

FOR IMMEDIATE RELEASE

Canadian Auto Sales – July 2018

TORONTO (August 1, 2018) – Auto sales in Canada continued to tail off for the fifth straight month in July, down 3.6% and also dropped on a year-to-date basis for the second straight month. In July 175,317 units were sold resulting in overall sales year-to-date of 1,211,994 units, down 0.7% from last year’s record sales.

“We’ve had an extended period of sales growth in Canada for eight years now, so at some point the expectation of continued sales growth is unrealistic,” said David Adams, President of the Global Automakers of Canada. “However, if we can move forward with very modest sales declines, the industry will still be in a very healthy position,” said Adams.

“Currently, the largest threat to modest sales declines is possible tariff action on autos by the Trump Administration and the retaliatory measures that are likely to follow. If that happens both the vehicle production and the retail sales components of the Canadian automotive industry will be adversely impacted in a very dramatic way,” added Adams.

As they did in June, Ford sold the most vehicles in July and also retains the overall sales lead in Canada through the first seven months of the year with 187,938 units sold. Ford was also the only one of the Detroit 3 companies to post a sales increase for the month.

For the seventh straight month this year GAC members posted better than market sales in July with sales of 106,552 units representing growth in sales of 1.6%.

The overall market was also almost 1% better than the 5 year average for July markets.

To no one’s surprise the Ford F-Series and Honda Civic continued to reign as the best-selling vehicle and passenger car respectively. Trucks comprised 69.8% of the market in July compared to 68% 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 July 2018

Company	July Sales	Change	Comment
Hyundai	13,702	9.6%	
Jaguar Land Rover	1,126	2.0%	
Kia	8,101	7.9%	
Mazda	6,981	5.9%	
Mitsubishi	2,320	11.6%	
Porsche	793	3.0%	
Subaru	5,044	13.2%	
Volvo	903	47.5%	34 months of consecutive sales 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.