

FOR IMMEDIATE RELEASE

November Auto Sales Navigate Towards Record in 2015

TORONTO (December 1, 2015) – Today vehicle manufacturers released their November sales results that revealed Canada continuing to track towards record sales volumes in 2015 with 145,426 units sold for the month, up 4.9% from 2014. On a year-to-date basis through November sales are 3.0% higher than 2014 at 1,769,611 units.

November sales continued the year long trend of monthly sales being significantly higher than the 5 year average sales for the month (127,080 units), or 14.4% above the 5 year average for the month.

“Consumer confidence rose significantly in November, building on a nice increase in October,” said David Adams, President, Global Automakers of Canada. “Many of the member companies of the Global Automakers of Canada have new, aspirational models in the marketplace that Canadian consumers seem very interested in purchasing,” added Adams. Thus far the devaluation of the Canadian currency does not appear to have been reflected in transaction prices for vehicles.

Vehicle sales were up slightly less-than-market (4.2%) to 81,891 units, for the 14 member companies of the Global Automakers of Canada. Through November, sales for the GAC totalled 994,937 (4.5% higher than last year and higher than the overall market).

GM captured the sales lead for a second straight month in November with sales of 21,812, however, FCA maintains a commanding lead in overall sales year to date. The Ford F-series continued to reign as the best-selling vehicle in November, and retains that title on a year-to-date basis as well. Likewise, the Honda Civic also remained the passenger car sales leader in November and continued to best all other passenger cars on a year-to-date basis as well.

GAC members’ sales represented 56.3% of total market sales in November, essentially flat with the 56.7% last November.

Truck sales grew 13% for the month of November while passenger car sales declined 7.8%. Truck sales comprised more than 65% of all sales in November.

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 November 2015 Highlights

Company	November Sales	Change	Comments
Audi	2,168	1.3%	
BMW	4,111	19.4%	
Honda	14,761	1.5%	
Hyundai	10,501	4.4%	
Jaguar Land Rover	844	28.7%	
Kia	4,601	3.2%	
Mazda	5,245	3.5%	
Mitsubishi	1,637	9.7%	
Nissan	9,452	8.0%	
Porsche	450	12.5%	Record November
Subaru	3,739	5.6%	Record Annual Sales Achieved in November
Toyota	15,830	5.8%	
Volvo	415	38.3%	

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.