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Monday, 15 December 2014

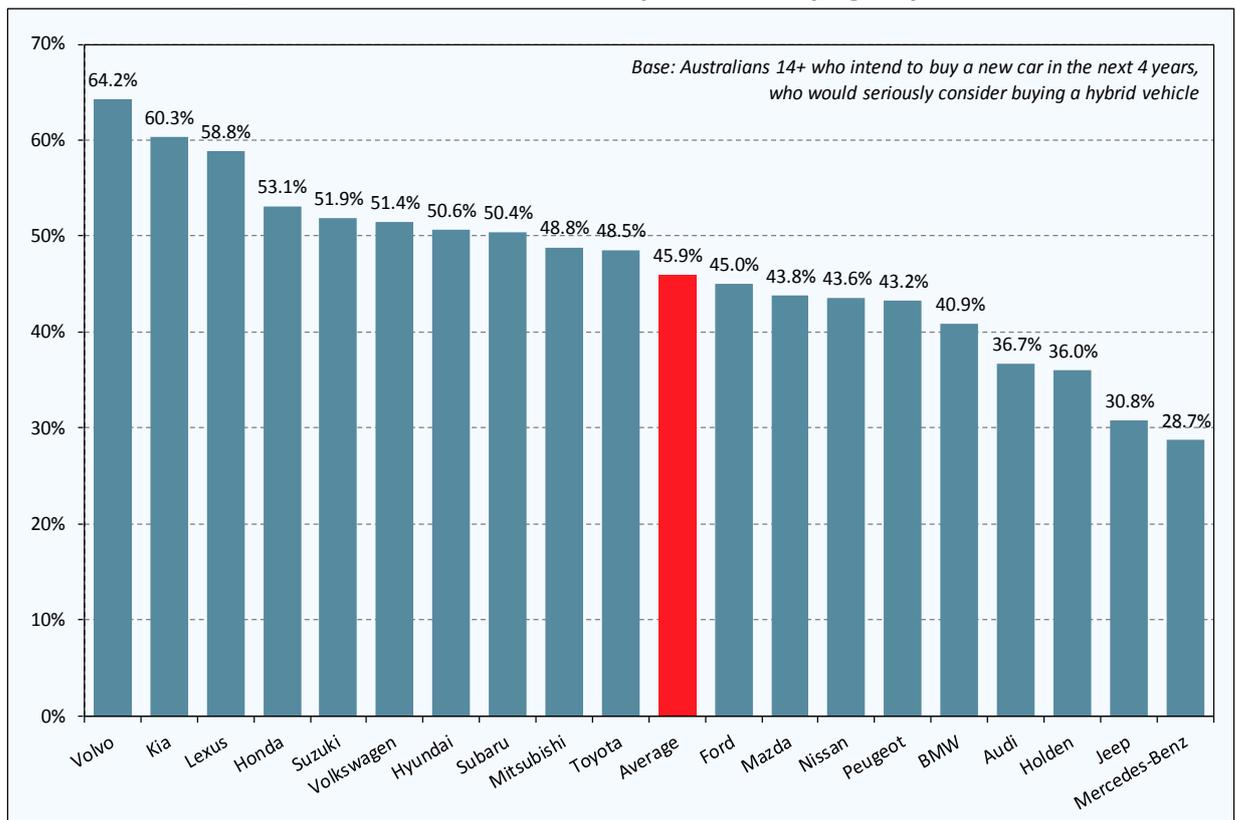
Hybrid cars not just for greenies

For the first time since 2008, there has been a slight rise in the number of Australian motorists who say they'd seriously consider buying a hybrid vehicle. Though small, this shift is noteworthy, according to the latest findings from Roy Morgan Research...

Almost 46% of the 2,258,000 Australians planning to buy a new car in the next four years would 'seriously consider buying a hybrid vehicle'. This is up on 43.6% at the same time last year, and represents an increase of 21,000 people.

When it comes to which brand has the highest portion of hybrid consideration, those with a Volvo on their shopping list lead the way at 64.2%. This is an important factor for Volvo Australia to bear in mind when assessing whether or not to import the all-new XC60 Plug-In Hybrid in 2015.

Brand considerers/intenders who 'would seriously consider buying a hybrid vehicle'



Source: Roy Morgan Single Source (Australia), October 2013 – September 2014 (n=870).

In terms of the other makes, motorists in the market for/considering a Kia, Lexus or Honda would also seriously consider buying a hybrid; while those thinking of buying a Mercedes Benz or Jeep are the least open to the idea of a hybrid vehicle.

FOR IMMEDIATE RELEASE

Jordan Pakes, Industry Director – Automotive, Roy Morgan Research, says:

“Over the last 12 months, consideration for hybrid vehicles has grown among potential car buyers – the first year-on-year increase since 2008. Our data also reveals that motorists considering or planning to buy certain makes are more likely than others to be open to the idea of purchasing a hybrid.

“With a growing variety of hybrid cars now on the market; ranging from the budget-friendly Toyota Prius C and Honda Jazz Hybrid, through to luxury models including the all new BMW i8, motorists have more opportunity than ever to choose a hybrid model manufactured by their preferred automotive make.

“It’s not only mainstream passenger cars and luxury vehicles getting the hybrid treatment. Nissan’s recently launched Pathfinder Hybrid is listed as Australia’s cheapest hybrid SUV at \$42,990 plus on-roads. The Pathfinder Hybrid offers a fuel saving of around 15% when compared to the regular Pathfinder, and is only \$3,000 more expensive than the entry level ST 2WD.

“2014 has been a record year for Toyota Australia, which sold its 50,000th hybrid model in March. Around half of these sales have been the locally produced hybrid Camry. Toyota also recently reported that worldwide sales of their hybrid vehicles have hit the 7 million mark, with the last million units being sold in just nine months...

“With hybrids gradually becoming less of an anomaly and more mainstream than ever before, what’s in store for the cars of tomorrow?

“Toyota is again leading the way globally, with the hydrogen-powered Mirai (meaning ‘future’ in Japanese) on sale in Japan from December this year and in the US/Europe in the second half of 2015.

“Locally, Hyundai Australia is also embracing this new technology, importing a hydrogen-powered ix35 recently and currently installing the first hydrogen-refuelling station for passenger cars at its Sydney headquarters.

“But with no other refill stations available, it will be a long time before hydrogen cars start hitting the show room floors in Australia...”

For comments or more information about Roy Morgan Research’s automotive data, please contact:

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2