

FOR IMMEDIATE RELEASE

Warm February Generates Hot Vehicle Sales

TORONTO (March 1, 2017) – With some predicting vehicle sales in Canada had peaked in 2016, the first two months have demonstrated that there is still some life left in the current record-breaking sales run. February 2017 posted another record setting month for vehicle sales in Canada with 123,032 units sold. This total represented a 3.2% increase in sales over February 2016.

“One has to wonder whether or not the mild February weather gave people spring fever to go out and get a new car,” said David Adams, President of the Global Automakers of Canada, noting that sales were not only up for the month, but up 2.7% year-to-date over last year’s record setting pace.

For Global Automakers of Canada, member sales of 68,424 units represented the same increase as the market 3.2%, for February.

February also shattered the 5 year average historical sales for the month by 13%.

As in January, FCA led all manufacturers with sales of 19,115, while the best-selling vehicle for the month was the Ford F-Series. The Honda Civic remained the best-selling passenger car once again in February. On a percentage basis, once again, Maserati captured the sales crown with an increase in sales of 429% over February 2016 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 2016. 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 2017

Company	Annual Sales	Change	Comment
Audi	1,970	27.8%	
BMW	2,983	2.5%	
Honda	11,622	21.2%	
Jaguar Land Rover	921	13%	
Maserati	127	429.2%	
Mazda	4,533	18.5%	
Mercedes-Benz	3,964	16.6%	
Nissan	8,703	5.5%	
Porsche	416	36.4%	
Subaru	2,965	16.6%	Record February
Volvo	393	1%	

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.