

## Engine Mixes Change over Time

The Canadian new-car and light-truck markets are quite different in terms of engine mix and how the mixes are changing. More than four-fifths of the new cars sold in Canada come with either a 4- or 5-cylinder engine, while less than one-fifth of new light trucks include one of these engine sizes. With regard to the change in these mixes, new cars are increasingly available with one of the two smaller engines. Light trucks include more 4-cylinder powertrains but also more 8-cylinder engines (and fewer 5- and 6-cylinder engines). In fact, the percentage of light trucks with 8-cylinder engines sold in Canada has climbed by more than 4 percentage points, the largest change in magnitude among any cylinder size in either the car or light-truck categories.

The retail turn rates for 8-cylinder cars and 8-cylinder light trucks are also moving in opposite directions. Cars equipped with these larger engines now sit on average for more than 4 months, almost double the turn rate a year ago, while 8-cylinder light trucks now turn in less than 2 months, which is lower than the light-truck average and down 2 weeks from a year ago.

Engine Size	Jan 1 - Apr 30 2006		Jan 1 - Apr 30 2007		Change
	Retail Turn Rate	Percent of Total - Cylinders	Retail Turn Rate	Percent of Total - Cylinders	
<b>CAR</b>					
4 Cyl	.46	76.1%	.53	78.6%	2.5%
5 Cyl	.87	2.0%	.41	2.7%	0.7%
6 Cyl	.64	18.7%	.78	16.6%	-2.1%
8 Cyl	.68	3.1%	128	2.1%	-1.0%
All	.51		.58		
<b>TRUCK</b>					
4 Cyl	.45	12.7%	.48	14.8%	2.1%
5 Cyl	.39	2.4%	.56	1.8%	-0.6%
6 Cyl	.60	59.1%	.58	52.8%	-6.3%
8 Cyl	.68	25.8%	.54	30.5%	4.7%
All	.60		.55		

Source: Power Information Network (PIN)

## Profile of the All-New 2007 Suzuki SX4

Suzuki is hoping the all-new 2007 SX4, which went on sale in Canada last fall, will strengthen the company's position in the all-important small car category. Through the first four months of this year, the SX4's typical buyer has been 44 years old and approximately half have been female. About one-third of the SX4 transactions have included a trade, a higher proportion than that for most of its competitors. These results suggest the SX4 is drawing fewer first-time buyers than its competitors. About three of every four trades for the SX4 are non-Suzuki models, a conquest rate similar to the competition. Sixty-five percent of SX4 customers—a higher proportion than for any of its competitors—take out a loan at the dealership. In contrast, only 13% of SX4 customers lease, a lower rate than all other models in the competitive set. Currently Suzuki is offering 0% financing on loans up to 48 months, and a 2.9% lease rate on leases up to 60 months. Power Information Network transaction data suggests the financing program is more successful than the lease offer.



2007 Suzuki SX4

The SX4 is selling for about \$20,800, placing it in the middle of its competitive set. Lastly, its retail turn rate of 46 days is higher than that of any competitor; one probable reason for this is

the fact that the SX4 comes only in a hatchback body style. Retail turn rate data for models available in both hatchback and sedan body styles (Versa and Yaris) indicate sedans move more quickly. Also, Suzukis in general do not turn as quickly as comparable models from the larger Asian companies. ■

Vehicles	Customer (Buyer) Age	Female (Buyer) (%)	Trade In %	Trade In Same Nameplate (%)	Type of Sale			Vehicle Price Less Customer Cash Rebate	Retail Turn Rate (days)
					Cash (%)	Finance (%)	Lease (%)		
Suzuki SX4 (hatchback)	44	49.4%	31.7%	26.0%	22.6%	64.5%	12.9%	\$20,804	46
Dodge Caliber (hatchback)	43	48.6%	35.3%	21.3%	12.5%	32.9%	54.5%	\$21,025	38
Honda Civic (coupe/sedan)	43	49.9%	25.9%	40.9%	19.4%	40.5%	40.1%	\$21,778	40
Nissan Versa (hatchback)	45	53.5%	31.2%	27.0%	12.3%	61.0%	26.7%	\$18,671	31
Nissan Versa (sedan)	51	49.7%	26.1%	15.5%	9.2%	49.6%	41.2%	\$19,173	23
Toyota Matrix (hatchback)	44	52.5%	26.7%	29.0%	22.4%	35.1%	42.5%	\$21,247	42
Toyota Yaris (hatchback)	41	62.1%	16.6%	22.0%	19.6%	25.5%	54.9%	\$16,519	41
Toyota Yaris (sedan)	43	63.2%	18.1%	30.6%	17.6%	28.7%	53.7%	\$17,011	25

Source: Power Information Network (PIN), Jan 1 - Apr 30, 2007

Note: all data filtered for 2007MY

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