

Market Snapshot

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December	Current Month			YTD			YTD Market Share		
	2017	2016	17/16	2017	2016	17/16	2017	2016	
Acura	1,606	1,516	5.9%	20,300	20,227	0.4%	1.0%	1.0%	
Audi	2,064	1,937	6.6%	36,007	30,544	17.9%	1.8%	1.6%	
BMW	3,046	2,945	3.4%	38,562	38,012	1.4%	1.9%	2.0%	
FCA	17,654	18,870	-6.4%	267,052	277,445	-3.7%	13.1%	14.2%	
Ford	17,526	19,749	-11.3%	308,474	304,445	1.3%	15.1%	15.6%	
General Motors	19,801	18,129	9.2%	302,826	267,341	13.3%	14.9%	13.7%	
Genesis	47	48	-2.1%	525	93	464.5%	0.0%	0.0%	
Honda	8,100	11,050	-26.7%	176,951	166,449	6.3%	8.7%	8.5%	
Hyundai	7,154	5,796	23.4%	129,696	138,069	-6.1%	6.4%	7.1%	
Infiniti	731	1,009	-27.6%	12,433	12,094	2.8%	0.6%	0.6%	
Jaguar	320	332	-3.6%	4,620	3,034	52.3%	0.2%	0.2%	
Kia	4,480	4,202	6.6%	76,504	71,670	6.7%	3.8%	3.7%	
Land Rover	765	836	-8.5%	9,145	9,140	0.1%	0.4%	0.5%	
Lexus	1,555	1,745	-10.9%	24,765	22,509	10.0%	1.2%	1.2%	
Maserati	103	131	-21.4%	1,246	678	83.8%	0.1%	0.0%	
Mazda	4,685	4,722	-0.8%	74,056	69,210	7.0%	3.6%	3.6%	
Mercedes-Benz	3,649	3,425	6.5%	51,930	46,445	11.8%	2.5%	2.4%	
MINI	520	350	48.6%	7,051	6,609	6.7%	0.3%	0.3%	
Mitsubishi	1,285	1,663	-22.7%	22,706	22,293	1.9%	1.1%	1.1%	
Nissan	8,654	7,578	14.2%	134,244	122,059	10.0%	6.6%	6.3%	
Porsche	709	550	28.9%	8,249	7,061	16.8%	0.4%	0.4%	
smart	24	228	-89.5%	368	1,875	-80.4%	0.0%	0.1%	
Subaru	3,876	3,704	4.6%	54,570	50,190	8.7%	2.7%	2.6%	
Toyota	11,060	11,943	-7.4%	199,782	195,283	2.3%	9.8%	10.0%	
Volkswagen	4,165	2,709	53.7%	69,634	60,017	16.0%	3.4%	3.1%	
Volvo	668	433	54.3%	7,102	6,103	16.4%	0.3%	0.3%	
Light Vehicle Sales	124,247	125,600	-1.1%	2,038,798	1,948,895	4.6%	100.0%	100.0%	
Passenger Car	32,687	37,357	-12.5%	639,823	662,098	-3.4%	31.4%	34.0%	
Light Truck	91,560	88,243	3.8%	1,398,975	1,286,797	8.7%	68.6%	66.0%	
GM/Ford/FCA Nameplates	54,981	56,748	-3.1%	878,352	849,231	3.4%	43.1%	43.6%	
GAC Member Nameplates	69,266	68,852	0.6%	1,160,446	1,099,664	5.5%	56.9%	56.4%	
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	158.7	-1.2%
December	111.7	114.6	108.9	113.1	131.4	128.9	125.6	124.2	-1.1%
Year-to-Date	1,557.1	1,585.5	1,675.7	1,744.6	1,851.4	1,899.0	1,948.9	2,038.8	4.6%

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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