

FOR IMMEDIATE RELEASE

Year Starts with a Bang – Record January Canadian Auto Sales

TORONTO (February 1, 2017) – January 2017 propelled the automotive industry back on track to its record-setting ways, posting the highest January sales on record with 110,945 units sold.

“There still seem to be elements of pent up demand in the market,” said David Adams, President of the Global Automakers of Canada, noting that sales were up 2.2% over January 2016 sales. “The market also continues to transition to a light truck and SUV market, with fully 71% of the sales falling into the light truck category,” added Adams. “This is a complete 180 from where the market was 15 years ago.”

For Global Automakers of Canada, member sales of 60,672 units represented the same 2.2% over last January as the total market.

January also eclipsed the 5 year average historical sales for the month by 12%.

FCA led all manufacturers with sales of 18,443, while the best-selling vehicle for the month was the Ford F-Series. The Honda Civic remained the best-selling passenger car in January. On a percentage basis, Maserati captured the sales crown with an increase in sales of 542% over January 2016 volumes, owing to the introduction of the Levante.

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 2017

Company	Annual Sales	Change	Comment
Audi	1,932	28.1%	
BMW	2,337	2.5%	
Honda	10,173	1.5%	
Jaguar Land Rover	806	21.5%	
Maserati	112	542%	
Mazda	4,009	18.5%	
Mercedes-Benz	3,752	28.4%	
Porsche	359	10.1%	Record January
Subaru	2,805	4.4%	
Toyota	12,176	1.1%	Record January
Volvo	302	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.