

FOR IMMEDIATE RELEASE

March and First Quarter Vehicle Sales Surge 9.3% Above 2015 Levels

TORONTO (April 1, 2016) – Vehicle sales in Canada in March surged ahead 9.3% over last year’s sales to a record 175,142 units sold. For the first quarter of 2016 sales increased an identical 9.3% over the record setting levels for the first quarter achieved in 2015. Vehicle sales in March were also 4% better than the historical 5 year average for the month of March.

“Auto sales in Canada continue their resilience buoyed by the second straight month of a resurgence in consumer confidence,” said David Adams, President of the Global Automakers of Canada. “These sales number are tremendous and retail sales in the auto industry continue to be a bright spot in the Canadian economy,” added Adams.

Truck sales continued to grow as a percentage of the overall market in March, representing 65% of the market compared with 60% last March. Likewise for the first quarter March sales of trucks as a percentage of the overall market are 5 percentage points ahead of last March at 67% of the market.

Sales for members of Global Automakers of Canada were up 6% to 98,350 for the month of March and 7% ahead for the first quarter compared to last year at 223,985.

Ford led all manufacturers in vehicle sales in March, while Volvo was most improved on a percentage basis with a 73.8% increase, albeit on small volumes. 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 for March.

Truck sales grew 18.2% for the month of March while passenger car sales declined 4%

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 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 March 2016

Company	March Sales	Change	Comment
Audi	2,805	42.9%	
BMW	3,560	13.9%	
Honda	16,355	10.9%	
Jaguar Land Rover	1,574	71.1%	
Mercedes-Benz	4,507	8.8%	
Mitsubishi	2,123	23.8%	
Nissan	12,601	12.7%	
Porsche	535	10.3%	Record March
Subaru	4,213	4.4%	
Toyota	19,097	13.6%	
Volvo	570	73.8%	

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.