

TODAY'S TRUCKS



SAFER



GREENER



ESSENTIAL

# Truck Sales Trends & Outlook

ITTEC12, Tuesday 13 March, 2012

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# Truck Industry Council & T-Mark

- All truck suppliers are TIC members
  - major component suppliers Associate Members
- All members contribute sales data to T-Mark Truck Sales Database



- Monthly database file and reports available to subscribers



# T-Mark Website

The screenshot shows the T-Mark website interface. At the top left is the TIC logo. The main header features the text 'T-MARK TRUCK MARKET DATA' and a 'POWERED BY biztech' logo. Below the header is a navigation menu with links for HOME, CONFIGURATION, REPORTING, CONTACT US, and LOGOUT. A welcome message reads: 'Welcome: Simon Humphries. You last logged in at :3/12/2012 4:33:55 PM. Manufacturer : [Truck Industry Council]'. Below this is a '[ Report List ]' section containing a table with the following data:

Report Name	ActualReportName	EDIT-Disabled
<a href="#">Market Segment</a>	CreateMarketSegment	
<a href="#">YTDData</a>	YTDData	
<a href="#">13 Month Report</a>	Create13MonthReport	
<a href="#">Media Report</a>	CreateMediaReport	
<a href="#">Maps</a>	ScaniaMaps	
<a href="#">Market Segment Trucks</a>	CreateMarketSegmentTrucks	
<a href="#">13 Month Report Combined</a>	Create13MonthReportPrint	
<a href="#">Market Segment Combined</a>	CreateMarketSegmentReportPrint	

At the bottom of the table area, there is a 'Records per page:' dropdown menu set to '10' and a pagination control showing 'Records: 1 - 8 of 8 - Pages: << 1 >>'.



# Australian Market: 19 TIC Member Truck brands



# Other brands in T-Mark... and more likely soon



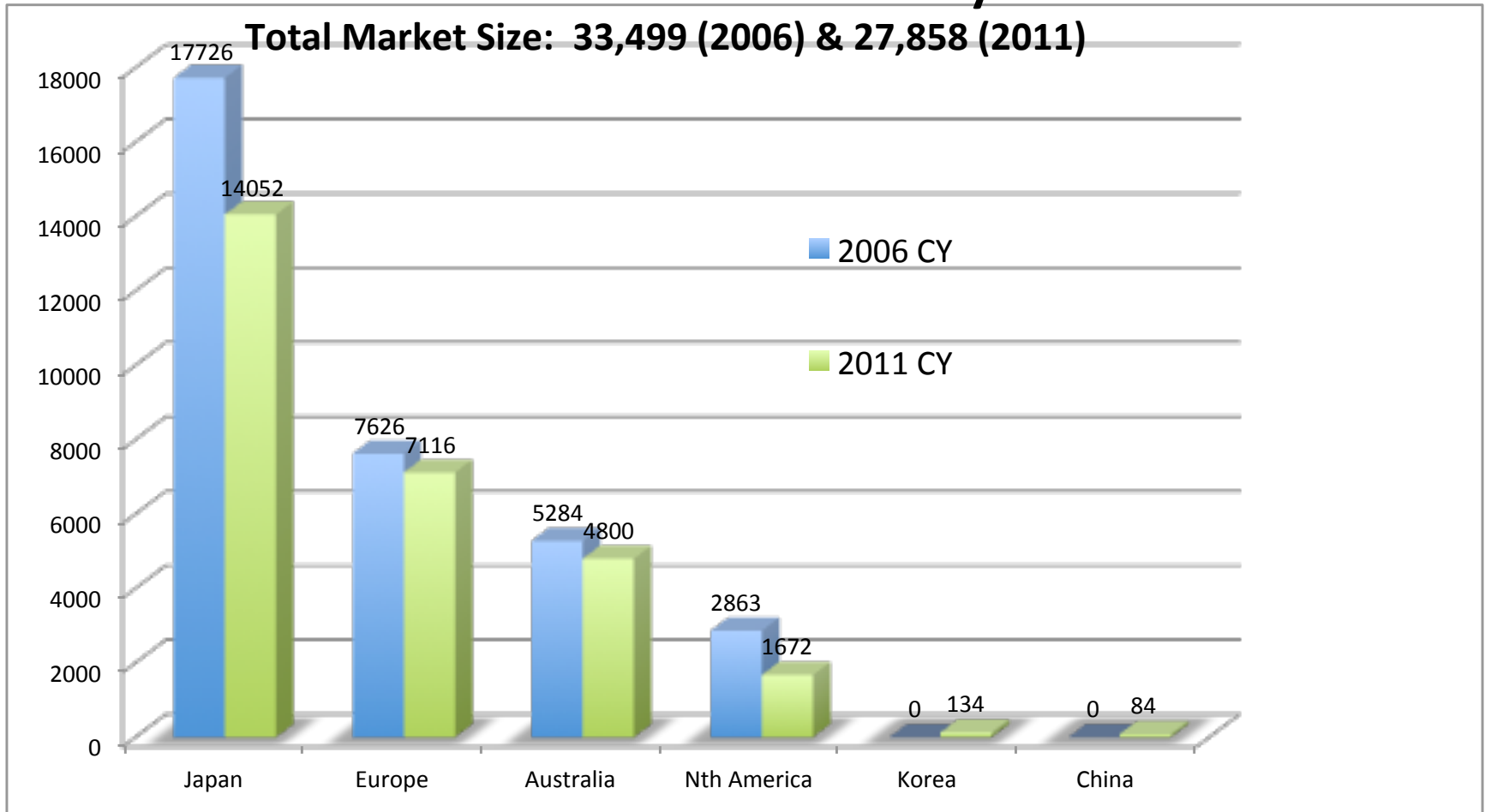
Australian market: 23+ brands for ~ 30,000 units/yr

# Is Australia a Leader or Follower?

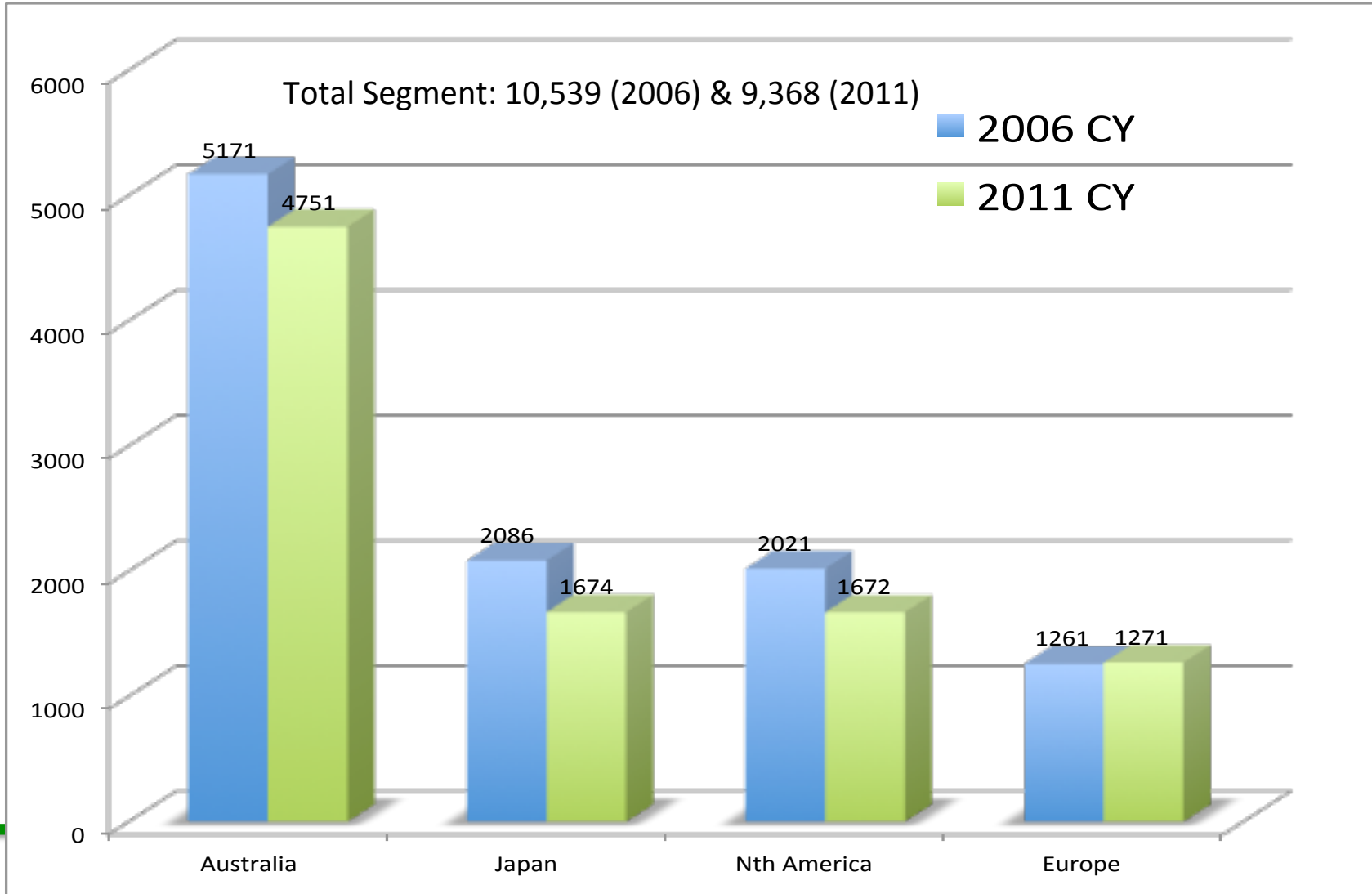
- We have a unique market
  - Unique rules, masses, dimensions
  - High level of participation from EU, USA & Japan
  - Many brands with more to come
  - Extreme level of competition & local customisation / adaptation
  - ***high levels of innovation and productivity***
- Perhaps only NZ & Sth Africa have similar characteristics
- BUT, we look towards EU and USA for new developments

# Source of Australian Trucks

**Total Australian Truck Market by Source: 2006 vs 2011**  
**Total Market Size: 33,499 (2006) & 27,858 (2011)**



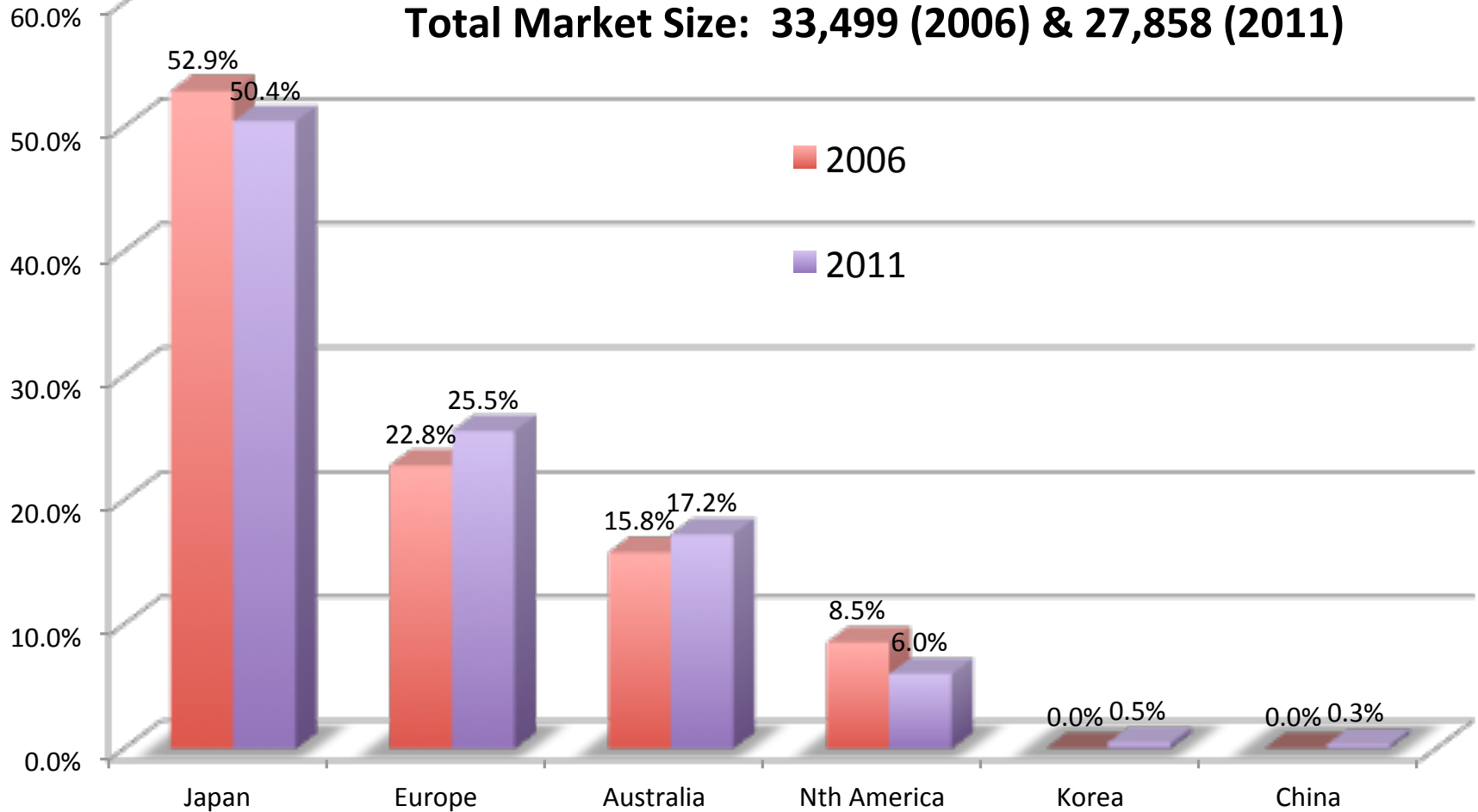
# Source of HD Segment



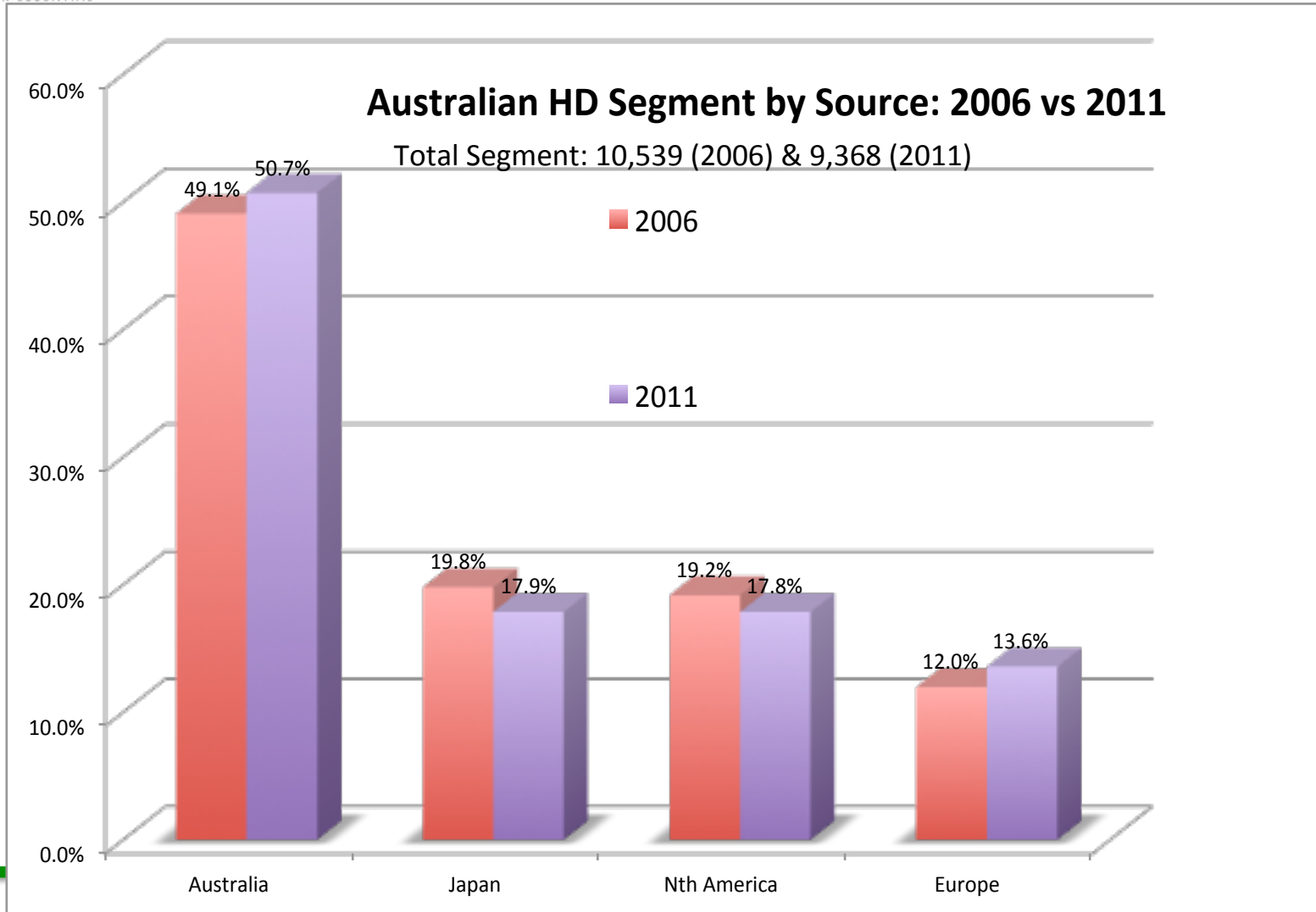


# Region share: Australian Trucks

**Total Market Size: 33,499 (2006) & 27,858 (2011)**



# Region Share: HD Segment



# Age of the fleet: High and not improving

Table 2.1 ABS Motor Vehicle Census data for 2010 and 2011

Truck type	As at 31 Mar 2010		As at 31 Jan 2011	
	No.	Average age (years)	No.	Average age (years)
Light rigid*	115,843	10.9	119,539	10.9
Heavy rigid <sup>†</sup>	315,435	15.4	318,223	15.5
Articulated <sup>‡</sup>	82,436	10.9	85,965	11.3
Non-freight carrying <sup>§</sup>	22,533	14.0	22,656	14.1
<b>All trucks registered</b>	<b>536,247</b>	<b>13.7</b>	<b>546,383</b>	<b>13.8</b>



# Leader?

Australia's heavy vehicle average age is well above most other developed countries

(Figures from 2009-2010)

Country	Average age (years)
Spain	4.9
Ireland	6.1
France	6.4
USA	6.7
Denmark	7.0
Netherlands	7.2
United Kingdom	7.8



# Leader?

Australia's heavy vehicle average age is well above most other developed countries

(Figures from 2009-2010)

Country	Average age (years)
Switzerland	7.9
Germany	8.0
Austria	8.1
Sweden	8.4
Canada	9.2
Japan	9.2
South Africa	9.6
Italy	10.7
Iceland	11.4
<b>Australia</b>	<b>13.7</b>

# Australia a Follower?

- Trend in EU and USA from >10-15 years ago:
  - Growth in LCV and Light Truck sales
  - Growth in Heavy Truck
  - Flat or decline in Medium Duty truck sales
  - “polarisation” of the market



# Australia a Follower?

## Reasons for pickups & deliveries (“Just in Time”)

- More freight movements in bulk between countries, regions and between large cities
- More demand for larger dedicated loads on these routes
- Rail infrastructure not keeping up with growth
- More demand for smaller, regular, more frequent pickups & deliveries (“Just in Time”)

# Market Polarisation

- Not evident in Australia until past 5-7 years
  - Similar conditions to those in EU and USA becoming evident
- Growth in regional distribution centres and freight “hubs”
- Australian truck market mix trends (ABS) show this...

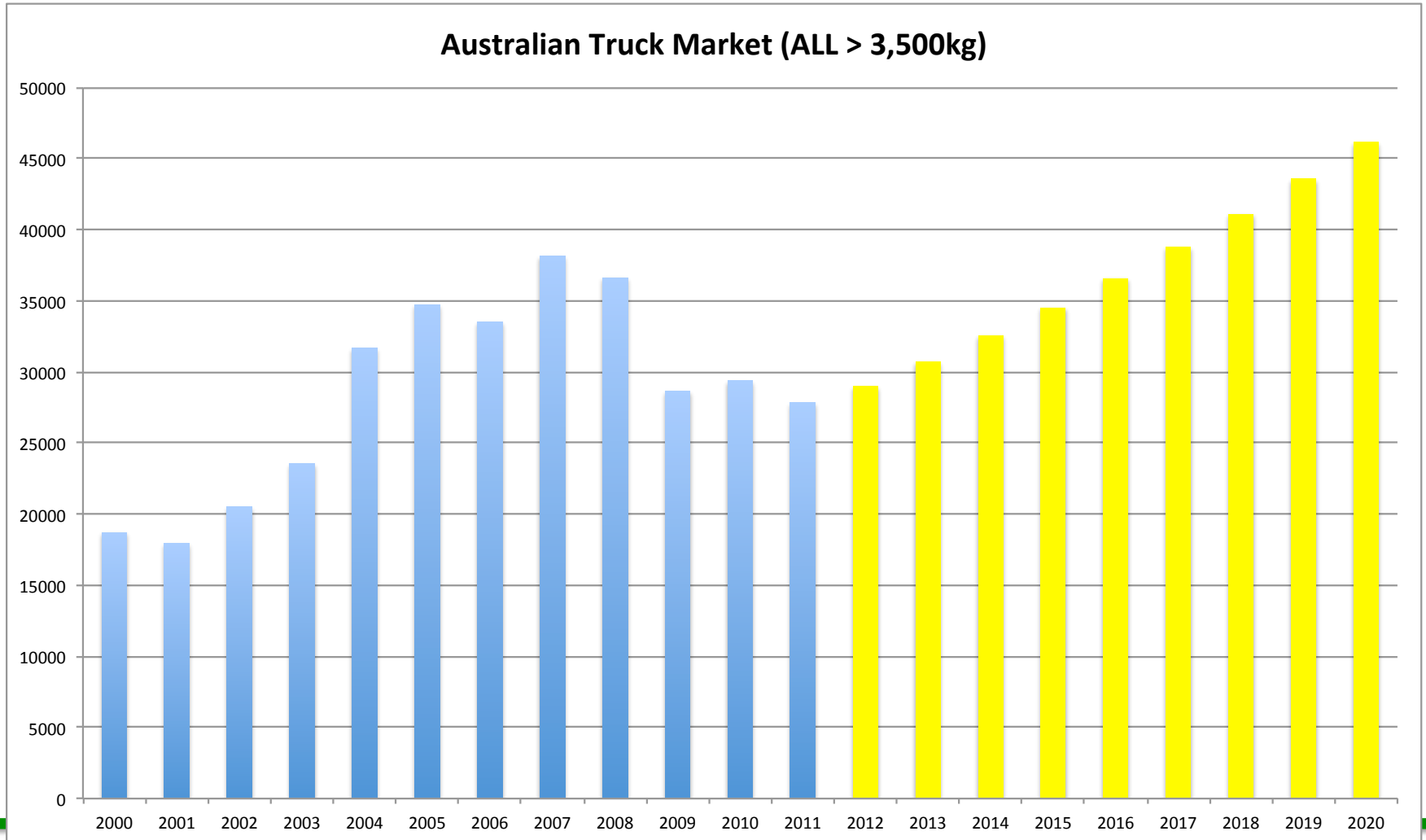




# Fleet mix & growth projections

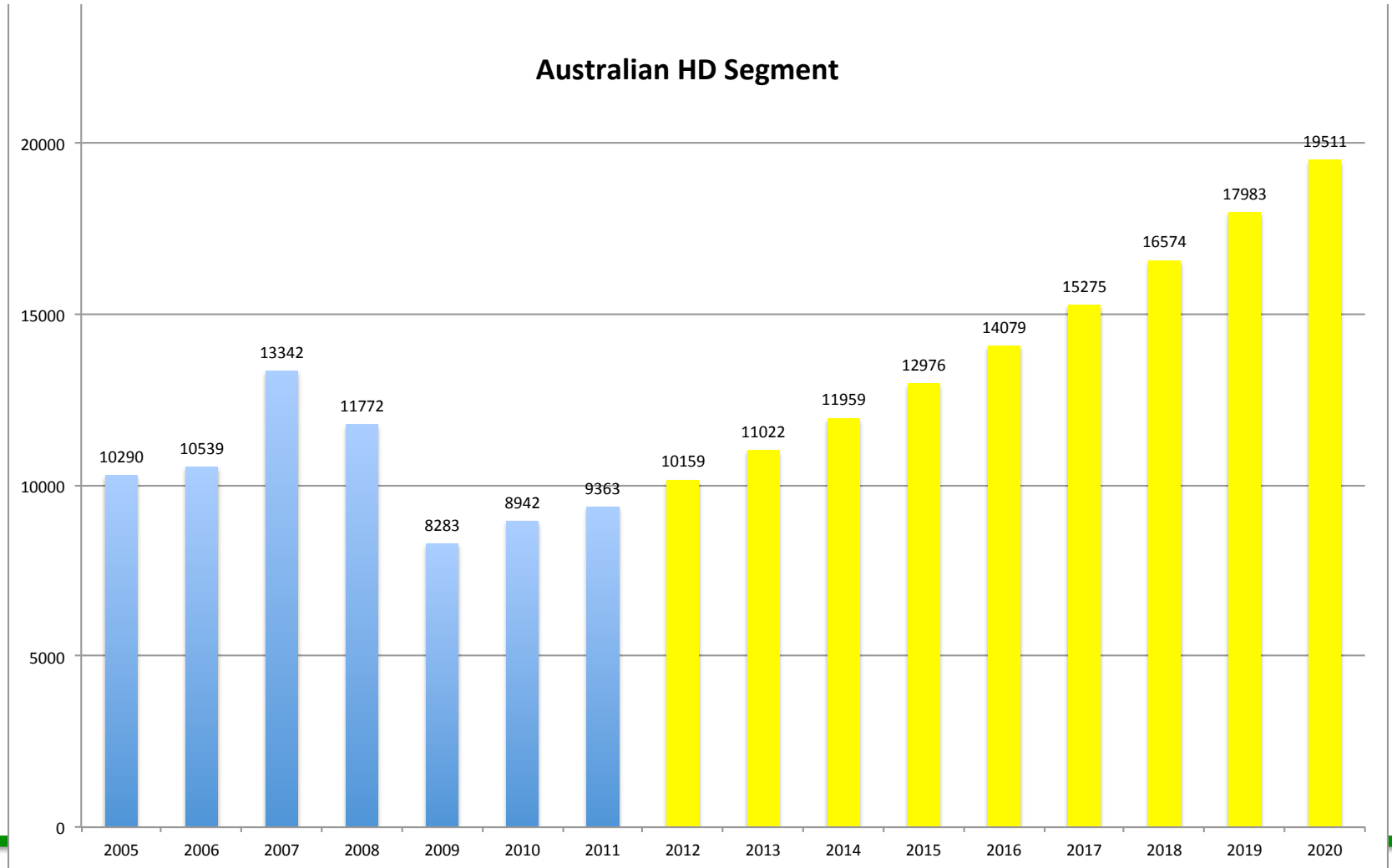
Truck type	2010 census	Past (5-year) average growth p.a. (%)	TIC estimated growth 2010–2020 p.a. (%)	Projected census at 2020
<b>Light rigid</b> (GVM between 3.5 and 4.5 t)	115,845	5.5	4.5	179,904
<b>Heavy rigid 1</b> (GVM between 4.5 and 20 t)	231,834	1.5	1.0	256,089
<b>Heavy rigid 2</b> (GVM > 20 t)	83,599	5.3	4.0	123,747
<b>Articulated 1</b> (GCM < 60 t)	41,043	-0.5	-1.0	37,119
<b>Articulated 2</b> (GCM > 60 t)	41,393	8.3	6.2	75,539
<b>Non-freight trucks</b>	22,533	2.4	2.2	27,877
<b>Total trucks</b>	<b>536,247</b>	<b>3.20</b>	<b>2.71</b>	<b>700,274</b>

# Total Truck Market



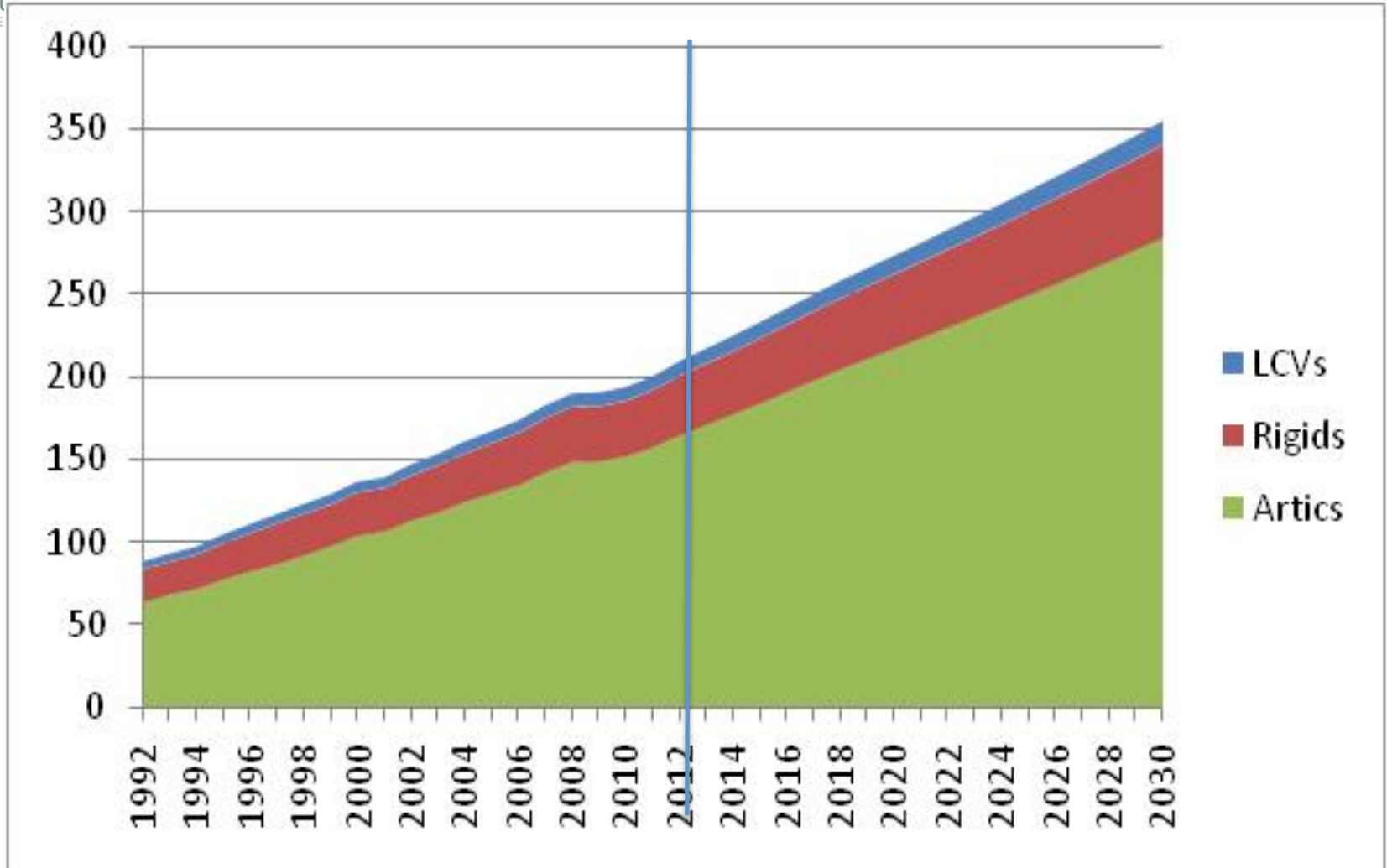
Source: Truck Tracker, T-Mark & TIC Assumptions<sup>18</sup>

# Heavy Duty Segment



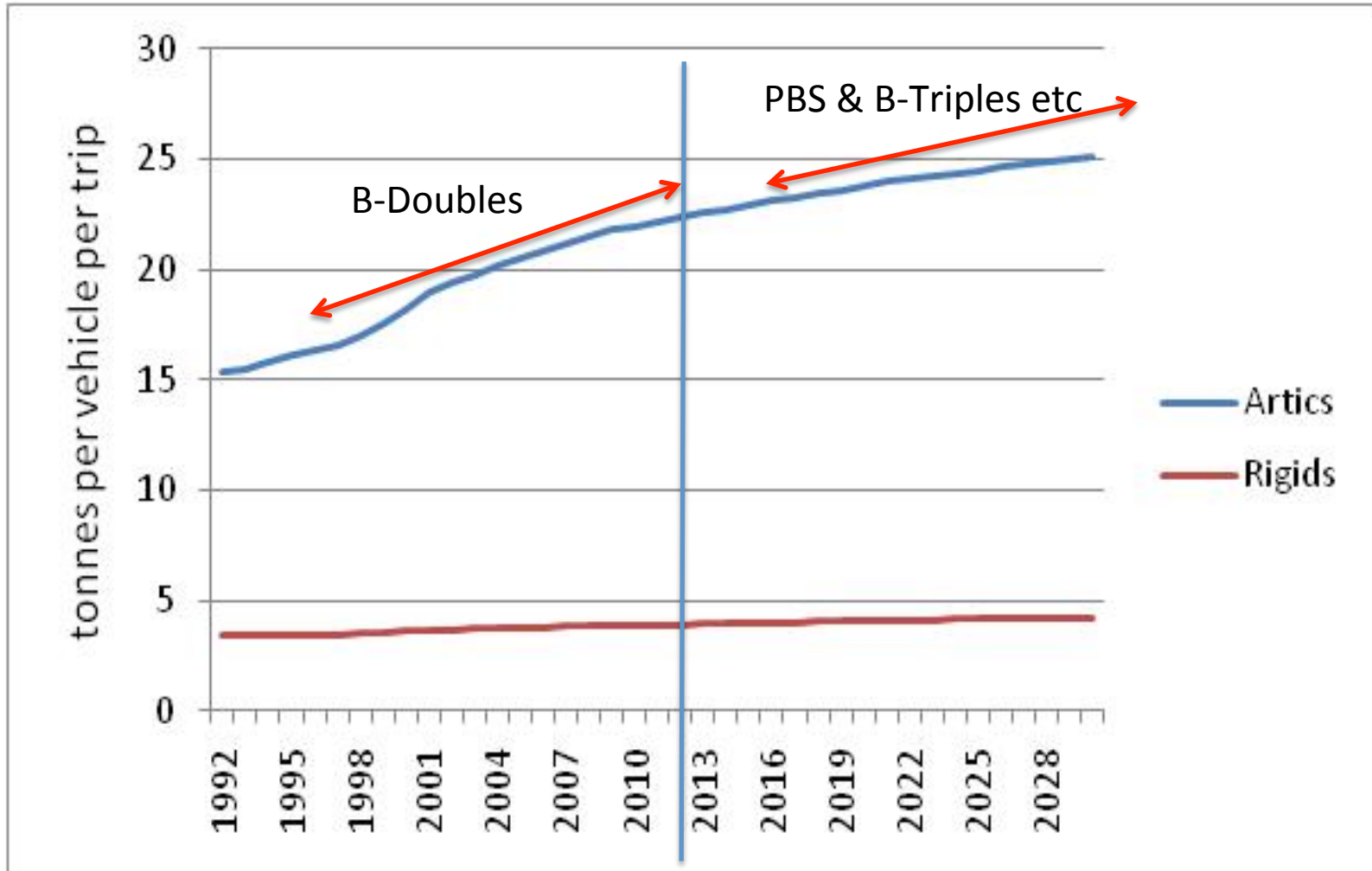


# Road Freight Task by Truck Type

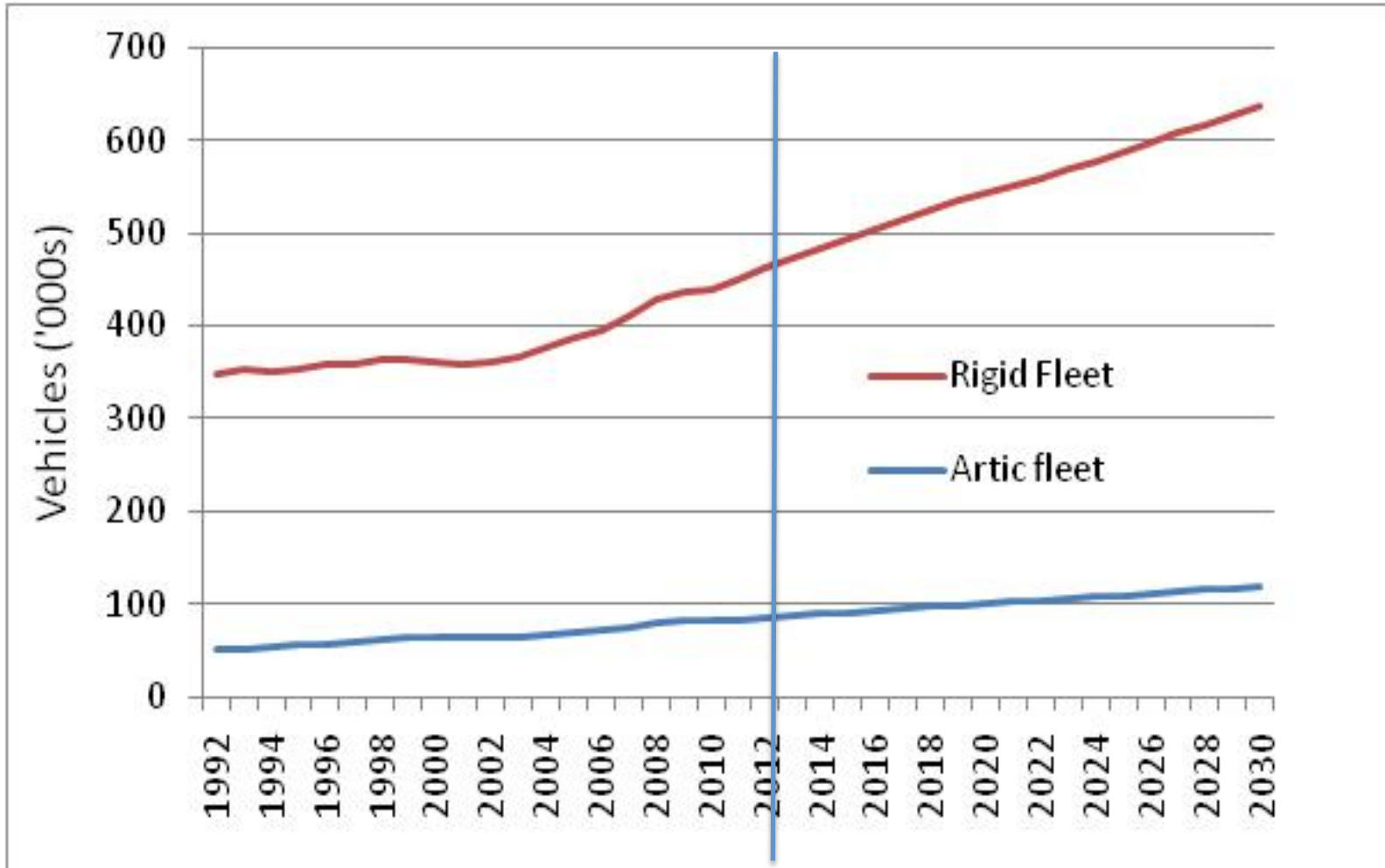


Source: David Gargett, Research Leader, BITRE

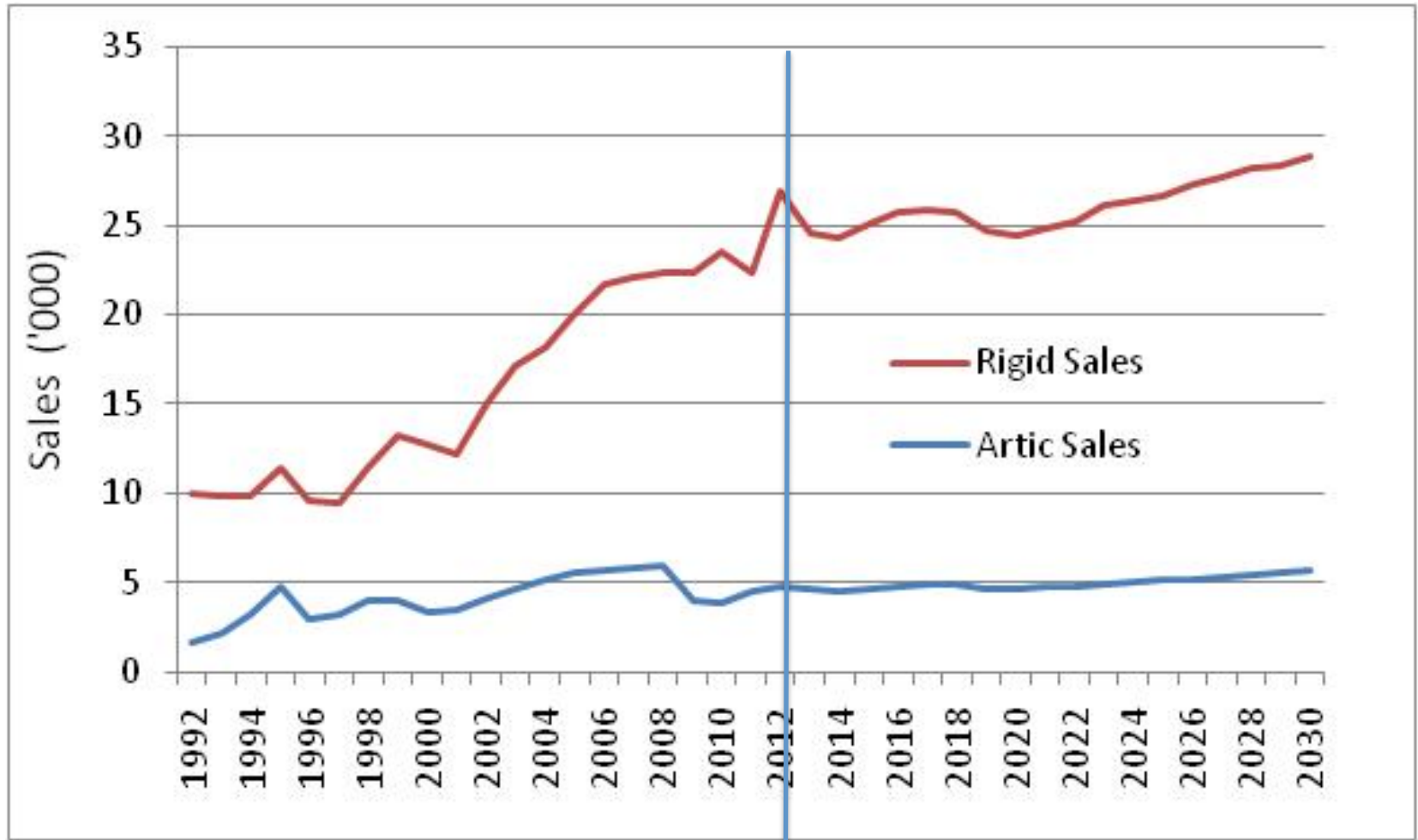
# Vehicle loads – past and future



# Fleet Numbers by Vehicle Type



# Likely Sales by Vehicle Type



# Conclusions

- T-Mark data shows some interesting trends
- Australia is a very diverse and competitive market
- Japanese brands dominate overall, but locally manufactured HD trucks doing well
- Average age of the fleet is a concern, if we are to keep up with growth in the freight task
- Our market is unique in many ways, but...
- We are following some trends set in other developed nations





Thank you.

[www.truck-industry-council.org](http://www.truck-industry-council.org)

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