

FOR IMMEDIATE RELEASE

2019 Canadian Vehicle Sales Start off Down 7.3%

TORONTO (February 1, 2019) – For the first time in over a decade, automotive sales fell slightly in Canada in 2018 with final figures coming in at 1,984,992 down 2.6% from 2017. December contributed to the overall lower numbers for the year with 114,289 units sold for the month down 8%.

After a reasonable first quarter, monthly sales in 2018 fell off slightly from the previous year - which represented an all time high in Canadian vehicle sales at 2,038,798. “Given all of the political and economic turbulence – combined with interest rate increases – it is difficult to classify the 2018 as disappointing from a sales perspective,” said David Adams, President of Global Automakers of Canada. “We’ve had a decade of record sales each year and at some point, things are going to slow down – that’s the nature of the business,” added Adams.

Ford sold the most vehicles in December and for the year - repeating as overall annual leader. It was evident from the first-quarter that the Ford F-Series pick-up truck and the Honda Civic would also reprise their roles as Canada’s best-selling vehicle and best-selling passenger car respectively for 2018.

“Members of Global Automakers of Canada had better-than-market results for each month of 2018 and made impressive gains in market share from 57% in 2017 to 59% last year” noted Adams. Overall sales for the year for GAC members were 1,173,891 up 1.2% from 2017.

For the year, trucks continued to grow their share of the market up to 70.1% compared to 68.6% in 2017. Auto sales in Canada for the first month of 2019 continued the trend for most of the last year, moving down 7.3% to 108,774 from last year’s record high January 2018 numbers.

“January sales in 2018 represented a record for the month so these results are still very encouraging,” said David Adams, President of Global Automakers of Canada. “We’ve known for some time the sales are slowing down, last year was evidence of that, but the sky is not falling – January’s sales were still above the average for the last 5 years of sales for January,” added Adams

Passenger car sales were down 13.7% while truck sales were down 4.9%. Ford continued its sales leadership from December and – and all of 2018 – into the month of January. The sales leaders in January were predictably enough the Ford F-Series pick-up truck and the Honda Civic would also reprise their roles as Canada’s best-selling vehicle and best-selling passenger car respectively for the first month of 2019.

“Members of Global Automakers of Canada had better-than-market results for January with sales falling 3.6%. Market share penetration was higher for GAC members in January 2019 – up to 59% from 56.5% last January. Overall sales for the year for GAC members in January were 64,129 units. In January, trucks continued to grow their share of the market up to 75.1% compared to 73.2% of total sales in January 2018.

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 January 2019

Company	January Sales	Change	Comment
Hyundai	6,417	22.7%	
Kia	3,548	9.1%	
Mitsubishi	1,442	15.9%	
Porsche	382	12.7%	
Toyota	14,245	14.1%	
Volvo	528	20.3%	

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.