

Section 1: Global Overview	
Global Sales and Production History	3
Global Sales and Production Summary	4
Section 2: North American Vehicle Sales Overview	
North American Vehicle Sales Summary	7
Light Vehicle Sales and Segmentation (2010 vs. 2014)	8
Canadian Light Vehicle Sales by Segment	9
U.S. Light Vehicle Sales by Segment	10
Mexican Light Vehicle Sales by Segment	11
Section 3: Canadian Light Vehicle Sales	
Light Vehicle Sales History by Nameplate	13
Light Vehicle Market Share by Nameplate	14
Passenger Car Sales History by Nameplate	15
Passenger Car Market Share by Nameplate	16
Light Truck Sales History by Nameplate	17
Light Truck Market Share by Nameplate	18
Light Vehicle Sales Detail by Month (2014)	19
Passenger Car Sales Detail by Source of Manufacture	21
Light Truck Sales Detail by Source of Manufacture	22
Light Vehicle Fleet Registrations by OEM	23
Light Vehicle Sales Summary - Canada and Provinces	24
• by Segment	
• by Nameplate	
Passenger Car Sales by Model	46
Light Truck Sales by Model	51
Sales by Top Ten Models per Segment	56
Section 4: U.S. Light Vehicle Sales	
Light Vehicle Sales History by Nameplate & Brand	63
Light Vehicle Market Share by Nameplate & Brand	64
Passenger Car Sales History by Nameplate & Brand	65
Passenger Car Market Share by Nameplate & Brand	66
Light Truck Sales History by Nameplate & Brand	67
Light Truck Market Share by Nameplate & Brand	68
Light Vehicle Sales Detail by Month (2014)	69
Passenger Car Sales Detail by Source of Manufacture	71
Light Truck Sales Detail by Source of Manufacture	72
Light Vehicle Sales Summary	73
• by Nameplate	
Passenger Car Sales by Model	74
Light Truck Sales by Model	79

Section 5: Mexican Light Vehicle Sales	
Light Vehicle Sales History by Nameplate	85
Light Vehicle Market Share by Nameplate	86
Passenger Car Sales History by Nameplate	87
Passenger Car Market Share by Nameplate	88
Light Truck Sales History by Nameplate	89
Light Truck Market Share by Nameplate	90
Light Vehicle Sales Summary	91
• by Nameplate	
Passenger Car Sales by Model	92
Light Truck Sales by Model	97
Section 6: North American Vehicle Production Overview	
North American Vehicle Production Summary	103
North American Production to Sales Ratios	104
North American Light Vehicle Production/Share by Company	105
North American Vehicle Production History by Company	106
Canadian and U.S. Production Platform Index	108
Canadian and U.S. Light Vehicle Production by Platform	109
Section 7: Canadian Vehicle Production	
Canadian Vehicle Production Summary	113
Light Vehicle Production History by Company	114
Light Vehicle Production Share Summary	115
Light Vehicle Production Detail by Month (2014)	116
Section 8: U.S. Vehicle Production	
U.S. Vehicle Production Summary	119
Light Vehicle Production History by Company	120
Light Vehicle Production Share Summary	121
Light Vehicle Production Detail by Month (2014)	122
Section 9: Mexican Vehicle Production	
Mexican Vehicle Production Summary	125
Vehicle Production History by Company	126
Vehicle Production Share Summary	127
Vehicle Production Detail by Month (2014)	128

Section 10: Medium and Heavy Duty Truck Sales by GVW	
Canadian Retail Sales by Manufacturer	131
Canadian Retail Sales by Class	132
Canadian and U.S. History by Class	133
U.S. Retail Sales by Manufacturer	134
U.S. Retail Sales by Class	135
Section 11: Canadian Motor Vehicle Dealers	
Motor Vehicle Dealer Franchises in Canada	
• by Province (2014)	137
• by Manufacturer	138
Number of Dealer Franchises per Province	139
• Light Vehicle Sales per Dealer Franchise in Canada	
Section 12: Canadian Finance	
Average Price of New Motor Vehicles in Canada	141
Average Price of Motor Vehicles in Canada	142
• Value of Total Units Sold	
• Total Number of Units Sold	
Structure of Canadian Retail Finance Market	143
• New Light Vehicles	
• Used Light Vehicles	
Residual Value Summary	144
Section 13: Canadian Used Light Vehicle Market	
New and Used Vehicle Sales in Canada	147
• Used Vehicle Sales by Channel	
Registrar of Imported Vehicles Summary	148
• Used Vehicle Imports by Selected Brand - 2013	
• Used Vehicle Imports by Model Year - 2013	
Section 14: Canadian Aftermarket Analysis	
Light Vehicles on the Road	151
• by Age Group and by Region	
Size of Aftermarket by Region	152
• Size of Canadian Automotive Aftermarket	
Passenger Car and Light Truck Vehicles on the Road	153
Domestic and Import Light Vehicles on the Road	154
Passenger Car and Light Truck Registrations by Province	155
Aftermarket Wholesalers, Installers/Retailers	156
• Number of Locations by Province	

Section 15: Canadian Automotive Industry Indicators	
Industry Employment (SEPH)	159
Value of Output per Employee	160
Industry Retail Sales	161
Industry Shipments	163
Industry Capital Expenditures	165
North American O.E. Parts Market	167
Canadian Consumer Price Index for Automotive Related Items	168
Canadian Average Gasoline Price	169
Canadian Motor Gasoline Consumption	170
Section 16: Canadian Automotive Industry Trade	
Overview	173
Trade History with All Countries	173
Trade History with the U.S., Mexico	174
Trade History with Japan, Korea	175
Trade History with China, European Union	176
Trade Detail with all Countries	177
Trade Detail with the U.S.	178
Trade Detail with Mexico	179
Trade Detail with Japan	180
Trade Detail with Korea	181
Trade Detail with China	182
Trade Detail with the European Union	183