

Market Snapshot

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April	Current Month			YTD			YTD Market Share		
	2017	2016	17/16	2017	2016	17/16	2017	2016	
Acura	1,691	2,206	-23.3%	5,730	6,010	-4.7%	0.9%	1.0%	
Audi	3,608	3,352	7.6%	10,495	9,207	14.0%	1.7%	1.5%	
BMW	3,628	3,701	-2.0%	11,483	11,353	1.1%	1.9%	1.9%	
FCA	27,373	30,108	-9.1%	91,462	92,939	-1.6%	14.8%	15.4%	
Ford	30,385	30,311	0.2%	93,055	91,769	1.4%	15.0%	15.2%	
General Motors	30,948	26,596	16.4%	92,196	81,218	13.5%	14.9%	13.5%	
Genesis	35	-	n.a.	96	-	n.a.	0.0%	0.0%	
Honda	16,608	15,700	5.8%	53,540	47,863	11.9%	8.7%	7.9%	
Hyundai	14,568	14,607	-0.3%	38,696	42,414	-8.8%	6.3%	7.0%	
Infiniti	1,020	902	13.1%	3,820	3,682	3.7%	0.6%	0.6%	
Jaguar	314	122	157.4%	1,629	515	216.3%	0.3%	0.1%	
Kia	7,205	7,707	-6.5%	20,980	21,672	-3.2%	3.4%	3.6%	
Land Rover	589	655	-10.1%	3,126	3,314	-5.7%	0.5%	0.5%	
Lexus	2,651	2,386	11.1%	7,508	6,648	12.9%	1.2%	1.1%	
Maserati	121	57	112.3%	492	141	248.9%	0.1%	0.0%	
Mazda	6,776	7,471	-9.3%	22,260	20,842	6.8%	3.6%	3.5%	
Mercedes-Benz	4,333	4,176	3.8%	16,746	14,526	15.3%	2.7%	2.4%	
MINI	689	745	-7.5%	1,845	1,844	0.1%	0.3%	0.3%	
Mitsubishi	2,512	2,552	-1.6%	6,951	7,510	-7.4%	1.1%	1.2%	
Nissan	10,335	11,246	-8.1%	41,171	38,482	7.0%	6.7%	6.4%	
Porsche	830	757	9.6%	2,229	1,847	20.7%	0.4%	0.3%	
smart	22	55	-60.0%	115	535	-78.5%	0.0%	0.1%	
Subaru	5,523	5,087	8.6%	15,945	14,530	9.7%	2.6%	2.4%	
Toyota	19,316	21,436	-9.9%	59,446	62,600	-5.0%	9.6%	10.4%	
Volkswagen	5,486	7,845	-30.1%	15,797	20,041	-21.2%	2.6%	3.3%	
Volvo	637	604	5.5%	1,908	1,862	2.5%	0.3%	0.3%	
Light Vehicle Sales	197,203	200,384	-1.6%	618,721	603,364	2.5%	100.0%	100.0%	
Passenger Car	66,291	72,631	-8.7%	198,233	207,220	-4.3%	32.0%	34.3%	
Light Truck	130,912	127,753	2.5%	420,488	396,144	6.1%	68.0%	65.7%	
GM/Ford/FCA Nameplates	88,706	87,015	1.9%	276,713	265,926	4.1%	44.7%	44.1%	
GAC Member Nameplates	108,497	113,369	-4.3%	342,008	337,438	1.4%	55.3%	55.9%	
Sales History	2010	2011	2012	2013	2014	2015	2016	2017	17/16
January	81.6	84.5	97.5	95.4	95.7	99.1	108.6	110.9	2.2%
February	100.2	96.0	106.7	103.3	105.9	109.3	119.2	123.0	3.2%
March	145.4	153.5	157.7	156.7	157.2	160.3	175.2	187.5	7.1%
April	149.7	159.9	157.8	171.9	178.9	189.1	200.4	197.2	-1.6%
May	154.9	149.0	175.7	185.3	195.8	198.0	194.9		
June	154.6	164.8	169.5	171.8	175.7	177.9	191.1		
July	148.8	141.5	148.2	159.1	177.1	177.9	173.3		
August	136.1	140.4	149.3	159.1	171.7	175.6	172.0		
September	135.1	134.5	143.1	149.2	168.0	174.4	173.5		
October	123.2	125.7	135.5	145.6	155.1	163.1	154.5		
November	116.0	121.1	125.7	134.0	138.9	145.5	160.6		
December	111.7	114.6	108.9	113.1	131.4	128.9	125.6		
Year-to-Date	476.9	493.9	519.7	527.3	537.7	557.7	603.4	618.7	2.5%

Note: Sales figures above are in thousands.

Source: DesRosiers Automotive Consultants Inc. (DAC), Association of International Automobile Manufacturers of Canada (AIAMC), Canadian Vehicle Manufacturers' Association (CVMA)

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