

FOR IMMEDIATE RELEASE

Canadian Vehicle Sales Continue to Face Headwinds in February

TORONTO (March 1, 2019) – February followed January’s trend of sales slowing on a year-over-year basis. Last month auto sales in Canada were down 3.7% to 120,891 units. On a year-to-date basis, sales are down 5.4% compared to last February.

“These results are not unexpected,” said David Adams, President of Global Automakers of Canada. “Both January and February last year were very strong months, so it was always going to be tough act to follow. Also, when you factor in the significant snow and weather events that have occurred over the month of February across the country, the results are actually pretty good,” added Adams.

FCA displaced Ford as the sales leader for the month of February, selling 211 units more than Ford in February. The sales leaders in February were once again the Ford F-Series pick-up truck and the Honda Civic es as Canada’s best-selling vehicle and best-selling passenger car respectively for the month.

Trucks represented a record 75.1% of all sales in February and truck sales actually rose 1.2% while passenger car sales tanked 16%.

Once again in February, members of Global Automakers of Canada, had better-than-market results for February with sales falling 3.4%, compared to the market slide of 3.7%. Market share penetration was higher for GAC members in February as well at 56.1% compared to last February’s 55.9%. Overall sales for the year for GAC members in February were 67,830 units.

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 Highlights of Member Company Sales for February 2019

Company	February Sales	Change	Comment
Honda	11,944	1.3%	
Hyundai	7,418	15.8%	
Kia	4,228	10.5%	
Mitsubishi	1,750	4.3%	
Porsche	485	6.6%	
Toyota	13,419	1.4%	
Volkswagen	4,130	0.5%	
Volvo	576	8.9%%	

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.