

Market Snapshot

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October	Current Month			YTD			YTD Market Share		
	2017	2016	17/16	2017	2016	17/16	2017	2016	
Acura	1,941	1,966	-1.3%	16,677	16,879	-1.2%	0.9%	1.0%	
Audi	3,063	2,751	11.3%	31,015	26,152	18.6%	1.8%	1.6%	
BMW	3,490	3,435	1.6%	32,022	31,664	1.1%	1.8%	1.9%	
FCA	17,211	19,527	-11.9%	230,344	237,901	-3.2%	13.1%	14.3%	
Ford	21,068	21,500	-2.0%	267,173	260,246	2.7%	15.2%	15.7%	
General Motors	26,847	21,219	26.5%	259,413	220,689	17.5%	14.8%	13.3%	
Genesis	48	-	n.a.	426	-	n.a.	0.0%	0.0%	
Honda	15,667	15,304	2.4%	155,510	142,216	9.3%	8.9%	8.6%	
Hyundai	10,158	10,005	1.5%	113,390	122,297	-7.3%	6.5%	7.4%	
Infiniti	1,084	1,307	-17.1%	10,620	9,955	6.7%	0.6%	0.6%	
Jaguar	307	316	-2.8%	3,962	2,359	68.0%	0.2%	0.1%	
Kia	5,866	5,841	0.4%	65,617	61,922	6.0%	3.7%	3.7%	
Land Rover	750	669	12.1%	7,646	7,534	1.5%	0.4%	0.5%	
Lexus	2,612	2,418	8.0%	21,299	18,889	12.8%	1.2%	1.1%	
Maserati	75	73	2.7%	1,048	464	125.9%	0.1%	0.0%	
Mazda	6,370	5,999	6.2%	63,380	58,758	7.9%	3.6%	3.5%	
Mercedes-Benz	4,238	3,791	11.8%	43,768	39,066	12.0%	2.5%	2.3%	
MINI	710	645	10.1%	5,898	5,709	3.3%	0.3%	0.3%	
Mitsubishi	2,000	1,814	10.3%	19,487	18,945	2.9%	1.1%	1.1%	
Nissan	10,493	9,277	13.1%	115,281	104,940	9.9%	6.6%	6.3%	
Porsche	711	580	22.6%	6,835	5,970	14.5%	0.4%	0.4%	
smart	46	65	-29.2%	323	1,400	-76.9%	0.0%	0.1%	
Subaru	4,951	4,826	2.6%	45,927	42,074	9.2%	2.6%	2.5%	
Toyota	17,059	15,648	9.0%	173,670	168,723	2.9%	9.9%	10.1%	
Volkswagen	6,681	5,079	31.5%	59,466	52,755	12.7%	3.4%	3.2%	
Volvo	768	487	57.7%	5,701	5,215	9.3%	0.3%	0.3%	
Light Vehicle Sales	164,214	154,542	6.3%	1,755,898	1,662,722	5.6%	100.0%	100.0%	
Passenger Car	48,797	52,955	-7.9%	563,075	575,796	-2.2%	32.1%	34.6%	
Light Truck	115,417	101,587	13.6%	1,192,823	1,086,926	9.7%	67.9%	65.4%	
GM/Ford/FCA Nameplates	65,126	62,246	4.6%	756,930	718,836	5.3%	43.1%	43.2%	
GAC Member Nameplates	99,088	92,296	7.4%	998,968	943,886	5.8%	56.9%	56.8%	
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	183.9	6.9%
September	135.1	134.5	143.1	149.2	168.0	174.4	173.5	186.8	7.7%
October	123.2	125.7	135.5	145.6	155.1	163.1	154.5	164.2	6.3%
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	1,329.5	1,349.8	1,441.0	1,497.4	1,581.1	1,624.6	1,662.7	1,755.9	5.6%

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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