

desrosiers

AUTOMOTIVE reports

Market Snapshot

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Total Light Vehicles in Canada

May	Current Month			YTD			YTD Market Share		
	2016	2015	16/15	2016	2015	16/15	2016	2015	
Acura	1,564	2,096	-25.4%	7,574	8,085	-6.3%	0.9%	1.1%	
Audi	3,305	2,880	14.8%	12,512	10,767	16.2%	1.6%	1.4%	
BMW	3,761	3,633	3.5%	15,114	13,969	8.2%	1.9%	1.8%	
FCA	31,724	31,617	0.3%	124,663	120,915	3.1%	15.6%	16.0%	
Ford	29,374	29,043	1.1%	121,143	107,320	12.9%	15.2%	14.2%	
General Motors	22,939	27,462	-16.5%	104,157	102,999	1.1%	13.1%	13.6%	
Honda	17,189	15,853	8.4%	65,052	57,160	13.8%	8.2%	7.6%	
Hyundai	15,010	14,217	5.6%	57,424	56,666	1.3%	7.2%	7.5%	
Infiniti	1,036	1,004	3.2%	4,718	4,318	9.3%	0.6%	0.6%	
Jaguar	142	129	10.1%	657	562	16.9%	0.1%	0.1%	
Kia	7,106	7,453	-4.7%	28,778	29,173	-1.4%	3.6%	3.9%	
Land Rover	663	620	6.9%	3,977	2,735	45.4%	0.5%	0.4%	
Lexus	2,039	2,026	0.6%	8,687	8,386	3.6%	1.1%	1.1%	
Mazda	6,721	6,709	0.2%	27,563	28,068	-1.8%	3.5%	3.7%	
Mercedes-Benz	4,519	4,414	2.4%	19,045	17,724	7.5%	2.4%	2.3%	
MINI	774	814	-4.9%	2,618	2,549	2.7%	0.3%	0.3%	
Mitsubishi	2,125	1,996	6.5%	9,635	7,940	21.3%	1.2%	1.1%	
Nissan	12,169	11,980	1.6%	50,651	46,250	9.5%	6.3%	6.1%	
Porsche	726	695	4.5%	2,573	2,332	10.3%	0.3%	0.3%	
smart	34	116	-70.7%	569	307	85.3%	0.1%	0.0%	
Subaru	4,590	4,983	-7.9%	19,120	19,140	-0.1%	2.4%	2.5%	
Toyota	20,119	20,291	-0.8%	82,719	75,902	9.0%	10.4%	10.0%	
Volkswagen	6,596	7,367	-10.5%	26,637	30,520	-12.7%	3.3%	4.0%	
Volvo	641	539	18.9%	2,503	1,795	39.4%	0.3%	0.2%	
Light Vehicle Sales	194,866	197,937	-1.6%	798,089	755,582	5.6%	100.0%	100.0%	
Passenger Car	73,011	83,593	-12.7%	280,090	303,542	-7.7%	35.1%	40.2%	
Light Truck	121,855	114,344	6.6%	517,999	452,040	14.6%	64.9%	59.8%	
GM/Ford/FCA Nameplates	84,037	88,122	-4.6%	349,963	331,234	5.7%	43.9%	43.8%	
GAC Member Nameplates	110,829	109,815	0.9%	448,126	424,348	5.6%	56.1%	56.2%	
Sales History	2009	2010	2011	2012	2013	2014	2015	2016	16/15
January	76.9	81.6	84.5	97.5	95.4	95.7	99.1	108.6	9.6%
February	80.2	100.2	96.0	106.7	103.3	105.9	109.2	119.2	9.1%
March	127.5	145.4	153.5	157.7	156.7	157.2	160.3	175.1	9.3%
April	143.9	149.7	159.9	157.8	171.9	178.9	189.1	200.3	6.0%
May	154.0	154.9	149.0	175.7	185.3	195.8	197.9	194.9	-1.6%
June	138.5	154.6	164.8	169.5	171.8	175.7	177.9		
July	139.9	148.8	141.5	148.2	159.1	177.1	177.8		
August	135.4	136.1	140.4	149.3	159.1	171.7	175.5		
September	129.5	135.1	134.5	143.1	149.2	168.0	174.3		
October	121.5	123.2	125.7	135.5	145.6	155.1	163.1		
November	102.1	116.0	121.1	125.7	134.0	138.9	145.4		
December	111.2	111.7	114.6	108.9	113.1	131.4	128.9		
Year-to-Date	582.5	631.8	643.0	695.5	712.6	733.5	755.6	798.1	5.6%

Note: Sales figures above are in thousands.

Source: DesRosiers Automotive Consultants Inc. (DAC), Global Automakers of Canada (GAC), Canadian Vehicle Manufacturers' Association (CVMA)

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