

**FOR IMMEDIATE RELEASE**

## **2014 Goes Out with a Bang as Auto Sales Hit Record 1.85 Million Units**

**TORONTO (JANUARY 5, 2015)** – The month of December capped off a second straight record year for automotive sales in Canada with total units sold for the year eclipsing the 2013 record by 106,492 units or 6.1%. Overall 1,849,604 units were sold in 2014, with December also marking the 9th straight month for record auto sales in Canada with 131,393 units sold last month. December's sales were up a staggering 16.2% over December 2013. Not surprisingly, December's sales were also significantly higher than the 5 year average sales for the month up 21.5% or 23,242 units over the average for the month.

With continued downward pressure on oil prices continuing through the end of the year, truck sales also continued to comprise the majority of vehicle sales in December at 63.5% of total sales. Truck sales for the full year were 58.7% of total sales, compared to 56.1% of total sales for calendar year 2013.

Once again in 2014, the best-selling vehicle in Canada was the Ford F-150 pick-up truck, while the best-selling passenger car was the Honda Civic for the 17th straight year. Ford also took the sales crown for the year with 291,823 units sold, while Porsche was most-improved on a sales percentage growth basis, with 34% annual growth in sales compared to 2013.

“Vehicle sales were unbelievably strong in 2014,” said David Adams, President of the Global Automakers of Canada. “Consumer confidence also rebounded nicely in December for the first time since August, and when you combine that with low gas prices, and very attractive year-end manufacturers’ sales and financing, it is no wonder the year ended with a bang,” added Adams.

For Global Automakers of Canada (GAC) members, December sales of 67,908 were below the overall market increase of 16.2%. On the year, GAC member sales are up 5.5 % vis-à-vis an overall market increase of 6.1%.

GAC members’ sales represented 51.7% of total market sales in December and 55.1% for 2014.

**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**

Formerly the Association of International Automobile Manufacturers of Canada (AIAMC), the association was rebranded in May 2013 as the Global Automakers of Canada (GAC). The GAC is a national industry association representing fourteen 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 55% of

overall vehicle sales in 2013. The members support some 77,000 direct and indirect jobs in Canada along with 60% of Canada's 3,331 dealers across Canada.

### **Selected Member Company December Highlights**

Company	December Sales	Change	2014 Sales	Change	Comments
Audi	1,920	34.0%	24,514	19.5%	
BMW	2,983	-6.2%	38,188	1.2%	
Honda	13,818	3.8%	172,426	5.0%	
Hyundai	7,545	3.3%	138,104	0.7%	
Jaguar Land Rover	749	26.9%	7,743	21.0%	
Kia	3,352	18.7%	70,007	-3.4%	
Mazda	4,034	-11.5%	72,098	0.3%	
Mercedes-Benz	3,381	8.4%	40,055	9.6%	
Mitsubishi	1,407	7.2%	22,704	7.6%	
Nissan	8,131	17.9%	115,445	26.1%	Record December. All-time sales record achieved
Porsche	362	29.7%	4,933	34.0%	Record December. 5 <sup>th</sup> Straight record year of sales
Subaru	3,133	15.9%	42,035	14.3%	Record December. All-time annual sales record achieved.
Toyota	12,415	0.5%	200,851	2.8%	
Volvo	284	9.2%	4,466	-4.4%	
VW	4,394	7.7%	65,677	4.8%	

### **Association Members**

BMW Canada Inc.  
Honda Canada Inc.  
Hyundai Auto Canada Corp.  
Jaguar Land Rover Canada ULC  
Kia Canada Inc.  
Mazda 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

If you do not wish to receive this information on a monthly basis, please respond by e-mail and you will be removed from my mailing list.