

**FOR IMMEDIATE RELEASE**

## **Increased Sales for February – The Trend Continues**

**TORONTO (March 1, 2018)** – February continued January’s trend of stronger year-over-year sales than last year. Overall for the month of February sales were up 2% at 125,530 units. Year-to-date sales are now 3.8% above last year’s record pace. Once again, trucks continue to be the dominate factor with truck sales representing 71.4% of overall sales for the month.

“Truck sales continue to comprise the vast majority of vehicles sold, and companies without a robust truck and SUV portfolio are challenged with their existing product mix”, said David Adams, President of the Global Automakers of Canada. “Consumer confidence remains high with the Conference Board of Canada reporting that February consumer confidence levels are at their highest levels since November 2000, and we know that higher levels of consumer confidence normally translate into better sales for big ticket items, such as new vehicles,” added Adams.

February sales were also 12% above the five year average sales for February.

GAC members posted better than market February sales of 70,217 units.

FCA led all manufacturers with sales in February of 18,831, narrowly surpassing Ford by 330 units. The Ford F-Series and Honda Civic reprised their roles as the best-selling vehicle and passenger car respectively for February 2018. GAC members’ market share improved slightly to 55.9% in February compared to 55.6% last year.

**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 February 2018

Company	February Sales	Change	Comment
Audi	2,402	21.9%	
BMW	3,169	6.2%	
Honda	11,791	1%	
Jaguar Land Rover	929	0%	
Mazda	4,611	1.7%	
Mitsubishi	1,678	27.2%	
Nissan	9,813	3.2%	
Porsche	455	9.4%	
Subaru	3,254	9.7%	Best February ever
Volkswagen	4,108	32.3%	
Volvo	529	34.6%	29 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.