

FOR IMMEDIATE RELEASE

August Auto Sales Remain Hot

TORONTO (September 1, 2015) – August auto sales were a mixed bag for Canada’s vehicle manufacturers. Overall sales for the month of August were 175,512, up 2.3%, while year to date sales of 1,286,795 (up 2.4%) mean that Canada is still on pace for a record year of auto sales in 2015. While some manufacturers such as Volvo, Porsche, Honda, Jaguar Land Rover, Mercedes-Benz and General Motors chalked up double-digit sales increases, other manufacturers suffered losses on the month compared to August 2014. Once again, August sales exceeded the historical five year average for the month (151,259) by 16%.

“With today’s announcement that Canada was in a technical recession for the first two quarters of 2015, it is a bit surprising that vehicle sales continue to advance at record levels unabated,” said David Adams, President of the Global Automakers of Canada. “Although August marked the second straight month of falling consumer confidence, car shoppers don’t seem to be phased,” added Adams.

For the GAC member companies, vehicle sales were up a better-than-market 2.7% to 97,352 units, for the 14 member companies of the Global Automakers of Canada.

FCA retained its sales crown again in August with 26,928 units sold, and it continues to lead in overall sales on a year-to-date basis. It will come as no surprise that the Ford F-series continued to reign as the best-selling vehicle in August, and retains that title on a year-to-date basis as well. The Honda Civic also continued to best all other passenger cars for sales in August and on a year-to-date basis as well.

GAC members’ sales represented 55.5% of total market sales in August compared to 55.3% for August 2014.

Sustained lower gas prices contributed to truck sales growth of 10.2% for the month of August while passenger car sales declined 8.9%. Truck sales comprised 63.2% of total sales in August compared to 58.7% last year.

We trust that this information is helpful. I would ask that you please cite the “GAC” or the “Global Automakers of Canada” as the source of the data if you plan on using any of the statistics contained herein.

About the GAC

Formerly the Association of International Automobile Manufacturers of Canada (AIAMC), the association was rebranded in May 2013 as the Global Automakers of Canada (GAC). The GAC is a national industry association representing fourteen member companies which are domiciled outside of Canada and the United States. These companies engage in the manufacturing, importation, distribution and servicing of light duty vehicles. The members of the GAC were responsible for 55% of overall vehicle sales in 2014. The members support some 77,000 direct and indirect jobs in Canada along with 60% of Canada’s 3,331 dealers across Canada.

Selected Member Company Aug 2015

Company	August Sales	Change	Comments
Audi	2,430	7.0%	
BMW	3,309	1.5%	
Honda	17,277	11.3%	
Hyundai	13,027	0.2%	
Jaguar Land Rover	757	22.1%	
Mercedes-Benz	3,728	20.0%	
Nissan	11,840	9.6%	
Porsche	640	23.0%	
VW	6,826	5.6%	
Volvo	483	56.3%	

Association Members

BMW Canada Inc.
Honda Canada Inc.
Hyundai Auto Canada Corp.
Jaguar Land Rover Canada ULC
Kia Canada Inc.
Mazda Canada Inc.
Mercedes-Benz Canada Inc.
Mitsubishi Motor Sales of Canada, Inc.
Nissan Canada Inc.
Porsche Cars Canada Ltd.
Subaru Canada Inc.
Toyota Canada Inc.
Volkswagen Group Canada Inc.
Volvo Cars of Canada Corp.

David Adams is available to comment on the monthly sales results and can be reached at 416-333-2873.

If you do not wish to receive this information on a monthly basis, please respond by e-mail and you will be removed from my mailing list.