

desrosiers

AUTOMOTIVE reports

Market Snapshot

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Total Light Vehicles in Canada

May	Current Month			YTD			YTD Market Share		
	2014	2013	14/13	2014	2013	14/13	2014	2013	
Acura	2,005	2,043	-1.9%	7,706	7,816	-1.4%	1.1%	1.1%	
Audi	2,282	1,940	17.6%	9,081	8,436	7.6%	1.2%	1.2%	
BMW	3,021	2,826	6.9%	12,065	12,047	0.1%	1.6%	1.7%	
Chrysler/Fiat	31,302	29,010	7.9%	118,741	112,501	5.5%	16.2%	15.8%	
Ford	31,747	32,484	-2.3%	112,224	117,946	-4.9%	15.3%	16.6%	
General Motors	26,444	23,654	11.8%	97,641	96,691	1.0%	13.3%	13.6%	
Honda	16,507	14,680	12.4%	58,293	53,790	8.4%	8.0%	7.6%	
Hyundai	14,732	15,544	-5.2%	56,558	57,171	-1.1%	7.7%	8.0%	
Infiniti	821	733	12.0%	4,331	3,651	18.6%	0.6%	0.5%	
Jaguar	150	108	38.9%	619	453	36.6%	0.1%	0.1%	
Kia	8,015	7,558	6.0%	29,573	28,850	2.5%	4.0%	4.1%	
Land Rover	500	355	40.8%	2,669	2,027	31.7%	0.4%	0.3%	
Lexus	1,789	1,566	14.2%	6,905	5,939	16.3%	0.9%	0.8%	
Mazda	7,900	6,904	14.4%	29,884	30,324	-1.5%	4.1%	4.3%	
Mercedes-Benz	3,437	3,161	8.7%	14,889	13,570	9.7%	2.0%	1.9%	
MINI	460	569	-19.2%	1,650	2,104	-21.6%	0.2%	0.3%	
Mitsubishi	1,846	2,172	-15.0%	8,877	9,201	-3.5%	1.2%	1.3%	
Nissan	9,837	7,634	28.9%	40,450	31,512	28.4%	5.5%	4.4%	
Porsche	530	401	32.2%	1,739	1,479	17.6%	0.2%	0.2%	
smart	146	139	5.0%	706	458	54.1%	0.1%	0.1%	
Subaru	4,426	3,603	22.8%	16,798	13,984	20.1%	2.3%	2.0%	
Suzuki	-	340	-100.0%	-	1,388	-100.0%	0.0%	0.2%	
Toyota	20,676	20,684	0.0%	75,001	72,899	2.9%	10.2%	10.2%	
Volkswagen	6,465	6,315	2.4%	24,390	25,731	-5.2%	3.3%	3.6%	
Volvo	533	617	-13.6%	1,876	2,091	-10.3%	0.3%	0.3%	
Light Vehicle Sales	195,571	185,040	5.7%	732,666	712,059	2.9%	100.0%	100.0%	
Passenger Car	84,536	86,012	-1.7%	306,235	316,678	-3.3%	41.8%	44.5%	
Light Truck	111,035	99,028	12.1%	426,431	395,381	7.9%	58.2%	55.5%	
GM/Ford/Chrysler Nameplates	89,493	85,148	5.1%	328,606	327,138	0.4%	44.9%	45.9%	
Import Nameplates	106,078	99,892	6.2%	404,060	384,921	5.0%	55.1%	54.1%	
Sales History	2007	2008	2009	2010	2011	2012	2013	2014	14/13
January	91.2	102.8	76.9	81.6	84.5	97.5	95.3	95.6	0.3%
February	97.0	111.0	80.2	100.2	96.0	106.7	103.2	105.7	2.4%
March	150.7	150.0	127.5	145.4	153.5	157.7	156.7	157.1	0.2%
April	169.0	175.2	143.9	149.7	159.9	157.8	171.8	178.7	4.0%
May	185.5	184.5	154.0	154.9	149.0	175.7	185.0	195.6	5.7%
June	169.2	159.5	138.5	154.6	164.8	169.5	171.6		
July	142.4	149.5	139.9	148.8	141.5	148.2	159.0		
August	158.4	147.0	135.4	136.1	140.4	149.3	159.0		
September	131.8	134.1	129.5	135.1	134.5	143.1	149.1		
October	120.9	122.7	121.5	123.2	125.7	135.5	145.5		
November	117.3	105.2	102.1	116.0	121.1	125.7	133.9		
December	119.9	94.4	111.2	111.7	114.6	108.9	113.0		
Year-to-Date	693.4	723.5	582.5	631.8	643.0	695.5	712.1	732.7	2.9%
Note: Sales figures above are in thousands.									

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

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