

FOR IMMEDIATE RELEASE

Strong September Solidifies Third Quarter Vehicle Sales

TORONTO October 1, 2015 – The third quarter of 2015 ended as it began with record sales for the month in September. Overall sales for the month of September were 174,337, bringing third quarter sales to a total of 1,461,132 (up 2.6%). A number of brands posted double-digit sales increases over September 2014, most notably Jaguar Land Rover with a 44.4% increase, and Porsche with a 39% increase. Once again, September sales exceeded the historical five year average for the month (146,159) by 19.2%.

“Despite the Canadian currency depreciation and the stock markets taking a beating over the last quarter, consumers continued to take advantage of manufacturers fall clear-out sales in September, which provided record sales for the month along with record third quarter sales,” said David Adams, President of the Global Automakers of Canada. “The market seems indefatigable given that we continue to see record sales in the face of economic data that might suggest otherwise,” added Adams. “We’ve had a third straight month of falling consumer confidence in Canada, but that seems to have had very little impact on auto sales as there still seems to be pent up demand,” he said.

For the GAC member companies, vehicle sales were up a better-than-market 4.9% to 97,153 units, for the 14 member companies of the Global Automakers of Canada. Through the third quarter, sales for the GAC totalled 817,722 (4.2%).

Ford grabbed the sales crown from FCA in September with 28,214 units sold while GM took second place with 24,960 units sold. However, FCA continues to lead in overall sales on a year-to-date basis. The Ford F-series continued to reign as the best-selling vehicle in September, and retains that title on a year-to-date basis as well. Likewise, the Honda Civic also remained the passenger car sales leader in September and continued to best all other passenger cars on a year-to-date basis as well.

GAC members’ sales represented 55.7% of total market sales in September, slightly higher than last September.

Truck sales grew 10.5% for the month of September while passenger car sales declined 6.2%. Truck sales comprised 63.9% of total sales in September compared to 60% 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 Sept 2015 Highlights

Company	September Sales	Change	3 rd Quarter Sales	Change	Comments
BMW	4,203	11.5%	31,297	11.8%	
Honda	17,441	16.3%	134,101	4.2%	
Hyundai	12,052	0.4%	106,904	-2.3%	
Jaguar Land Rover	842	44.4%	6,371	9.4%	
Kia	5,942	2.7%	53,694	-4.4%	
Mazda	6,636	4.7%	55,403	-2.7%	
Mercedes-Benz	4,191	6.6%	33,713	14.4%	
Nissan	12,007	9.7%	99,514	11.5%	
Porsche	577	39.0%	5,004	31.0%	Record yearly sales achieved in 9 months
Subaru	4,234	11.2%	35,097	11.7%	
Toyota	19,336	5.5%	160,949	3.5%	

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.

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.