

**FOR IMMEDIATE RELEASE**

## **The Slide Continues – November Marks 8th Straight Month of Vehicle Sales Declines in Canada**

**TORONTO (December 3, 2018)** – In what is becoming a worrisome trend in automotive sales in Canada, November marked the eighth straight month that sales have declined. With one month left in the calendar year it is seems clear that 2018 will mark the first sales decline after 10 years of unprecedented growth.

Vehicle sales in November were down 9.4% to 143,668 units sold with year-to-date sales of 1,870,703 – down 2.3% from last years' record sales volume.

“Despite an increase in consumer confidence of over two points in November – according to TradingEconomics.com – that has not translated into higher vehicle sales,” said David Adams, President of Global Automakers of Canada.

“Each of the Detroit-based companies took double-digit sales losses – with FCA was down a full 35%. Anytime all three companies are down significantly the whole market will be down as well,” added Adams. “Notably, however Toyota had a new November sales record and was third in sales for the month, and only about 500 units behind General Motors for second spot.”

Ford sold the most vehicles in November taking the sales crown from GM and with one month to go Ford retains the overall sales lead on a year to date basis. The Ford F-Series pick-up truck also remains Canada's best-selling vehicle through November, while the Honda Civic retains that distinction for passenger cars.

“Members of Global Automakers of Canada, had better-than-market results for the 11th straight month,” added Adams. In November, members' sales of 90,793 were down 1.5%

Trucks comprised 73% of the market in October compared to 72% in 2017.

The members of the GAC held 63% market share in November up 5 percentage points compared to last November.

**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 November 2018**

Company	November Sales	Change	Comment
Audi	3,273	11.8%	
BMW	4,225	2.4%	
Hyundai	10,201	10.8%	
Jaguar Land Rover	1,163	8.4%	
Nissan	11,446	0.5%	
Porsche	804	14.0%	
Subaru	4,995	4.8%	
Toyota	18,731	10.4%	Record November Sales

#### **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.