

FOR IMMEDIATE RELEASE

Another New Record for Canadian Auto Sales

TORONTO (January 3, 2018) – 2017 set an all new high for Canadian auto sales with 2,038,797 units sold in 2017, up 4.6% from 2016. December made a solid contribution to record annual sales by posting a month that was down 1.1% from same month sales last year. December represented the second straight month and only the third month in 2017 that sales were lower than last year. Overall units sold in December were 124,247 compared to 125,600 last December.

Last year definitely was the year of the truck with 68.6% of the more than two million vehicles sold last year being categorized as light trucks. Never before has the level of light trucks reached such a significant total of overall sales. These market dynamics seem to be at odds with policy makers both provincially and federally who are working to try educate consumers about the merits of zero emission or near zero emission vehicles, the majority of which tend to be mid-sized sedans and not light trucks.

“What a banner year for the industry,” said David Adams, President of the Global Automakers of Canada. “It wasn’t that many years ago that sales levels over the 2 million mark would have seemed completely unrealistic, but there are a lot of positive fundamentals that have supported this growth, although the last two months of the year have seen sales growth moderate slightly” added Adams.

GAC members posted sales for December of 69,266 units up a better than market 0.6%. Full year sales were a record 1,160,446 units up 5.5% over 2016.

Ford led all manufacturers with sales of 304,445 for 2017, but GM bested all other manufacturers selling the most vehicles in the month of December with 19,801 units sold. To the surprise of no one, the Ford F-Series and Honda Civic remained the best-selling vehicle and passenger car respectively for 2017.

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 57% of overall vehicle sales in 2017. 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 December 2017

Company	December Sales	Change	Total Sales	Change	Comment
Audi	2,064	6.6%	36,007	17.9%	Best Sales Year Ever
BMW	3,566	8.2%	45,613	2.2%	
Honda	9,706	-22.8%	197,251	5.7%	
Hyundai	7,201	23.2%	130,221	-5.7%	
Jaguar Land Rover	1,085	-0.7%	13,765	13%	
Kia	4,480	6.6%	76,504	6.7%	
Maserati	103	-21.4%	1,246	83.7%	Best Sales Year Ever
Mazda	4,685	-0.8%	74,056	7.0%	
Mercedes-Benz	3,673	0.5%	52,298	8.2%	
Mitsubishi	1,285	-22.7%	22,706	1.9%	
Nissan	9,385	9.3%	146,677	9.3%	
Porsche	709	28.9%	8,249	16.8%	
Subaru	3,876	4.6%	54,570	8.7%	Best Sales Year Ever
Toyota	12,615	-7.8%	224,547	3.1%	Best Sales Year Ever
Volkswagen	4,165	53.7%	69,634	16.0%	
Volvo	668	54.3%	7,102	16.4%	27 months of consecutive growth

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.