE 2011 AAI YEARBOOK COMPRISES 5 CHAPTERS THAT TOGETHER PROVIDE UNIQUE AND COMPREHENSIVE COVERAGE OF THE AUSTRALIAN AUTOMOTIVE INDUSTRY.

KEY DATA

The first chapter of the YEARBOOK presents a detailed collection of industry wide data and information with user friendly charts and tables - every year we add new charts, tables and information to the already extensive collection.

NEW CAR PRICE INDEXES, EARNINGS AND AFFORDABILITY

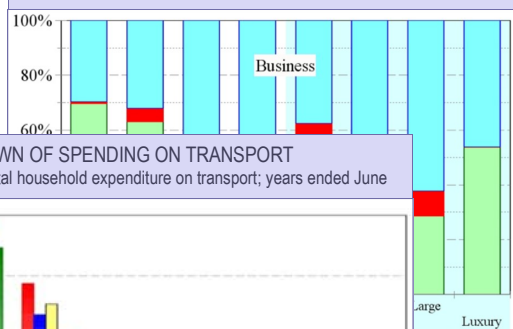
AAI REPORT car price indexes

Calendar year	Local		Import (total)		Japanese		Non-Japanese		Total	
	Index	% ch	Index	% ch	Index	% ch	Index	% ch	Index	% ch
2000	218.6	-0.5	224.7	-2.4	115.2	-0.6	108.2	-4.5	222.2	-1.4
2001	222.2	1.7	227.4	1.2	118.6	2.9	107.2	-0.9	225.3	1.4
2002	231.6	4.2	230.4	1.3	119.9	1.1	108.7	1.4	230.9	2.4
2003	237.7	2.6	231.1	0.3	118.5	-1.1	110.9	2.0	233.8	1.3
2004	244.0	2.8	238.0	2.2	122.0	2.6	112.0	1.8	240.0	2.1
2005	251.0	2.9	245.0	3.4	125.0	2.4	115.0	2.7	248.0	3.3
2006	258.0	2.8	252.0	2.0	128.0	2.4	118.0	2.6	255.0	2.8
2007	265.0	2.7	259.0	1.2	131.0	2.3	121.0	2.5	262.0	2.7
2008	272.0	2.7	266.0	1.2	134.0	2.3	124.0	2.5	269.0	2.7
2009	279.0	2.6	273.0	1.9	137.0	2.2	127.0	2.4	276.0	2.6
2010	286.0	2.5	280.0	1.8	140.0	2.2	130.0	2.4	283.0	2.5

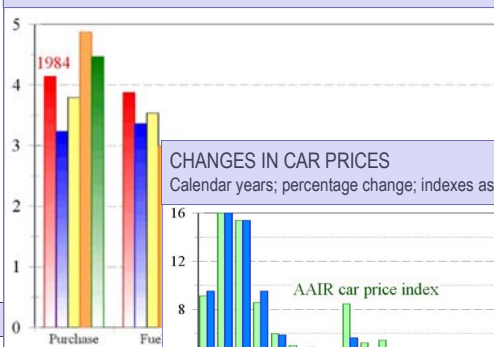
STATE VEHICLE PARC DATA

Year of census	New South Wales	Victoria	QLD	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory
1962	828,693	681,025	290,195	238,905	165,637	75,697	5,579	1,100
1971	1,393,457	1,131,361	540,526	396,778	331,173	126,409	17,607	5,000
1979	1,906,556	1,554,401	855,016	543,789	521,084	175,074	24,383	8,000
1988	2,258,708	2,042,794	1,131,135	681,505	679,111	210,991	35,668	10,000
1997	2,843,916	2,521,814	1,607,519	801,591	956,900	240,460	64,698	169,340
2007	3,464,250	3,049,224	2,220,568	927,313	1,254,426	275,146	75,618	200,015
2010	3,675,163	3,249,418	2,409,273	978,041	1,369,133	290,793	84,167	213,317

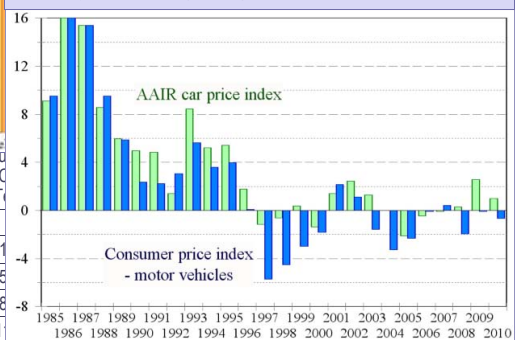
SALES IN KEY SEGMENTS BY BUYER TYPE
Percent of sales in segment; 2010



BREAKDOWN OF SPENDING ON TRANSPORT
Percent of total household expenditure on transport; years ended June



CHANGES IN CAR PRICES
Calendar years; percentage change; indexes as shown



COMPANY CHAPTERS

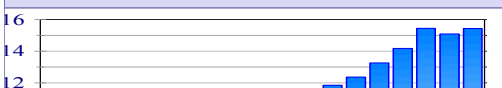
There are more than 130 profiles of companies in the Australian automotive industry, with a chapter each for:

- AUSTRALIAN CAR MANUFACTURERS
- AUSTRALIAN COMPONENT MANUFACTURERS
- LIGHT VEHICLE IMPORTERS
- HCV ASSEMBLERS AND IMPORTERS

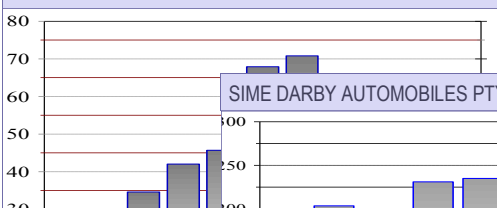
These succinct profiles include:

- a brief history of the company
- company ownership details
- operations and activities
- major products and customers
- market performance and models
- related finance companies
- international and export activity
- financial performance

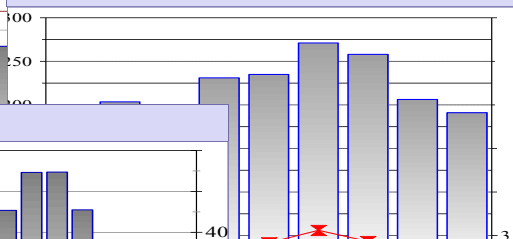
LIGHT VEHICLE IMPORTERS SALES & PROFITABILITY



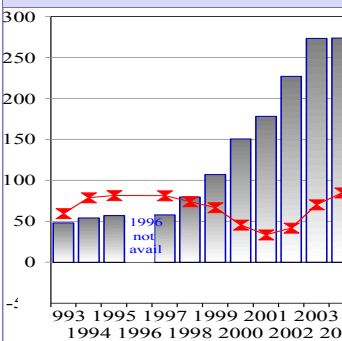
METT PTY. LTD.



SIME DARBY AUTOMOBILES PTY. LTD.



AUTOLIV AUSTRALIA PTY. LTD.



PORSCHE CARS AUSTRALIA PTY. LTD.

