

**FOR IMMEDIATE RELEASE**

## **First Quarter Sales Stronger**

**TORONTO (April 3, 2018)** – While sales for March were down marginally from last year, overall sales for the first quarter of 2018 were up 1.8% to 429,260 units. March sales of 186,447 were down 0.6% but still represent solid monthly sales results - being 11.4% ahead of the 5 year average monthly sales for the last month of the first quarter.

Trucks once again dominated sales comprising 71% of overall sales in March compared to 67% last year, and represented 72% of sales for the first quarter. “We effectively had the start of a global trade war in March, which saw the stock market fall off precipitously, which perhaps rattled consumers a bit last month, along with some flagging economic growth projections,” said David Adams, President of the Global Automakers of Canada. “Nonetheless, consumer confidence remains high with the Conference Board of Canada reporting that consumer confidence levels grew again in March,” added Adams.

For the third straight month this year GAC members posted better than market sales in March up 1.3% to 105,748 units with overall sales for the quarter of 242,235 units – an increase of 3.7% over the first quarter of 2017.

GM led all manufacturers in March with sales of 30,159, and retains the sales crown for the first quarter with 64,931 units sold. To no one’s surprise the Ford F-Series and Honda Civic reprised their roles as the best-selling vehicle and passenger car respectively for March 2018 and also retain those crowns for the first quarter of 2018. GAC members’ market share improved slightly in March compared to March 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 Member Company Sales for March and First Quarter 2018

Company	March Sales	Change	1 <sup>st</sup> Qtr	Change	Comment
Audi	3,404	14.0%	7,936	15.2%	
Jaguar Land Rover	2,147	1.5%	3,937	2.2%	
Mazda	7,048	3.7%	16,075	3.8%	
Mitsubishi	2,636	39%	5,558	25.2%	
Porsche	657	5.3%	1,485	6.1%	
Subaru	4,830	3.8%	11,305	8.5%	Best March ever
Toyota	21,040	8.4%	46,758	3.9%	
Volkswagen	5,505	31.8%	13,940	35.2%	
Volvo	849	47.4%	1,817	43%	30 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.