

**For immediate release.**

## **January Vehicle Sales Soar to Start the New Year**

**TORONTO (February 2, 2016)** – Vehicle sales in January defied the predictions of many by soaring ahead 9.6% over last January’s sales. In total 108,553 units were sold, and while not a record for the month of January, the numbers still represented a 15% increase over the 5-year average sales for January.

“Despite a very volatile month economically in Canada where consumer confidence dipped in double digits for the second straight month, vehicle sales continued to be a bright spot,” said David Adams, President of the Global Automakers of Canada. “A mild January in much of the country, and the declining value of the loonie may well have been contributing factors. It is unclear how much cross-border sales may have contributed to the strong January numbers,” added Adams.

Truck sales continued to grow as a percentage of the overall market in January, representing 69% of the market.

Sales for members of Global Automakers of Canada were up 8.3% to 59,365 and member sales comprised 54.7% of the market.

FCA led all manufacturers in vehicle sales in January, while Honda was most improved on a percentage basis with a 32.6% increase. The new Civic continued its tradition as passenger car sales leader, while the Ford F-Series also retained its crown as the best-selling vehicle overall.

Truck sales grew 17% for the month of January while passenger car sales declined 3.8%

**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 Global Automakers of Canada (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 56% of overall vehicle sales in 2015. The members support some 77,000 direct and indirect jobs in Canada along with 60% of Canada’s 3,331 dealers across Canada.

**For more information or to arrange an interview, please contact:**

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## Selected Member Company Sales for January 2016

Company	January Sales	Change
Audi	1,508	7.1%
BMW	2,280	9.8%
Honda	10,026	32.6%
Jaguar Land Rover	663	30.3%
Mazda	3,383	5.6%
Mercedes-Benz	2,293	17.2%
Mitsubishi	1,288	15.8%
Nissan	8,404	18.0%
Porsche	250	13.6%
Subaru	2,687	2.1%
Toyota	12,045	4.5%
Volvo	299	9.5%

### 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.