

FOR IMMEDIATE RELEASE

Canadian Auto Sales Retreat Again in August

TORONTO (September 1, 2016) – Much like the weather, Canadian auto sales were quite hot in August, but still declined 2% compared to August 2015. Light-duty vehicle sales of 172,034 units were comprised of 58,645 passenger cars and 113,589 light trucks. Truck sales were up 2.3% in August while passenger car sales were down 9.2%.

The truck/car split with respect to vehicle sales in August was 63.2%/36.8%, compared to 60.9%/39.1% for the same month last year.

“We continue to witness the growth of the light-duty truck segment in Canada, and year end clearance incentives and other innovative leasing and financing mechanisms appear to be at least partially responsible for the sales growth in August,” said David Adams, President of the Global Automakers of Canada. “Our members enjoyed better than the market sales gains of 1.6%,” added Adams.

In reviewing the five year historical average sales for the month of August, sales last month were 8% above the average.

The decline in August sales came in conjunction with a 3.1 point retrenchment in Consumer Confidence according to the Conference Board of Canada.

Ford reported the highest overall sales amongst manufacturers while Subaru reported the highest percentage growth on a year-over-year basis.

GAC member market share improved to 57.5% compared to 55.5% last August.

Year-to-date sales remain 3.7% above last year’s record sales volume, keeping the Canadian market on track for another record sales 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

Global Automakers of Canada is a national industry association representing fifteen 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.

Selected Member Company Sales for Aug 2016

Company	August Sales	Change	Comment
Audi	2,597	6.9%	
BMW	3,575	8.0%	
Honda	17,828	3.2%	
Hyundai	13,405	2.9%	
Jaguar Land Rover	1,001	32.5%	
Kia	6,668	6.8%	
Mercedes-Benz	4,001	7.3%	
Porsche	689	7.7%	
Subaru	4,512	34.8%	
Toyota	18,631	1.9%	
Volvo	568	17.6%	

Association Members

BMW Canada Inc.
Honda Canada Inc.
Hyundai Auto Canada Corp.
Jaguar Land Rover Canada ULC
Kia Canada Inc.
Maserati 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.