

THE RAPID CAR PARC CHANGE

PREPARED FOR:



PREPARED BY:



The Rapid Car Parc Change

DBC2 is not just any marketing company; we understand the automotive industry like no other.



Research Clients

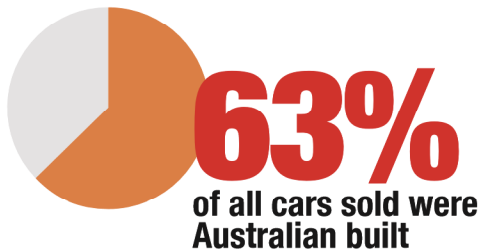


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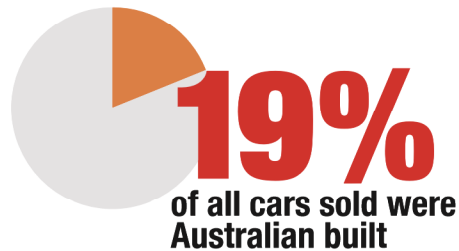


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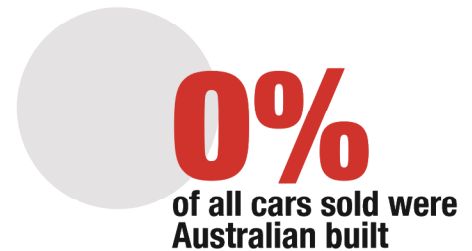
2010




2016



2018



Since 2010
Euro sales have
increased by 31%



In 2015, there
were more C-Class
Mercedes sold than
Ford Falcons



Next 5 years will see
the biggest change
in the Australian car
parc in history



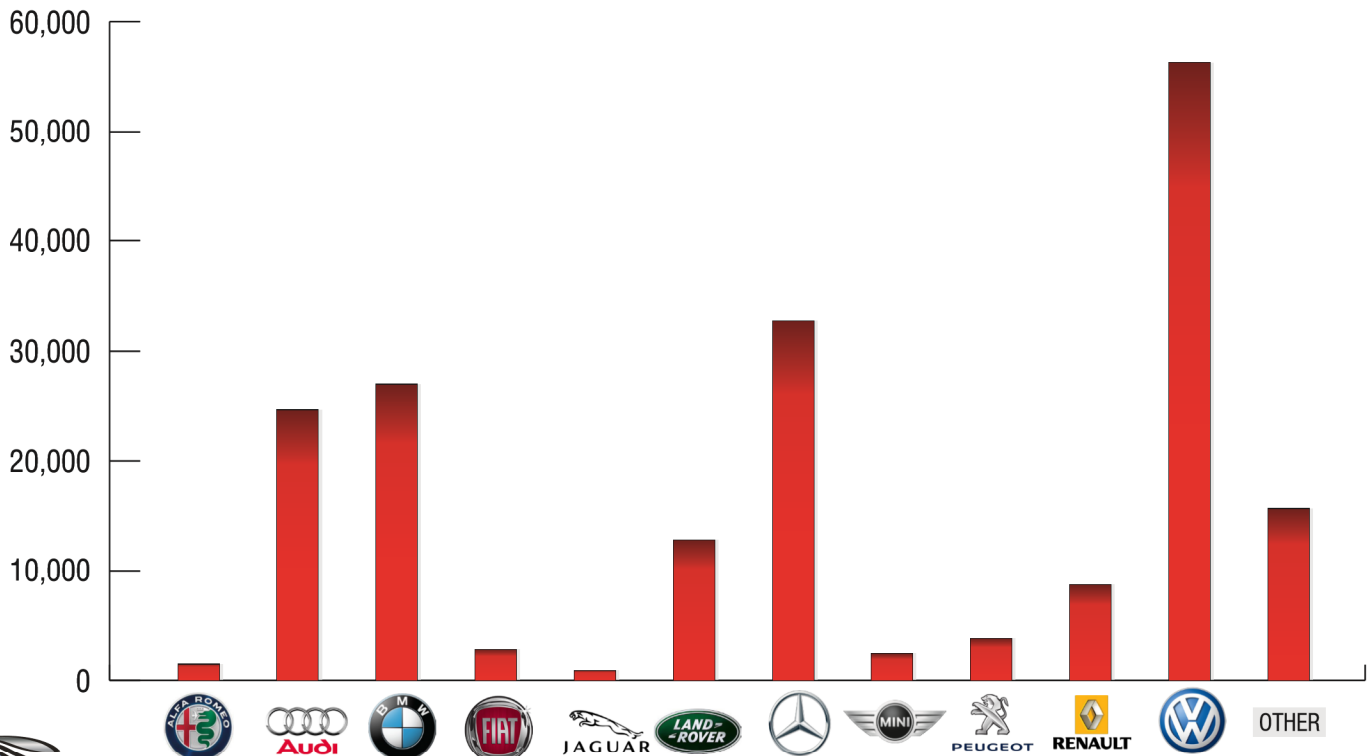
**Of the 63% market share previously owned
by Australian vehicles, Euro and Asia have
claimed this 50/50**

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Vehicle Sales by Euro Brands – 2015



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2005



2010



2013



2015



2016 (YTD)



2018 (Predicted)



63% of owners that purchased a car between 2010-2015 are **first time Euro owners**.

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Estimated Euro Vehicles, coming out of **warranty**:

2010	2013	2015	2016_(YTD)
55k	70k	145k	235k

In **2016 & 2017**, the following number of Euro cars are coming **out of warranty**:

310k	175k	485k
Euro Petrol	Euro Diesel	Total Vehicles



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Euro owners are **3x** more likely to stay in dealership servicing than non-euro owners

How do we get **485,000 new Euro owners** to go to Aftermarket European Specialists?