

FOR IMMEDIATE RELEASE

FIRST QUARTER SALES DOWN 20% ON COVID CONCERNS

TORONTO (April 1, 2020) – While the industry may wish it was an April Fool’s joke, automakers today reported sales volumes for the first quarter of 2020 that were off 20% compared to 2019.

“Sales through the first portion of the quarter appeared to be actually pretty good,” said David Adams, President, Global Automakers of Canada. “As the full impact of the COVID-19 virus became apparent in mid-March, and dealers either were forced to shut down due to emergency measures enacted, or voluntarily shut down due to minimal consumer traffic, the impact on sales has been dramatic,” added Adams.

“The industry is trying to sustain itself and working cooperatively together and with governments to keep the service departments at dealerships open where possible. This will ensure that recall programs can be undertaken and that the vehicles of doctors, nurses, and other health care workers and other essential service providers can be kept operational in a safe working manner,” said Adams.

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 59% of overall vehicle sales in 2019. The members support some 77,000 direct and indirect jobs in Canada along with 60% of Canada’s 3,331 dealers across Canada.

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.