



# MUDAH.MY AUTOMOTIVE REPORT

Malaysia's automotive industry is a major pillar of the nation's economy, contributing 4.2% of total gross domestic product (GDP) and producing over 600,000 vehicles in 2018.<sup>1</sup>

Mudah.my Automotive Report explores the most popular automotive listings and searches on Mudah.my in 2019. So what do the numbers show us about popular cars and favourite models in 2019?

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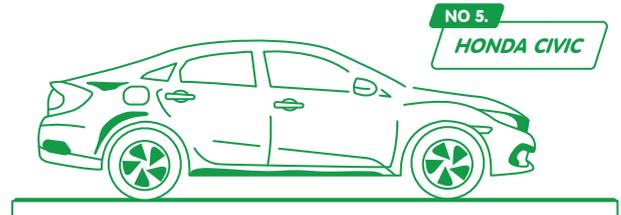
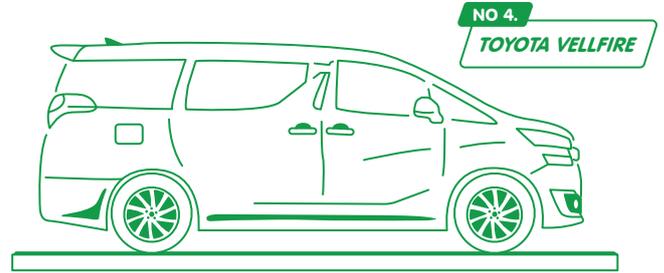
<sup>1</sup> The ASEAN Post, "Malaysian automotive sector on the rise", [theaseanpost.com https://theaseanpost.com/article/malaysian-automotive-sector-rise](https://theaseanpost.com/article/malaysian-automotive-sector-rise) (accessed February 28, 2020)

## METHODOLOGY

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Mudah.my Automotive Report is based on data for listings in the category 'Vehicles' in the period from January-October 2019. Search results represent the top searches by volume for unique identifier keywords during this period. Listings relates to vehicles listed by volume for identified keywords during this period. All data included in this report is compiled from Mudah.my's analysis of internal listings unless otherwise cited.

# Top 5 Most Listed Cars



When it comes to popular, people like to keep it local. Perodua and Proton are top of the class for popular car models listed on Mudah.my, proudly taking the top three spots on the table.

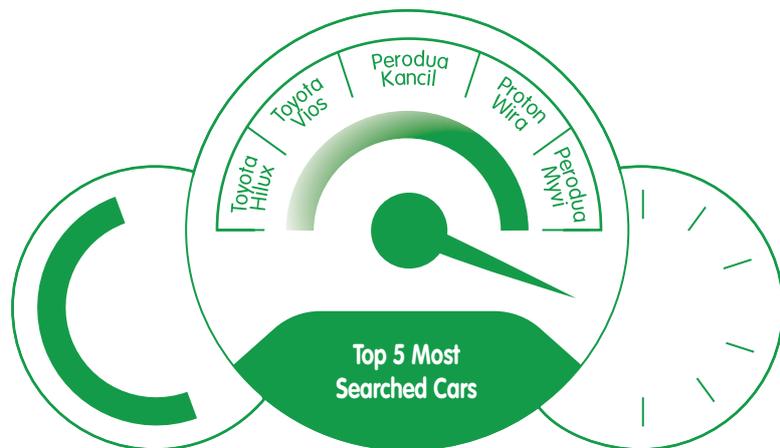
The Perodua Myvi is the most popular automobile on Mudah.my, with the much-loved Proton Wira and Proton Saga taking their places in second and third place respectively.

The Toyota Vellfire and Honda Civic take fourth and fifth spot, showing how Japanese ingenuity is challenging for a position in Malaysia's automobile market.

# Top 5 Most Searched Cars

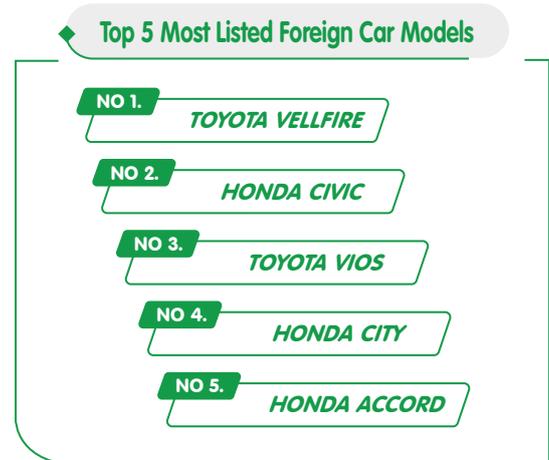
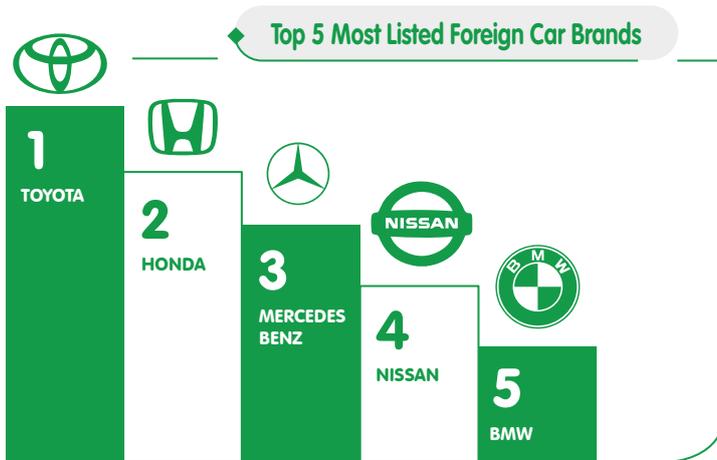
Mudah.my's analysis shows that local popularity is holding strong in popular car searches. The Perodua Myvi and Proton Wira take the top two spots for frequently searched car models. That echoes their number one and number two spot on our car model listings.

Coming in at number three is the Perodua Kancil, an intriguing addition to our list. Did you know the quirky little Kancil celebrated its 25th birthday in 2019?



Toyota takes both fourth and fifth place in popular searches, with the Japanese brand's Vios in fourth, and Hilux coming up in fifth.

# Most Listed Foreign Car Models



Japanese brands have demonstrated notable penetration of Malaysia's automobile market as evidenced by Mudah.my search results. That brand recognition is likely to be further enhanced with Japanese car brand Daihatsu Motor Co. Ltd set to provide advanced technical support to Malaysia's new national car project, due to debut in 2021.<sup>2</sup>

The fondness for Mercedes Benz and BMW by Malaysian consumers tells a story of another trusted relationship in Mudah.my listings. These two brands sold a combined total of almost 20,000 vehicles in Malaysia in 2019.<sup>3</sup>

Toyota takes top spot in our popular listings for foreign car models, with Honda in second place. That's an interesting contrast to overall brand sales figures for 2019,<sup>4</sup> which saw 69,000 Toyota vehicles sold in Malaysia compared to over 85,000 Honda models.

# Most Searched Foreign Car Models



Toyota takes three of the top five spots in the most searched foreign car models, with the Vios and Hilux taking first and second place respectively. The Honda Civic comes into the mix in third place followed by the BMW, with the latter showing a focus on the brand rather than a specific model. Lastly, we have the Toyota Estima which comes in fifth.

<sup>2</sup> Kumar, P Prem, Nikkei Asian Review, "Daihatsu named technology partner for Malaysia's next national car", asia.nikkei.com. <https://asia.nikkei.com/Business/Automobiles/Daihatsu-named-technology-partner-for-Malaysia-s-next-national-car> (accessed February 28, 2020)

<sup>3</sup> Malaysian Automotive Association, "MARKET REVIEW FOR 2019 AND OUTLOOK FOR 2020", Maa.org.my. [http://www.maa.org.my/pdf/Market\\_Review\\_2019.pdf](http://www.maa.org.my/pdf/Market_Review_2019.pdf) (accessed February 28, 2020)

<sup>4</sup> Ibid.

# Most Listed Local Car Models

The rakyat certainly know what they love, and they love the Myvi. This popular model might be a miniature powerhouse in size, but it's a giant of a success on Mudah.my, accounting for 16% of all cars listed on Mudah.my in 2019.

## Top 5 Most Listed Local Car Models

Perodua Myvi		16%
Proton Wira		12%
Proton Saga		10%
Perodua Kancil		7.5%
Perodua Viva		5.7%
Others		48.8%



# Most Searched Local Car Models

The Perodua Myvi certainly is the king of local automobiles, taking top spot for the most searched local car model on Mudah.my. The Perodua Kancil is perhaps the most interesting addition on the most listed and most searched lists. At 25 years old, it may be affordable and small in size, but it's certainly bought a place in the heart of Malaysian drivers.

The reality today is local favourites Perodua and Proton continue to prove to be the most popular models on the market. Not only did they showcase leading popularity on Mudah.my in 2019, but the national vehicle sales data<sup>5</sup> also backs this up. Perodua was the best-selling brand in Malaysia in 2019, with over 240,000 models sold. Proton came in second place with over 100,000 vehicles sold.

It's clear from Mudah.my's analysis that Japanese and German brands are also popular with the Malaysian audience, with Toyota, Honda, Nissan, BMW, and Mercedes making it into our top listings for foreign brands.

## Top 5 Most Searched for Local Car Models



1. Perodua Myvi
2. Proton Wira
3. Perodua Kancil
4. Proton Satria
5. Proton Waja

<sup>5</sup> Malaysian Automotive Association, "MARKET REVIEW FOR 2019 AND OUTLOOK FOR 2020", Maa.org.my. [http://www.maa.org.my/pdf/Market\\_Review\\_2019.pdf](http://www.maa.org.my/pdf/Market_Review_2019.pdf) (accessed February 28, 2020)