

Taiwan car sales pop up in early October: automaker

Car companies said yesterday that Taiwan's auto sales rose on a month-on-month and year-on-year basis in the beginning of October, after the end of the so-called Ghost Month.

According to the industry, new car sales totaled 5,012 from Oct. 1 to 10 — an increase of 1.63 times from the first ten days of September, and of 58.7 percent from the same period last year.

Car companies attributed the sharp month-on-month increase to the end of the so-called Ghost Month period, which is observed in the seventh month on the Lunar Calendar, or mid-August to mid-September of this year. During this period people generally refrain from doing auspicious things such as getting married or buying new homes or vehicles.

From Jan. 1 to Oct. 10, new car sales totaled 279,557, declining 2.5 percent from the same period last year.

Auto firms hold a neutral view toward the fourth quarter, saying that sales should be about the same as the final quarter of 2011.

Automaker Hotai, the distributor of Toyota, sold 1,730 new cars between Oct. 1 and 10, a month-on-month rise of 6.48 times and a year-on-year jump of 84 percent. The firm retained its No. 1 position in the market, with a share of 34.5 percent.

The No. 2 and No. 3 rankings went to Mitsubishi distributor China Motor and Yulon Nissan, respectively. The two sold 510 and 421 vehicles in the first part of October, a month-on-month growth of 65.6 percent and 71.1 percent, respectively.