

FOR IMMEDIATE RELEASE

March Contributes to Lower Auto Sales in First Quarter of 2019

TORONTO (April 4, 2019) – In what was no April Fool’s joke, sales for the month of March continued the trend of the first two months of 2019, moving down 2.5% and bringing the first quarter sales down 4.1% compared to 2018. Sales for March were 181,800 units, while sales for the first quarter were 411,465 units.

“We have increased interest rates, but despite that fact overall consumer confidence continued to rise in March,” said David Adams, President of Global Automakers of Canada. “We had a 10-year run through 2017 where sales increased to over 2 million units, moderating sales of 3-5% is still not a bad market,” added Adams. “Moreover, sales in March were still well above the 5-year historical average for the month of March.”

Ford displaced FCA as the sales leader for the month of March. The sales leaders in March 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 new record 73.3% of all sales in March (74.3% for the 1st quarter) and truck sales actually rose 0.6% in March while passenger car sales continued to struggle, falling 10.1%

As has occurred in each month of the first quarter, members of Global Automakers of Canada, had better-than-market results for March with sales increasing 1.7%, compared to the market slide of 2.5%. Market share penetration was higher for GAC members in March and the 1st quarter as well at 59.2% and 58.2% respectively.

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 March 2019

Company	March Sales	Change	Comment
BMW	3,638	0.5%	
Honda	19,552	11.5%	
Hyundai	10,709	9.3%	
Kia	4,228	10.5%	
Mitsubishi	3,753	42.4%	
Porsche	685	4.3%	
Volkswagen	5,768	4.8%	
Volvo	864	1.8%	

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.