

FOR IMMEDIATE RELEASE

On We Roll... Record January Auto Sales in Canada

TORONTO (Feb 1, 2018) – While November and December sales were down on a year-over-year basis, in January the automotive industry in Canada returned to positive growth, increasing a substantive 5.7% compared to January 2017, with 117,281 units sold. January sales were also 15% higher than the 5 year average sales for January.

Once again, light trucks powered the market with sales of 85,906 units representing more than 73% of the overall market

“Despite the Conference Board of Canada reporting lower levels of consumer confidence in January – which usually translates into lower purchases of high ticket consumer products – auto sales bucked that trend in a big way in January,” said David Adams, President of the Global Automakers of Canada. “It also needs to be noted that significant other uncertainties like the fate of the NAFTA and the broader geo-political situation, seemed to have left automotive consumers unfazed,” added Adams.

GAC members posted sales for the first month of 2018 of 66,268 units up a better than market 9.3%.

FCA led all manufacturers with sales in January of 17,761. To the surprise of no one, the Ford F-Series and Honda Civic started 2018 where they ended 2017 as the best-selling vehicle and passenger car respectively for January 2018. GAC members’ market share improved to 56.5% in January compared to 54.7% 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 January 2018

Company	January Sales	Change	Comment
Audi	2,130	10.2%	
BMW	2,679	14.6%	
Honda	13,105	28.8%	
Jaguar Land Rover	859	6.6%	
Mazda	4,416	10.2%	
Mitsubishi	1,244	1.7%	
Nissan	8,836	6.3%	
Porsche	373	3.9%	
Subaru	3,221	14.8%	Best January ever
Toyota	12,482	2.5%	
Volkswagen	4,327	42.8%	
Volvo	439	45.4%	28 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.