

Market Snapshot

Contact Info:

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

January	Current Month			YTD			YTD Market Share		
	2018	2017	18/17	2018	2017	18/17	2018	2017	
Acura	1,098	1,042	5.4%	1,098	1,042	5.4%	0.9%	0.9%	
Audi	2,130	1,932	10.2%	2,130	1,932	10.2%	1.8%	1.7%	
BMW	2,378	2,066	15.1%	2,378	2,066	15.1%	2.0%	1.9%	
FCA	17,761	18,443	-3.7%	17,761	18,443	-3.7%	15.1%	16.6%	
Ford	16,461	17,225	-4.4%	16,461	17,225	-4.4%	14.0%	15.5%	
General Motors	16,791	14,605	15.0%	16,791	14,605	15.0%	14.3%	13.2%	
Genesis	30	22	36.4%	30	22	36.4%	0.0%	0.0%	
Honda	12,007	9,131	31.5%	12,007	9,131	31.5%	10.2%	8.2%	
Hyundai	5,200	5,881	-11.6%	5,200	5,881	-11.6%	4.4%	5.3%	
Infiniti	819	701	16.8%	819	701	16.8%	0.7%	0.6%	
Jaguar	258	251	2.8%	258	251	2.8%	0.2%	0.2%	
Kia	3,253	3,431	-5.2%	3,253	3,431	-5.2%	2.8%	3.1%	
Land Rover	601	555	8.3%	601	555	8.3%	0.5%	0.5%	
Lexus	1,314	1,313	0.1%	1,314	1,313	0.1%	1.1%	1.2%	
Maserati	115	122	-5.7%	115	122	-5.7%	0.1%	0.1%	
Mazda	4,416	4,009	10.2%	4,416	4,009	10.2%	3.8%	3.6%	
Mercedes-Benz	3,566	3,736	-4.6%	3,566	3,736	-4.6%	3.0%	3.4%	
MINI	301	271	11.1%	301	271	11.1%	0.3%	0.2%	
Mitsubishi	1,244	1,223	1.7%	1,244	1,223	1.7%	1.1%	1.1%	
Nissan	8,017	7,610	5.3%	8,017	7,610	5.3%	6.8%	6.9%	
Porsche	373	359	3.9%	373	359	3.9%	0.3%	0.3%	
smart	20	16	25.0%	20	16	25.0%	0.0%	0.0%	
Subaru	3,221	2,805	14.8%	3,221	2,805	14.8%	2.7%	2.5%	
Toyota	11,168	10,863	2.8%	11,168	10,863	2.8%	9.5%	9.8%	
Volkswagen	4,327	3,031	42.8%	4,327	3,031	42.8%	3.7%	2.7%	
Volvo	439	302	45.4%	439	302	45.4%	0.4%	0.3%	
Light Vehicle Sales	117,308	110,945	5.7%	117,308	110,945	5.7%	100.0%	100.0%	
Passenger Car	31,402	32,218	-2.5%	31,402	32,218	-2.5%	26.8%	29.0%	
Light Truck	85,906	78,727	9.1%	85,906	78,727	9.1%	73.2%	71.0%	
GM/Ford/FCA Nameplates	51,013	50,273	1.5%	51,013	50,273	1.5%	43.5%	45.3%	
GAC Member Nameplates	66,295	60,672	9.3%	66,295	60,672	9.3%	56.5%	54.7%	
Sales History	2011	2012	2013	2014	2015	2016	2017	2018	18/17
January	84.5	97.5	95.4	95.7	99.1	108.6	110.9	117.3	5.7%
February	96.0	106.7	103.3	105.9	109.3	119.2	123.0		
March	153.5	157.7	156.7	157.2	160.3	175.2	187.5		
April	159.9	157.8	171.9	178.9	189.1	200.4	197.2		
May	149.0	175.7	185.3	195.8	198.0	194.9	216.9		
June	164.8	169.5	171.8	175.7	177.9	191.1	203.5		
July	141.5	148.2	159.1	177.1	177.9	173.3	181.8		
August	140.4	149.3	159.1	171.7	175.6	172.0	183.9		
September	134.5	143.1	149.2	168.0	174.4	173.5	186.8		
October	125.7	135.5	145.6	155.1	163.1	154.5	164.2		
November	121.1	125.7	134.0	138.9	145.5	160.6	158.7		
December	114.6	108.9	113.1	131.4	128.9	125.6	124.2		
Year-to-Date	84.5	97.5	95.4	95.7	99.1	108.6	110.9	117.3	5.7%

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)

Check
Out Our
Site

www.desrosiers.ca

Click on Publications for details on how you can subscribe to Canada's Premier Automotive Information Source

March	Current Month			YTD			YTD Market Share		
	2018	2017	18/17	2018	2017	18/17	2018	2017	
Acura	1,603	1,783	-10.1%	3,825	4,039	-5.3%	0.9%	1.0%	
Audi	3,404	2,985	14.0%	7,936	6,887	15.2%	1.8%	1.6%	
BMW	3,063	3,181	-3.7%	8,210	7,855	4.5%	1.9%	1.9%	
FCA	24,490	26,531	-7.7%	61,082	64,089	-4.7%	14.2%	15.2%	
Ford	26,050	26,480	-1.6%	61,012	62,670	-2.6%	14.2%	14.9%	
General Motors	30,159	30,115	0.1%	64,931	61,248	6.0%	15.1%	14.5%	
Genesis	63	15	320.0%	123	61	101.6%	0.0%	0.0%	
Honda	15,935	17,392	-8.4%	38,609	36,932	4.5%	9.0%	8.8%	
Hyundai	9,739	11,087	-12.2%	21,314	24,128	-11.7%	5.0%	5.7%	
Infiniti	1,205	1,292	-6.7%	2,855	2,800	2.0%	0.7%	0.7%	
Jaguar	703	746	-5.8%	1,285	1,315	-2.3%	0.3%	0.3%	
Kia	6,802	6,346	7.2%	13,882	13,775	0.8%	3.2%	3.3%	
Land Rover	1,444	1,369	5.5%	2,650	2,537	4.5%	0.6%	0.6%	
Lexus	2,086	2,124	-1.8%	4,546	4,857	-6.4%	1.1%	1.2%	
Maserati	75	122	-38.5%	223	371	-39.9%	0.1%	0.1%	
Mazda	7,048	6,942	1.5%	16,075	15,484	3.8%	3.7%	3.7%	
Mercedes-Benz	4,569	4,747	-3.7%	12,072	12,413	-2.7%	2.8%	2.9%	
MINI	556	510	9.0%	1,257	1,156	8.7%	0.3%	0.3%	
Mitsubishi	2,636	1,897	39.0%	5,558	4,439	25.2%	1.3%	1.1%	
Nissan	13,987	14,523	-3.7%	30,986	30,836	0.5%	7.2%	7.3%	
Porsche	657	624	5.3%	1,485	1,399	6.1%	0.3%	0.3%	
smart	35	43	-18.6%	68	93	-26.9%	0.0%	0.0%	
Subaru	4,830	4,652	3.8%	11,305	10,422	8.5%	2.6%	2.5%	
Toyota	18,954	17,282	9.7%	42,212	40,130	5.2%	9.8%	9.5%	
Volkswagen	5,505	4,176	31.8%	13,940	10,311	35.2%	3.2%	2.4%	
Volvo	849	576	47.4%	1,817	1,271	43.0%	0.4%	0.3%	
Light Vehicle Sales	186,447	187,540	-0.6%	429,258	421,518	1.8%	100.0%	100.0%	
Passenger Car	53,932	61,557	-12.4%	121,186	131,942	-8.2%	28.2%	31.3%	
Light Truck	132,515	125,983	5.2%	308,072	289,576	6.4%	71.8%	68.7%	
GM/Ford/FCA Nameplates	80,699	83,126	-2.9%	187,025	188,007	-0.5%	43.6%	44.6%	
GAC Member Nameplates	105,748	104,414	1.3%	242,233	233,511	3.7%	56.4%	55.4%	
Sales History	2011	2012	2013	2014	2015	2016	2017	2018	18/17
January	84.5	97.5	95.4	95.7	99.1	108.6	110.9	117.3	5.7%
February	96.0	106.7	103.3	105.9	109.3	119.2	123.0	125.5	2.0%
March	153.5	157.7	156.7	157.2	160.3	175.2	187.5	186.4	-0.6%
April	159.9	157.8	171.9	178.9	189.1	200.4	197.2		
May	149.0	175.7	185.3	195.8	198.0	194.9	216.9		
June	164.8	169.5	171.8	175.7	177.9	191.1	203.5		
July	141.5	148.2	159.1	177.1	177.9	173.3	181.8		
August	140.4	149.3	159.1	171.7	175.6	172.0	183.9		
September	134.5	143.1	149.2	168.0	174.4	173.5	186.8		
October	125.7	135.5	145.6	155.1	163.1	154.5	164.2		
November	121.1	125.7	134.0	138.9	145.5	160.6	158.7		
December	114.6	108.9	113.1	131.4	128.9	125.6	124.2		
Year-to-Date	334.0	362.0	355.4	358.8	368.6	403.0	421.5	429.3	1.8%

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)

Check
Out Our
Site

www.desrosiers.ca

Click on Publications for details on how you can subscribe to Canada's Premier Automotive Information Source

Market Snapshot

Contact Info:

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

May	Current Month			YTD			YTD Market Share		
	2018	2017	18/17	2018	2017	18/17	2018	2017	
Acura	1,904	1,800	5.8%	7,813	7,530	3.8%	0.9%	0.9%	
Audi	4,207	3,852	9.2%	16,251	14,347	13.3%	1.9%	1.7%	
BMW	3,886	3,540	9.8%	16,116	15,023	7.3%	1.9%	1.8%	
FCA	28,193	33,186	-15.0%	112,332	124,648	-9.9%	13.4%	14.9%	
Ford	33,341	34,475	-3.3%	124,391	127,530	-2.5%	14.9%	15.3%	
General Motors	32,831	31,149	5.4%	127,299	123,345	3.2%	15.2%	14.8%	
Genesis	140	62	125.8%	400	158	153.2%	0.0%	0.0%	
Honda	19,794	19,175	3.2%	73,827	72,715	1.5%	8.8%	8.7%	
Hyundai	13,963	15,335	-8.9%	47,745	54,031	-11.6%	5.7%	6.5%	
Infiniti	944	1,118	-15.6%	4,540	4,938	-8.1%	0.5%	0.6%	
Jaguar	353	378	-6.6%	1,965	2,007	-2.1%	0.2%	0.2%	
Kia	7,286	7,551	-3.5%	28,469	28,531	-0.2%	3.4%	3.4%	
Land Rover	847	658	28.7%	4,277	3,784	13.0%	0.5%	0.5%	
Lexus	2,092	2,282	-8.3%	9,045	9,790	-7.6%	1.1%	1.2%	
Maserati	83	121	-31.4%	392	613	-36.1%	0.0%	0.1%	
Mazda	7,750	7,250	6.9%	31,103	29,510	5.4%	3.7%	3.5%	
Mercedes-Benz	4,993	4,518	10.5%	21,759	21,264	2.3%	2.6%	2.5%	
MINI	861	844	2.0%	2,760	2,689	2.6%	0.3%	0.3%	
Mitsubishi	2,711	2,258	20.1%	10,836	9,209	17.7%	1.3%	1.1%	
Nissan	13,236	12,825	3.2%	55,679	53,996	3.1%	6.7%	6.5%	
Porsche	874	840	4.0%	3,194	3,069	4.1%	0.4%	0.4%	
smart	38	34	11.8%	139	149	-6.7%	0.0%	0.0%	
Subaru	5,513	5,400	2.1%	22,528	21,345	5.5%	2.7%	2.6%	
Toyota	22,021	21,611	1.9%	83,726	81,057	3.3%	10.0%	9.7%	
Volkswagen	6,624	5,945	11.4%	26,294	21,742	20.9%	3.1%	2.6%	
Volvo	922	654	41.0%	3,642	2,562	42.2%	0.4%	0.3%	
Light Vehicle Sales	215,407	216,861	-0.7%	836,522	835,582	0.1%	100.0%	100.0%	
Passenger Car	68,070	75,172	-9.4%	247,339	273,405	-9.5%	29.6%	32.7%	
Light Truck	147,337	141,689	4.0%	589,183	562,177	4.8%	70.4%	67.3%	
GM/Ford/FCA Nameplates	94,365	98,810	-4.5%	364,022	375,523	-3.1%	43.5%	44.9%	
GAC Member Nameplates	121,042	118,051	2.5%	472,500	460,059	2.7%	56.5%	55.1%	
Sales History	2011	2012	2013	2014	2015	2016	2017	2018	18/17
January	84.5	97.5	95.4	95.7	99.1	108.6	110.9	117.3	5.7%
February	96.0	106.7	103.3	105.9	109.3	119.2	123.0	125.5	2.0%
March	153.5	157.7	156.7	157.2	160.3	175.2	187.5	186.4	-0.6%
April	159.9	157.8	171.9	178.9	189.1	200.4	197.2	191.9	-2.7%
May	149.0	175.7	185.3	195.8	198.0	194.9	216.9	215.4	-0.7%
June	164.8	169.5	171.8	175.7	177.9	191.1	203.5		
July	141.5	148.2	159.1	177.1	177.9	173.3	181.8		
August	140.4	149.3	159.1	171.7	175.6	172.0	183.9		
September	134.5	143.1	149.2	168.0	174.4	173.5	186.8		
October	125.7	135.5	145.6	155.1	163.1	154.5	164.2		
November	121.1	125.7	134.0	138.9	145.5	160.6	158.7		
December	114.6	108.9	113.1	131.4	128.9	125.6	124.2		
Year-to-Date	643.0	695.5	712.6	733.5	755.7	798.3	835.6	836.5	0.1%

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)

Check
Out Our
Site

www.desrosiers.ca

Click on Publications for details on how you can subscribe to Canada's Premier Automotive Information Source

DesRosiers Light Vehicle Sales

May 2018

The notion that Canadian auto sales is in a huge slump is somewhat exaggerated ... yes sales were down in May by less than a percent and it was the third month in a row with slightly lower sales but May was the second best monthly sales in our history with the only month being higher being last May. No wonder we had a hard time beating last year's numbers.

In addition, historically sales in the 1.5 to 1.7 million range were considered to be peak sales. Between 1980 and the year 2010 sixteen times sales were in the 1.5 to 1.7 million range. Over the last seven years sales increased each year to reach a new record of 2.038 million. This year we are forecasting sales to moderate but still be north of 2 million. So I ask ... If for three decades the industry salivated over sales in the 1.6 million range (give or take) then why should we be running for the fences when sales this year will be in the 2 million range?

I've also seen some speculation that the Canadian market is highly over-bought and thus we are on the verge of a sales collapse. My counter to that is simple. Up to about the turn of the century ownership of vehicles in Canada was about two thirds of the driving age population. Since then ownership has exploded to 87 percent of the driving age population. So what? Well that means there are close to 10 million more vehicles on the road today and many of them are getting very old ... about 12 million are over ten years old. Roughly 6 to 7 percent of Canadians buy a new vehicle each year so these additional 10 million vehicle owners should result in about 600K to 700K new vehicles sales in today's environment versus the previous decades.

Do the math. We consistently bought 1.5 to 1.7 million new vehicles over a three decade period when our vehicle on the road was in the 17 million range ... since then we've added 10 million vehicles to our roads so we now have about 27 million units in operation. These added vehicle have a churn of about 600K to 700K new units per year and an additional 1.2 to 1.4 million used units per year. Wouldn't that mean that new vehicle sales should now regularly be in the 2.1 to 2.4 million range? (1.5 million plus 600K equals 2.1 million ... 1.7 million plus 700K equals 2.4 million). And that used units should increase from the mid 2 million range to the mid to high 3 million used unit range?

I can build a strong case that if anything new sales in the 2 million unit range represents under performance of the market and that there is a stronger probability that sales will go up than down. And the opportunity on the used side of the market is the best in the history of the industry.

There will be some exceptions Note that light truck this year is tracking above 70 percent of the market so OEMs who are heavy on passenger cars may not participate on the upside as much as those on the light truck side of the equation. Some OEM's Notably FCA ... are at the end of their product cadence cycle which is

always disastrous for sales so they struggled last year and this year ... but the silver lining there is that they are only months away from entering the upside of their product cycle so the last half of the year should be much better. Others are in the same boat but FCA is the best example.

And finally if you are a dealer the highest margin in your business is in the back end of the shop with service dollars typically about a 70 percent margin and parts dollars typically about a 40 percent margin. With 10 million more units in operation and a healthy portion of them younger where dealers dominate the aftermarket the opportunity to profit from fixing these vehicles is unprecedented. And given the level of technology in almost all vehicles owners may have little choice but to return to their dealer rather than the traditional aftermarket.

I've said it many times that the next five years will be the best on record of new vehicle dealers ... I'm holding to that point of view!

--Dennis DesRosiers

October	Current Month			YTD			YTD Market Share		
	2018	2017	18/17	2018	2017	18/17	2018	2017	
Acura	2,075	1,941	6.9%	17,096	16,677	2.5%	1.0%	0.9%	
Audi	3,005	3,063	-1.9%	32,099	31,015	3.5%	1.9%	1.8%	
BMW	3,233	3,490	-7.4%	32,970	32,022	3.0%	1.9%	1.8%	
FCA	14,669	17,211	-14.8%	200,600	230,344	-12.9%	11.6%	13.1%	
Ford	21,414	21,068	1.6%	260,632	267,173	-2.4%	15.1%	15.2%	
General Motors	23,374	26,847	-12.9%	255,169	259,413	-1.6%	14.8%	14.8%	
Genesis	132	48	175.0%	1,152	426	170.4%	0.1%	0.0%	
Honda	14,301	15,667	-8.7%	154,054	155,510	-0.9%	8.9%	8.9%	
Hyundai	11,373	10,158	12.0%	111,011	113,390	-2.1%	6.4%	6.5%	
Infiniti	902	1,084	-16.8%	10,609	10,620	-0.1%	0.6%	0.6%	
Jaguar	300	307	-2.3%	3,738	3,962	-5.7%	0.2%	0.2%	
Kia	5,626	5,866	-4.1%	63,407	65,617	-3.4%	3.7%	3.7%	
Land Rover	907	750	20.9%	8,567	7,646	12.0%	0.5%	0.4%	
Lexus	2,916	2,612	11.6%	20,455	21,299	-4.0%	1.2%	1.2%	
Maserati	55	75	-26.7%	679	1,048	-35.2%	n.a.	0.1%	
Mazda	5,992	6,370	-5.9%	64,778	63,380	2.2%	3.8%	3.6%	
Mercedes-Benz	4,023	4,238	-5.1%	41,967	43,768	-4.1%	2.4%	2.5%	
MINI	682	710	-3.9%	5,979	5,898	1.4%	0.3%	0.3%	
Mitsubishi	1,802	2,000	-9.9%	21,888	19,487	12.3%	1.3%	1.1%	
Nissan	11,296	10,493	7.7%	117,574	115,281	2.0%	6.8%	6.6%	
Porsche	850	711	19.5%	7,301	6,835	6.8%	0.4%	0.4%	
smart	41	46	-10.9%	305	323	-5.6%	0.0%	0.0%	
Subaru	5,500	4,951	11.1%	49,077	45,927	6.9%	2.8%	2.6%	
Toyota	18,756	17,059	9.9%	176,595	173,670	1.7%	10.2%	9.9%	
Volkswagen	7,105	6,681	6.3%	61,468	59,466	3.4%	3.6%	3.4%	
Volvo	796	768	3.6%	7,865	5,701	38.0%	0.5%	0.3%	
Light Vehicle Sales	161,125	164,214	-1.9%	1,727,035	1,755,898	-1.6%	100.0%	100.0%	
Passenger Car	45,437	48,797	-6.9%	509,956	563,075	-9.4%	29.5%	32.1%	
Light Truck	115,688	115,417	0.2%	1,217,079	1,192,823	2.0%	70.5%	67.9%	
GM/Ford/FCA Nameplates	59,457	65,126	-8.7%	716,401	756,930	-5.4%	41.5%	43.1%	
GAC Member Nameplates	101,668	99,088	2.6%	1,010,634	998,968	1.2%	58.5%	56.9%	
Sales History	2011	2012	2013	2014	2015	2016	2017	2018	18/17
January	84.5	97.5	95.4	95.7	99.1	108.6	110.9	117.3	5.7%
February	96.0	106.7	103.3	105.9	109.3	119.2	123.0	125.5	2.0%
March	153.5	157.7	156.7	157.2	160.3	175.2	187.5	186.4	-0.6%
April	159.9	157.8	171.9	178.9	189.1	200.4	197.2	191.9	-2.7%
May	149.0	175.7	185.3	195.8	198.0	194.9	216.9	215.4	-0.7%
June	164.8	169.5	171.8	175.7	177.9	191.1	203.5	200.2	-1.6%
July	141.5	148.2	159.1	177.1	177.9	173.3	181.8	175.3	-3.6%
August	140.4	149.3	159.1	171.7	175.6	172.0	183.9	180.9	-1.6%
September	134.5	143.1	149.2	168.0	174.4	173.5	186.8	173.0	-7.4%
October	125.7	135.5	145.6	155.1	163.1	154.5	164.2	161.1	-1.9%
November	121.1	125.7	134.0	138.9	145.5	160.6	158.7		
December	114.6	108.9	113.1	131.4	128.9	125.6	124.2		
Year-to-Date	1,349.8	1,441.0	1,497.4	1,581.1	1,624.6	1,662.7	1,755.9	1,727.0	-1.6%

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)

Check
Out Our
Site

www.desrosiers.ca

Scroll to Publications for details on how you can subscribe to Canada's Premier Automotive Information Source

September	Current Month			YTD			YTD Market Share		
	2018	2017	18/17	2018	2017	18/17	2018	2017	
Acura	1,853	2,038	-9.1%	15,021	14,736	1.9%	1.0%	0.9%	
Audi	3,280	3,277	0.1%	29,094	27,952	4.1%	1.9%	1.8%	
BMW	3,914	3,709	5.5%	29,737	28,532	4.2%	1.9%	1.8%	
FCA	17,698	18,444	-4.0%	185,931	213,133	-12.8%	11.9%	13.4%	
Ford	26,531	30,881	-14.1%	239,218	246,105	-2.8%	15.3%	15.5%	
General Motors	25,566	27,237	-6.1%	231,795	232,566	-0.3%	14.8%	14.6%	
Genesis	135	50	170.0%	1,020	378	169.8%	0.1%	0.0%	
Honda	15,450	16,143	-4.3%	139,753	139,843	-0.1%	8.9%	8.8%	
Hyundai	11,668	11,961	-2.4%	99,638	103,232	-3.5%	6.4%	6.5%	
Infiniti	1,444	1,222	18.2%	9,707	9,536	1.8%	0.6%	0.6%	
Jaguar	398	438	-9.1%	3,438	3,655	-5.9%	0.2%	0.2%	
Kia	5,401	7,819	-30.9%	57,781	59,751	-3.3%	3.7%	3.8%	
Land Rover	870	895	-2.8%	7,660	6,896	11.1%	0.5%	0.4%	
Lexus	2,149	2,419	-11.2%	17,539	18,687	-6.1%	1.1%	1.2%	
Maserati	42	72	-41.7%	624	973	-35.9%	0.0%	0.1%	
Mazda	6,101	6,876	-11.3%	58,786	57,010	3.1%	3.8%	3.6%	
Mercedes-Benz	3,822	4,727	-19.1%	37,944	39,530	-4.0%	2.4%	2.5%	
MINI	721	700	3.0%	5,297	5,188	2.1%	0.3%	0.3%	
Mitsubishi	2,058	2,069	-0.5%	20,086	17,487	14.9%	1.3%	1.1%	
Nissan	11,929	12,215	-2.3%	106,278	104,788	1.4%	6.8%	6.6%	
Porsche	860	760	13.2%	6,451	6,124	5.3%	0.4%	0.4%	
smart	28	33	-15.2%	264	277	-4.7%	0.0%	0.0%	
Subaru	5,622	5,139	9.4%	43,577	40,976	6.3%	2.8%	2.6%	
Toyota	18,038	19,599	-8.0%	157,839	156,611	0.8%	10.1%	9.8%	
Volkswagen	6,618	7,564	-12.5%	54,363	52,785	3.0%	3.5%	3.3%	
Volvo	778	550	41.5%	7,069	4,933	43.3%	0.5%	0.3%	
Light Vehicle Sales	172,974	186,837	-7.4%	1,565,910	1,591,684	-1.6%	100.0%	100.0%	
Passenger Car	49,278	57,106	-13.7%	464,519	514,278	-9.7%	29.7%	32.3%	
Light Truck	123,696	129,731	-4.7%	1,101,391	1,077,406	2.2%	70.3%	67.7%	
GM/Ford/FCA Nameplates	69,795	76,562	-8.8%	656,944	691,804	-5.0%	42.0%	43.5%	
GAC Member Nameplates	103,179	110,275	-6.4%	908,966	899,880	1.0%	58.0%	56.5%	
Sales History	2011	2012	2013	2014	2015	2016	2017	2018	18/17
January	84.5	97.5	95.4	95.7	99.1	108.6	110.9	117.3	5.7%
February	96.0	106.7	103.3	105.9	109.3	119.2	123.0	125.5	2.0%
March	153.5	157.7	156.7	157.2	160.3	175.2	187.5	186.4	-0.6%
April	159.9	157.8	171.9	178.9	189.1	200.4	197.2	191.9	-2.7%
May	149.0	175.7	185.3	195.8	198.0	194.9	216.9	215.4	-0.7%
June	164.8	169.5	171.8	175.7	177.9	191.1	203.5	200.2	-1.6%
July	141.5	148.2	159.1	177.1	177.9	173.3	181.8	175.3	-3.6%
August	140.4	149.3	159.1	171.7	175.6	172.0	183.9	180.9	-1.6%
September	134.5	143.1	149.2	168.0	174.4	173.5	186.8	173.0	-7.4%
October	125.7	135.5	145.6	155.1	163.1	154.5	164.2		
November	121.1	125.7	134.0	138.9	145.5	160.6	158.7		
December	114.6	108.9	113.1	131.4	128.9	125.6	124.2		
Year-to-Date	1,224.1	1,305.5	1,351.8	1,426.0	1,461.5	1,508.2	1,591.7	1,565.9	-1.6%

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)

Check
Out Our
Site

www.desrosiers.ca

Scroll to Publications for details on how you can subscribe to Canada's Premier Automotive Information Source

DesRosiers Light Vehicle Sales

September 2018

September was the lowest SAAR this year running at 1.92 million units and continues the streak of down months this year which reached seven months. The market is now down by 1.6 percent of the year. Our forecast last fall was for the market to be down 2 to 3 percent this year so we are pretty close to what we expected ... actually slightly stronger but the last quarter last year was exceptionally strong so we still expect Canada to be down as much as we had forecast. We expect softness in the market to continue but the market should finish somewhere ... give or take ... in the 2 million light vehicle range the second best year on record.

FCA was down by 4.0 percent in September which although negative was one of their best months this year ... FCA is tracking down by 12,8 percent of the year.

Hyundai was up by 18.2 percent in September and has shown some strength the last 4-5 months and are now up on the year after a horrific 2016 and 2017. Hyundai is relying less on fleet and less on heavy discounting so grosses are better than they have been for quite some time.

VW was down by 12,5 percent on the month but are still up by 3.0 percent on the year.

BMW outsold Mercedes Benz for the first time in a couple years ... BMW was up 5.5 percent on the month and MB was down by 19.1 percent

Nissan, Mitsubishi, Audi all essentially flat lined.

--Dennis DesRosiers