

**FOR IMMEDIATE RELEASE**

## **October Sales Not so Scary**

**TORONTO (November 1, 2019)** – While Canadian auto sales slipped again in October the decline was a modest 1.0% compared to almost 4% in September. Overall sales were approximately 159,000 units. The decline was led by passenger vehicles that fell 16% while truck sales rose 5%. Truck sales also represented 76.1% of the new vehicle market again in October.

“Two thirds of the Global Automakers of Canada members had sales growth in October,” said David Adams, President, Global Automakers of Canada. “Light vehicle sales are over 1.6 million vehicles – which used to represent a very good total calendar year sales volume, so things are slowing down, but it is not drastic”.

“That said, the newly elected federal government will need to be aware that while the industry is committed to the reduction of greenhouse gas emissions from our products, that is not going to be accomplished by focusing solely on the sale of ZEV vehicles. The numbers speak for themselves – more than three quarters of consumers are choosing to purchase light duty trucks and SUVs. At the present moment, the industry does not have a lot of electric vehicle offerings in those market segments. Regulators and more importantly, consumers need to know that these vehicles will be coming to market in the very near future, but rather than mandating electric vehicle targets – a formal collaborative partnership between the industry and the government would allow Canada to maximize GHG emissions reductions from our products.

Sales for GAC members in October were better than market, essentially flat at 101,565 units. Overall industry sales were about the same as the 5-year historical vehicle sales for September. GAC members had 63.7% market share in October.

**Sales for the total market are now essentially estimates given the decision of General Motors to report sales only on a quarterly basis. These estimated sales will be made available by DesRosiers Automotive Consultants and will be trued-up once a quarter to reflect actual sales when GM reports.**

**We trust that this information is helpful. I would ask that you please cite the “GAC” or the “Global Automakers of Canada” as the source of the data if you plan on using any of the statistics contained herein.**

### **About the GAC**

Global Automakers of Canada is a national industry association representing fifteen member companies which are domiciled outside of Canada and the United States. These companies engage in the manufacturing, importation, distribution and servicing of light duty vehicles. The members of the GAC were responsible for 59% of overall vehicle sales in 2018. The members support some 77,000 direct and indirect jobs in Canada along with 60% of Canada’s 3,331 dealers across Canada.

## **Selected Highlights of Member Company Sales for October 2019**

Company	October Sales	Change	Comment
Audi	3,342	11.2%	
Honda	17,142	4.7%	
Hyundai	11,802	2.6%	
Jaguar Land Rover	1,323	9.6%	
Kia	6,250	11.1%	
Maserati	75	36.4%	
Mazda	6,035	0.7%	
Mercedes-Benz	4,294	5.7%	
Mitsubishi	2,141	18.8%	
Subaru	5,641	2.6%	
Volvo	801	0.6%	

### **Association Members**

BMW Canada Inc.  
Honda Canada Inc.  
Hyundai Auto Canada Corp.  
Jaguar Land Rover Canada ULC  
Kia Canada Inc.  
Mazda Canada Inc.  
Maserati Canada Inc.  
Mercedes-Benz Canada Inc.  
Mitsubishi Motor Sales of Canada, Inc.  
Nissan Canada Inc.  
Porsche Cars Canada Ltd.  
Subaru Canada Inc.  
Toyota Canada Inc.  
Volkswagen Group Canada Inc.  
Volvo Cars of Canada Corp.

David Adams is available to comment on the monthly sales results and can be reached at 416-333-2873.