

FOR IMMEDIATE RELEASE

December Auto Sales Take 2015 Sales to New Record in Canada

TORONTO (January 5, 2016) – For the third year in a row a new Canadian vehicle sales record was set in 2015 with 1,898,485 vehicles sold, up 2.6% from 2014. December sales of 128,874 vehicles, were down 1.9% - bucking a multi-month trend of record-breaking monthly sales. However, sales in December were still better than average pushing overall annual sales in this country to a new record.

“A combination of low financing rates, impressive new models with significant value-added technology, and pent up consumer demand all aligned to bring about the best year for vehicle sales in Canadian history,” said David Adams, President of the Global Automakers of Canada. “The significant shift from passenger cars to light duty trucks and crossover vehicles this year has reflected both sustained lower prices for fuel as well as the desire of consumers to maximize the utility from the vehicle they are purchasing,” added Adams.

For the full year 2015, truck sales comprised 62.3% of the market compared to 58.7% for 2014, which represents the highest level of truck penetration ever. For the month of December alone truck sales represented 68.3% of the market up from 63.5% in 2014. Once again in the month of December vehicle sales out-paced the 5 year historical average of sales in the month of December by 12.8% (215,600 units).

Vehicle sales were up 807 units or a better than market 1.2%, for the 14 member companies of the Global Automakers of Canada in December. Full year vehicles sales for the GAC members totalled 1,063,652 or 4.3% higher than last year and higher than the overall market (2.6%).

FCA captured the sales crown for 2015 with sales of 293,061 units. Porsche captured the crown for the most significant percentage growth in sales year-over-year with 30% growth in 2015. The Ford F-series continued to reign as the best-selling vehicle in Canada in 2015 while the Honda Civic captured the prize as the best-selling passenger car in Canada for the 18th straight year.

GAC members' sales represented 53.3% of total market sales in December, compared to 51.7% last December. On the year, GAC members' sales were 56% of the total market compared to 55.1% last year.

Truck sales grew 5.6% for the month of December while passenger car sales declined a full 15%. On the year, truck sales grew by 8.9% while passenger car sales slid by 6.3%.

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 December 2015 and Year End Highlights

Company	December Sales	Change	2015 Sales	Change	Comments
Audi	1,898	-1.4%	26,754	9.1%	
BMW	3,004	2.3%	42,052	10.1%	
Honda	11,718	-15.2%	177,506	2.9%	Honda Civic is Canada's best-selling passenger car for 18 th straight year
Jaguar Land Rover	980	30.8%	9,016	16.4%	
Mercedes-Benz	3,421	1.2%	44,526	9.8%	
Nissan	9,476	16.5%	129,976	12.6%	
Porsche	450	24.3%	6,413	30%	Record Annual Sales
Subaru	3,372	2.4%	46,609	10.9%	Record Annual Sales, Best December Ever
Toyota	13,096	5.5%	209,049	4.1%	
Volkswagen	4,508	2.6%	70,344	7.1%	
Volvo	340	19.7%	4,788	7.2%	

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.