

**FOR IMMEDIATE RELEASE**

## **April Showers Bring Continued Slowing of Auto Sales in Canada**

**TORONTO (May 1, 2019)** – A very wet April may have dampened consumers' interest in purchasing new vehicles, as April marked the fourth straight month of year-over-year sales declines in the Canadian automotive market for 2019. Sales for GAC members in April were down 1.7% to 107,383 units, while year-to-date sales were down 1.3% to 346,933 units.

Sales for the total market are now essentially estimates given the decision of General Motors to report sales only on a quarterly basis. These estimated sales will be made available by DesRosiers Automotive Consultants and will be trued-up once a quarter to reflect actual sales when GM reports.

“April’s sales seem to reflect consumer confidence – which was down 6 points after three straight months of increases, according to the Conference Board of Canada,” said David Adams, President of Global Automakers of Canada. “That said, the industry is still looking at a year that is trending toward close to record levels, which is somewhat heartening as the market moves away from the peak of the sales cycle,” added Adams. “Based on a range of estimates for the total market it would appear that April sales would also be below the five-year historical average sales for the month of April.”

The sales leaders in April 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 72.7% of all sales in April compared to 69.7% in April 2018

As has occurred in each month of 2019, it would appear that members of Global Automakers of Canada had better-than-market results for the month with sales declining 1.7%. Market share penetration was higher for GAC members in April at more than 59% compared to 56.9% for April 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 April 2019

Company	April Sales	Change	Comment
Hyundai	13,311	5.6%	
Jaguar Land Rover	1,185	7.0%	
Kia	7,438	1.9%	
Porsche	899	6.5%	
Toyota	23,234	6.1%	
Volkswagen	6,365	11.1%	
Volvo	1,023	10.2%	

### 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.