

Astra nameplate still well recognised amongst new car intenders

Roy Morgan Research

More than 80% of the 2.16 million people intending to buy a new car in the next 4 years are still aware of the Astra nameplate; according to the latest Roy Morgan Automotive Currency Report.

Australians intending a new car in the next 4 years were asked about the models of cars they were aware of. The Volkswagen Golf topped the list of small cars at 82.0%, along with the Toyota Corolla (81.9%), followed closely by the Holden Astra at 80.3%. The Astra remains ahead of the highly popular Mazda3 on 75.9%, Holden Cruze at 68.8% and the Hyundai i30 at 45.2%. Model Awareness amongst New Car Intenders (next 4 years) Source: Roy Morgan Single Source (Australia) October 2006 - September 2011. Base: New Car Intenders (next 4 years) n= 29,748 average sample per data point 5,872. *Respondents can be indifferent to multiple brands. Norman Morris, Industry Communications Director, Roy Morgan Research, says:

With the GM owned Opel range to be launched in Australia in 2012, the Astra will be one of the key models driving customers to their dealerships. The fifth generation Belgium built Astra was imported and sold by Holden until 2009, before being replaced in the Holden line up by the Cruze small car. The original Holden Astra was one of Australia's most popular small cars, with more than 260,000 of them still on Australian roads today. The last generation Astra was imported by Holden via Opel, another subsidiary of parent company GM. Holden stopped importing the Astra in 2009 instead turning their focus to the Thai built Cruze sedan and recently launched, locally produced Cruze hatch. With awareness being one of the key factors for purchase consideration, this is great news for Opel, who will be able to focus their media spend on the unknown models in their range such as the Insignia, Corsa and Meriva. Since its launch in 2009, awareness for the Holden Cruze has been steadily increasing amongst new car intenders, but it is still more than 10% below the Astra. Another heavily advertised small car the Hyundai i30, has also been steadily building awareness since its launch in 2007, but is still recognised by less than half of all new car intenders. It is essential to note that intention for both these models has been steadily increasing since their respective launches, with the Holden Cruze currently commanding more than 11% of Small < \$40K Segment intentions. Awareness is crucial for either new brands entering the market or existing brands launching new models. After all, how can you consider purchasing a brand or model if you are unaware of it?

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