

desrosiers

AUTOMOTIVE reports

Market Snapshot

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Total Light Vehicles in Canada

| December | Current Month | | | YTD | | | YTD Market Share | | |
|----------------------------|----------------|----------------|--------------|------------------|------------------|--------------|------------------|---------------|--------------|
| | 2019 | 2018 | 19/18 | 2019 | 2018 | 19/18 | 2019 | 2018 | |
| Acura | 1,624 | 1,676 | -3.1% | 19,781 | 20,337 | -2.7% | 1.0% | 1.0% | |
| Audi | 1,702 | 1,536 | 10.8% | 33,531 | 36,908 | -9.1% | 1.8% | 1.9% | |
| BMW | 2,181 | 2,411 | -9.5% | 36,658 | 39,033 | -6.1% | 1.9% | 2.0% | |
| FCA* (est.) | 12,855 | 11,923 | 7.8% | 223,101 | 224,889 | -0.8% | 11.7% | 11.3% | |
| Ford* (est.) | 15,757 | 16,047 | -1.8% | 287,874 | 297,902 | -3.4% | 15.0% | 15.0% | |
| General Motors* (est.) | 14,129 | 13,855 | 2.0% | 256,795 | 288,310 | -10.9% | 13.4% | 14.5% | |
| Genesis | 107 | 156 | -31.4% | 1,525 | 1,441 | 5.8% | 0.1% | 0.1% | |
| Honda | 7,468 | 9,011 | -17.1% | 169,047 | 175,042 | -3.4% | 8.8% | 8.8% | |
| Hyundai | 7,807 | 6,760 | 15.5% | 133,207 | 127,839 | 4.2% | 7.0% | 6.4% | |
| Infiniti | 664 | 970 | -31.5% | 10,974 | 12,581 | -12.8% | 0.6% | 0.6% | |
| Jaguar | 266 | 279 | -4.7% | 3,636 | 4,349 | -16.4% | 0.2% | 0.2% | |
| Kia | 4,491 | 4,302 | 4.4% | 76,630 | 73,009 | 5.0% | 4.0% | 3.7% | |
| Land Rover | 913 | 798 | 14.4% | 10,287 | 10,196 | 0.9% | 0.5% | 0.5% | |
| Lexus | 1,780 | 1,712 | 4.0% | 25,540 | 24,111 | 5.9% | 1.3% | 1.2% | |
| Maserati | 28 | 45 | -37.8% | 585 | 764 | -23.4% | 0.0% | 0.0% | |
| Mazda | 3,660 | 3,987 | -8.2% | 66,420 | 73,869 | -10.1% | 3.5% | 3.7% | |
| Mercedes-Benz | 3,496 | 3,651 | -4.2% | 45,828 | 49,413 | -7.3% | 2.4% | 2.5% | |
| MINI | 362 | 393 | -7.9% | 5,978 | 6,945 | -13.9% | 0.3% | 0.3% | |
| Mitsubishi | 1,165 | 1,643 | -29.1% | 25,535 | 25,237 | 1.2% | 1.3% | 1.3% | |
| Nissan | 6,767 | 8,518 | -20.6% | 123,755 | 136,536 | -9.4% | 6.5% | 6.9% | |
| Porsche | 760 | 799 | -4.9% | 9,025 | 8,904 | 1.4% | 0.5% | 0.4% | |
| smart | - | 25 | -100.0% | 262 | 345 | -24.1% | 0.0% | 0.0% | |
| Subaru | 4,671 | 3,998 | 16.8% | 57,524 | 58,070 | -0.9% | 3.0% | 2.9% | |
| Toyota | 11,500 | 14,153 | -18.7% | 211,551 | 207,535 | 1.9% | 11.1% | 10.5% | |
| Volkswagen | 4,471 | 4,896 | -8.7% | 69,153 | 72,210 | -4.2% | 3.6% | 3.6% | |
| Volvo | 960 | 745 | 28.9% | 10,155 | 9,217 | 10.2% | 0.5% | 0.5% | |
| Light Vehicle Sales | 109,584 | 114,289 | -4.1% | 1,914,357 | 1,984,992 | -3.6% | 100.0% | 100.0% | |
| Passenger Car | 22,396 | 28,724 | -22.0% | 484,687 | 577,711 | -16.1% | 25.3% | 29.1% | |
| Light Truck | 87,188 | 85,565 | 1.9% | 1,429,670 | 1,407,281 | 1.6% | 74.7% | 70.9% | |
| GM/Ford/FCA Nameplates | 42,741 | 41,825 | 2.2% | 767,770 | 811,101 | -5.3% | 40.1% | 40.9% | |
| GAC Member Nameplates | 66,843 | 72,464 | -7.8% | 1,146,587 | 1,173,891 | -2.3% | 59.9% | 59.1% | |
| Sales History | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 19/18 |
| Q1 | 362.0 | 355.4 | 358.8 | 368.6 | 403.0 | 421.5 | 429.3 | 411.5 | -4.1% |
| Q2 | 503.0 | 528.9 | 550.3 | 565.0 | 586.4 | 617.6 | 607.4 | 568.6 | -6.4% |
| Q3 | 440.6 | 467.5 | 516.9 | 527.9 | 518.8 | 552.6 | 529.2 | 521.2 | -1.5% |
| Q4 | 370.1 | 392.7 | 425.3 | 437.5 | 440.7 | 447.1 | 419.1 | 413.4 | -1.4% |

Note: Sales figures above are in thousands.
*FCA, Ford and General Motors sales figures are estimated by DAC and will be reconciled quarterly and annually.

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

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