

**FOR IMMEDIATE RELEASE**

## **Canadian Auto Sales Set 4<sup>th</sup> Straight Record in 2016 Reaching 1.95 Million Units**

**TORONTO (January 4, 2017)** – While December sales were down 2.6% compared to December 2015, overall sales for the year were up by the same 2.6% to a new all-time record for vehicle sales in Canada of 1,948,899 million units sold.

“It is absolutely stunning for the industry to reach the 1.95 million mark in vehicle sales,” said David Adams, President of the Global Automakers of Canada. “It was not that long ago that 1.6 million units was considered an exceptional volume and 2016 has tracked 22% higher than those ‘exceptional’ volume levels,” added Adams.

For the first time ever, truck sales were over 70% of the market in December at 70.3% with truck sales on the year tracking at 66% compared with 62% in 2015.

For Global Automakers of Canada, member sales of 68,852 units were effectively flat with last December while overall sales for the year were a better-than-market 3.3% higher.

Looked through the lens of 5 year average historical sales for the month of December, last month’s sales were 125,600 were still 5% above the 5 year average even though they were down 2.6% compared to last December.

The Ford F-Series and Honda Civic remain the best-selling vehicle and passenger car respectively for the year and Ford captured the overall sales crown with 304,445 units sold in 2016. On a percentage basis, Jaguar Land Rover captured the sales crown with an increase in sales of 35% over 2015 volumes.

**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 2016**

<b>Company</b>	<b>Annual Sales</b>	<b>Change</b>	<b>Comment</b>
Audi	30,544	14.2%	Record Year
BMW	44,621	6.1%	
Honda	186,676	5.2%	
Jaguar Land Rover	12,174	35%	Record Year
Hyundai	138,162	1.9%	
Kia	71,670	5.5%	
Maserati	682	33.5%	Record Year
Mercedes-Benz	48,320	8.5%	
Mitsubishi	22,293	4.3%	
Nissan	134,153	3.2%	Record Year
Porsche	7,061	10.1%	Record Year
Subaru	50,190	7.7%	Record Year
Toyota	217,792	4.2%	
Volvo	6,103	27.5%	

### **Association Members**

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