

# Global Car Brand Sales Chart for 2018

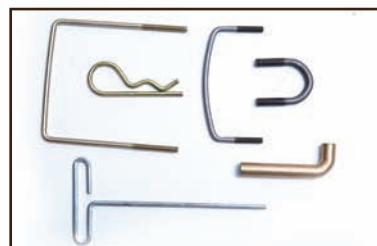
by Dean Tseng, Fastener World

The global trade market was thrown into an unsettling state in 2018 as automobiles along with other industrial products and agricultural products became a bargaining chip of tariff battle between Washington and Beijing. Some carmakers claimed to be unaffected while others expressed concerns over their sales performance. We are about to find out how the past 12 months turned out for various car brands in the following annual sales chart made by Focus2Move, an online automotive analyzer sourcing sales figures from over 300 different local suppliers. Added to this chart are the regional sales figures from 3 carmakers that have released financial reports for all 4 quarters of 2018.

## 2018 Car Sales Statistics by Brand (Unit in Vehicles. Refer to the chart on page 92)

Roughly, the top 10 (including the 11th place to be exact) had their global sales ranging between 2 to 8 million vehicles, and the remainders over the chart were above the one million mark. The dominator of this chart was Toyota with more than 8.75 million vehicles of sales and a 9.8% market share. There was a large gap of nearly 2 million vehicles between Toyota and its closest rival, Volkswagen. However, if you look at the year-on-year change, you would find that Toyota's sales had only a mild growth of 1.9% for the past year, which goes the same for its market share growth of only 0.1%. In fact, 12 out of the top 25, which take up almost half of the chart, had only mild to somewhat observable growth margins in terms of both sales growth and market share growth.

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What caught the attention of this author is Ford at 3rd place. Ford remained as one of the top players of the automotive industry but its sales fell from the 6 million mark to 5.56 million, which translates to a noticeable 9.1% sales drop and a 0.6% share drop. If you look deeper, its sales in all regions took a dive and particularly its sales in Asia Pacific dropped a whopping 32.6%. We know that China is the largest automotive market in Asia by far, so could this be the outcome of the battle between the White House and China?

Business Insider and Washington Examiner both stated in their news reports that the slowdown of China's economy last year and president Trump's tariff imposed on China most likely played a role. CNBC cited from an IHS Markit analyst that Ford had a production problem that it fails to update and deliver products fast enough when the Chinese people want to see fresh products.

Moving on, we also see some low performers in this chart, where 10 out of the top 25 reported mild to noticeable sales drop. That is almost half of the chart as well. Fiat, similar to Ford, reported a 10% sales recession. Buick slipped 7.2% in sales, along with other two Chinese brands— Changan and Wuling reporting 12.1% and 2.3% drop respectively. To this author's surprise is that the Chinese brand Geely and Japanese brand Mitsubishi stood as the largest beneficiaries with 15.6% and 19.7% of growth in sales. Geely is dubbed one of the top automakers in China and it seemed to grow against the backdrop of domestic economic slowdown. Since the global media started to go on about Trump's decision on a tariff sanction, Geely told the local press that it only saw a minimal impact from the intensifying China-U.S. trade frictions, according to todayonline.com, and said that it was confident to beat the sales target for 2018 and that it would continue to expand into Europe and Southeast Asia. The sales chart here may have just confirmed that. Mitsubishi, thanks to its V-shaped recovery plan, fired up its sales momentum and brought double-digit percentage increases in both domestic and overseas markets, particularly Russia with a sharp 87% surge and Eastern Europe with a 79% growth.

Wrapping up, we see about half of the top 25 reporting mild sales growth and about the other half reporting mild to significant drop, with only few reporting sharp growth. That does not say something positive about the automotive market in 2018. If you look at their market shares, there was not much difference between 2017 and 2018. Some economist have predicted a low-performing economy for 2019, but let us not jump to conclusions and say it has to do with any political factors. The automotive supply chain on a global perspective is a rigid and promising economic entity on its own and still deserves time to reclaim its throne as one of the best-selling industries in the world.



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2018 Ranking	Brands	Sales 2018	Sales 2017	YOY Sales Change (%)	Share 2018 (%)	Share 2017 (%)	2018 Regional Retail Sales
1	<b>Toyota</b>	8,753,623	8,593,004	1.9	9.3	9.2	
2	<b>Volkswagen</b>	6,942,036	6,816,613	1.8	7.4	7.2	
3	<b>Ford</b>	5,560,131	6,117,740	-9.1	5.9	6.5	North America: 2,920,000, down 1.5% South America: 365,000, down 2.1% Europe: 1,533,000, down 3.0% Middle East & Africa: 109,000, down 8.4% Asia Pacific: 1,055,000, down 32.6%
4	<b>Honda</b>	5,025,342	5,079,565	-1.1	5.3	5.5	
5	<b>Nissan</b>	4,970,661	5,024,642	-1.1	5.3	5.4	
6	<b>Hyundai</b>	4,534,500	4,433,747	2.3	4.8	4.7	North America: 872,000, down 1.0% South America: 320,000, up 5.1% Europe: 589,000, down 5.9% Russia: 196,000, up 14.1% China: 790,000, up 0.7% South Korea: 721,000, up 4.7% India: 550,000, up 4.3%
7	<b>Chevrolet</b>	4,151,274	4,138,463	0.3	4.4	4.4	
8	<b>Kia</b>	2,900,247	2,794,448	3.8	3.1	3.0	
9	<b>M. Benz</b>	2,583,949	2,524,644	2.3	2.7	2.7	
10	<b>Renault</b>	2,552,664	2,665,085	-4.2	2.7	2.8	

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2018 Ranking	Brands	Sales 2018	Sales 2017	YOY Sales Change (%)	Share 2018 (%)	Share 2017 (%)	2018 Regional Retail Sales
11	<b>BMW</b>	2,132,005	2,075,100	2.7	2.3	2.2	
12	<b>Peugeot</b>	1,994,606	2,067,258	-3.5	2.1	2.2	
13	<b>Audi</b>	1,818,815	1,859,052	-2.2	1.9	2.0	
14	<b>Maruti</b>	1,633,061	1,620,764	0.8	1.7	1.7	
15	<b>Mazda</b>	1,610,645	1,562,591	3.1	1.7	1.7	
16	<b>Jeep</b>	1,591,225	1,405,923	13.2	1.7	1.5	
17	<b>Fiat</b>	1,481,079	1,645,216	-10.0	1.6	1.7	
18	<b>Geely</b>	1,455,215	1,258,464	15.6	1.5	1.3	
19	<b>Suzuki</b>	1,437,385	1,407,874	2.1	1.5	1.6	
20	<b>Buick</b>	1,343,680	1,448,487	-7.2	1.4	1.5	
21	<b>Skoda</b>	1,277,501	1,203,242	6.2	1.4	1.3	
22	<b>Changan</b>	1,253,562	1,426,130	-12.1	1.3	1.5	
23	<b>Mitsubishi</b>	1,216,387	1,015,946	19.7	1.3	1.1	U.S.: 118,075, up 14% Western Europe: 178,414, up 19% Eastern Europe: (Vehicles of sales unstated), up 79% Russia: 45,391, up 87%
24	<b>Wuling</b>	1,106,770	1,133,082	-2.3	1.2	1.2	
25	<b>Citroen</b>	1,066,712	1,032,478	3.3	1.1	1.1	

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