

**FOR IMMEDIATE RELEASE**

**THIRD QUARTER CANADIAN AUTO SALES STILL REFLECT “LOST” SPRING SELLING SEASON**

**TORONTO (October 1, 2020)** – Sales through the third quarter of the year were 23.7% at 1,145,226 vehicles sold year to date so far. Should this level of sales deterioration hold through the 4<sup>th</sup> quarter, sales in Canada will fall on a full year basis to under 1.475 million, which is softer than many analysts have forecast and you would have to go back to the financial crisis of 2008/09 to find lower annual sales numbers. That said, the overall sales in September were up 2.4% to 169,876 compared to last September which may be indicative of a strong fall selling season.

“Where we end up at the end of the year is largely going to depend on consumer confidence and how strong sales are through the fall season,” said David Adams, President, Global Automakers of Canada.

“We are going to be down probably 20% at the end of the year, but the wild card is the second COVID wave and whether or not we will see dealerships in certain jurisdictions close for a period of time as they did with the first wave and/or consumers limiting their movements,” added Adams. “However, I would like to think that dealers across the country have proven that they are very adaptable to making in dealership transactions as safe and as frictionless as possible, buttressed by enhanced on-line and digital tools,” noted Adams.

Almost 76% of the vehicles sold year to date are light duty trucks and SUVs, while for September alone, almost 81% of the vehicles sold were trucks and SUV.

**We trust that this information is helpful. I would ask that you please cite “GAC” or “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 2019. The members support some 77,000 direct and indirect jobs in Canada along with 60% of Canada’s 3,331 dealers across Canada.

**Association Members**

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Hyundai Auto Canada Corp.

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Kia Canada Inc.

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Nissan Canada Inc.

Porsche Cars Canada Ltd.

Subaru Canada Inc.

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