

FOR IMMEDIATE RELEASE

Canadian Auto Sales Continue to Slide in October for 7th Straight Month

TORONTO (November 1, 2018) – The disconcerting trend of lower vehicle sales continued again in October. For the seventh straight month, Canadian auto sales fell 1.9% to 161,125 units compared to October 2017. Likewise, overall all year-to-date sales fell for a third straight month based on sustained reduced monthly sales totals. Year-to-date sales through October were down 1.6% to 1,727,035 units.

“We’ve seen interest rates rise and, despite a rather significant increase in consumer confidence as measured by the Conference Board of Canada, that confidence does not seem to have extended to big ticket items like vehicles that are more sensitive to interest rate increases,” said David Adams, President of Global Automakers of Canada.

GM sold the most vehicles in October taking the sales crown from Ford, however 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 October, while the Honda Civic retains that distinction for passenger cars.

“Members of Global Automakers of Canada, continued the year-long trend of posting better-than-market sales results once again in October,” added Adams. In October, members’ sales of 101,688 were better than market for the tenth straight month and rose 2.6% for the month and overall year-to-date sales were up 1.2%.

The overall market was still better than the 5-year average for October markets.

Trucks comprised 72% of the market in October compared to 70% in 2017.

The members of the GAC held 63% market share in October up 3 percentage points versus the 60% last October.

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.

Highlights of Member Company Sales for October 2018

Company	October Sales	Change	Comment
Hyundai	11,505	12.7%	
Jaguar Land Rover	1,207	14%	
Nissan	12,198	5.4%	
Porsche	850	1.8%	
Subaru	5,500	11.1%	
Toyota	21,672	10.2%	
Volkswagen	7,105	6.3%	
Volvo	796	3.6%	36 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.