

FOR IMMEDIATE RELEASE

2018 Auto Sales Slow Slightly After 10 Years of Unprecedented Growth

TORONTO (January 3, 2018) – For the first time in over a decade, automotive sales fell slightly in Canada in 2018 with final figures coming in at 1,984,992 down 2.6% from 2017. December contributed to the overall lower numbers for the year with 114,289 units sold for the month down 8%.

After a reasonable first quarter, monthly sales in 2018 fell off slightly from the previous year - which represented an all time high in Canadian vehicle sales at 2,038,798. “Given all of the political and economic turbulence – combined with interest rate increases – it is difficult to classify the 2018 as disappointing from a sales perspective,” said David Adams, President of Global Automakers of Canada. “We’ve had a decade of record sales each year and at some point, things are going to slow down – that’s the nature of the business,” added Adams

Ford sold the most vehicles in December and for the year - repeating as overall annual leader. It was evident from the first-quarter that the Ford F-Series pick-up truck and the Honda Civic would also reprise their roles as Canada’s best-selling vehicle and best-selling passenger car respectively for 2018.

“Members of Global Automakers of Canada, had better-than-market results for each month of 2018, and made impressive gains in market share from 57% in 2017 to 59% last year” noted Adams. Overall sales for the year for GAC members were 1,173,891 up 1.2% from 2017.

For the year, trucks continued to grow their share of the market up to 70.1% compared to 68.6% in 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 Highlights of Member Company Sales for December 2018 and Annual Sales

Company	December Sales	Change	Comment	Annual	Change	Comment
Audi	1,536	-25.6%		36,908	2.5%	
BMW	2,804	-21.4%		45,978	0.8%	
Honda	10,687	10.1%		195,379	-0.9%	
Hyundai	6,916	-5.5%		129,280	-0.7%	
Jaguar Land Rover	1,077	Flat		14,545	5.6%	
Kia	4,302	-4.0%		73,009	-4.6%	
Maserati	45	-56.3%		764	-38.7%	
Mazda	3,987	-14.9%		73,869	-0.3%	
Mercedes-Benz	3,676	0.1%		49,758	-4.9%	
Mitsubishi	1,643	27.9%		25,237	11.1%	
Nissan	9,488	1.1%		149,117	1.7%	
Porsche	799	12.7%		8,904	7.9%	
Subaru	3,998	3.1%		58,070	6.4%	
Toyota	14,153	8.9%		207,535	3.9%	
Volkswagen	4,896	17.6%		72,210	3.7%	
Volvo	745	11.5%		9,217	29.8%	

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.