

Market Snapshot

Contact Info:

80 Fulton Way, Suite 101
Richmond Hill, Ontario
L4B 1J5, Canada
t: 905.881.0400

| July | Current Month | | | YTD | | | YTD Market Share | | |
|----------------------------|----------------|----------------|----------------|------------------|------------------|----------------|------------------|----------------|--------------|
| | 2017 | 2016 | 17/16 | 2017 | 2016 | 17/16 | 2017 | 2016 | |
| Acura | 1,701 | 1,655 | 2.8% | 11,066 | 10,861 | 1.9% | 0.9% | 0.9% | |
| Audi | 3,179 | 2,451 | 29.7% | 21,383 | 18,065 | 18.4% | 1.8% | 1.6% | |
| BMW | 2,953 | 3,007 | -1.8% | 21,783 | 21,693 | 0.4% | 1.8% | 1.9% | |
| FCA | 23,467 | 24,669 | -4.9% | 175,041 | 177,108 | -1.2% | 14.3% | 15.2% | |
| Ford | 27,650 | 29,771 | -7.1% | 187,938 | 179,613 | 4.6% | 15.4% | 15.4% | |
| General Motors | 25,852 | 21,255 | 21.6% | 176,348 | 151,457 | 16.4% | 14.4% | 13.0% | |
| Genesis | 55 | - | n.a. | 273 | - | n.a. | 0.0% | 0.0% | |
| Honda | 16,843 | 15,214 | 10.7% | 106,981 | 95,539 | 12.0% | 8.8% | 8.2% | |
| Hyundai | 12,443 | 14,600 | -14.8% | 79,322 | 87,225 | -9.1% | 6.5% | 7.5% | |
| Infiniti | 981 | 906 | 8.3% | 7,121 | 6,585 | 8.1% | 0.6% | 0.6% | |
| Jaguar | 370 | 331 | 11.8% | 2,827 | 1,371 | 106.2% | 0.2% | 0.1% | |
| Kia | 7,506 | 6,527 | 15.0% | 44,240 | 42,845 | 3.3% | 3.6% | 3.7% | |
| Land Rover | 734 | 664 | 10.5% | 5,269 | 5,406 | -2.5% | 0.4% | 0.5% | |
| Lexus | 2,018 | 1,883 | 7.2% | 14,182 | 12,322 | 15.1% | 1.2% | 1.1% | |
| Maserati | 84 | 45 | 86.7% | 826 | 313 | 163.9% | 0.1% | 0.0% | |
| Mazda | 6,591 | 5,909 | 11.5% | 43,098 | 40,200 | 7.2% | 3.5% | 3.5% | |
| Mercedes-Benz | 4,297 | 3,881 | 10.7% | 30,587 | 27,368 | 11.8% | 2.5% | 2.4% | |
| MINI | 587 | 640 | -8.3% | 3,899 | 3,831 | 1.8% | 0.3% | 0.3% | |
| Mitsubishi | 2,078 | 1,600 | 29.9% | 13,368 | 13,138 | 1.8% | 1.1% | 1.1% | |
| Nissan | 11,807 | 10,641 | 11.0% | 80,603 | 74,463 | 8.2% | 6.6% | 6.4% | |
| Porsche | 770 | 738 | 4.3% | 4,579 | 4,041 | 13.3% | 0.4% | 0.3% | |
| smart | 36 | 53 | -32.1% | 219 | 653 | -66.5% | 0.0% | 0.1% | |
| Subaru | 4,454 | 4,210 | 5.8% | 30,887 | 28,125 | 9.8% | 2.5% | 2.4% | |
| Toyota | 16,943 | 16,389 | 3.4% | 119,062 | 119,360 | -0.2% | 9.8% | 10.3% | |
| Volkswagen | 7,823 | 5,675 | 37.9% | 36,189 | 37,397 | -3.2% | 3.0% | 3.2% | |
| Volvo | 612 | 590 | 3.7% | 3,811 | 3,707 | 2.8% | 0.3% | 0.3% | |
| Light Vehicle Sales | 181,834 | 173,304 | 4.9% | 1,220,902 | 1,162,686 | 5.0% | 100.0% | 100.0% | |
| Passenger Car | 58,231 | 59,225 | -1.7% | 398,076 | 406,014 | -2.0% | 32.6% | 34.9% | |
| Light Truck | 123,603 | 114,079 | 8.3% | 822,826 | 756,672 | 8.7% | 67.4% | 65.1% | |
| GM/Ford/FCA Nameplates | 76,969 | 75,695 | 1.7% | 539,327 | 508,178 | 6.1% | 44.2% | 43.7% | |
| GAC Member Nameplates | 104,865 | 97,609 | 7.4% | 681,575 | 654,508 | 4.1% | 55.8% | 56.3% | |
| 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 | 216.9 | 11.2% |
| June | 154.6 | 164.8 | 169.5 | 171.8 | 175.7 | 177.9 | 191.1 | 203.5 | 6.5% |
| July | 148.8 | 141.5 | 148.2 | 159.1 | 177.1 | 177.9 | 173.3 | 181.8 | 4.9% |
| 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 | 935.2 | 949.2 | 1,013.1 | 1,043.5 | 1,086.3 | 1,111.5 | 1,162.7 | 1,220.9 | 5.0% |

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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