

desrosiers

AUTOMOTIVE reports

Market Snapshot

Contact Info:

80 Fulton Way, Suite 101
 Richmond Hill, Ontario
 L4B 1J5, Canada
 t: 905.881.0400
 f: 905.881.7456

Total Light Vehicles in Canada

February	Current Month			YTD			YTD Market Share		
	2010	2009	10/09	2010	2009	10/09	2010	2009	
Acura	858	990	-13.3%	1,574	2,089	-24.7%	0.9%	1.3%	
Audi	866	627	38.1%	1,750	1,015	72.4%	1.0%	0.6%	
BMW	1,420	1,190	19.3%	2,461	2,070	18.9%	1.4%	1.3%	
Chrysler	13,970	11,923	17.2%	25,817	23,093	11.8%	14.2%	14.7%	
Ford	17,910	11,854	51.1%	29,450	22,755	29.4%	16.2%	14.5%	
General Motors	13,846	11,381	21.7%	28,663	25,473	12.5%	15.8%	16.2%	
Honda	8,059	6,051	33.2%	13,736	12,511	9.8%	7.6%	8.0%	
Hyundai	8,502	6,912	23.0%	14,586	11,519	26.6%	8.0%	7.3%	
Infiniti	440	429	2.6%	868	821	5.7%	0.5%	0.5%	
Jaguar	35	35	0.0%	70	75	-6.7%	0.0%	0.0%	
Kia	3,001	2,221	35.1%	5,417	4,046	33.9%	3.0%	2.6%	
Land Rover	180	150	20.0%	355	295	20.3%	0.2%	0.2%	
Lexus	902	715	26.2%	1,855	1,303	42.4%	1.0%	0.8%	
Mazda	4,929	4,666	5.6%	9,100	8,816	3.2%	5.0%	5.6%	
Mercedes-Benz	1,892	1,419	33.3%	3,497	2,597	34.7%	1.9%	1.7%	
MINI	193	148	30.4%	350	236	48.3%	0.2%	0.1%	
Mitsubishi	1,558	1,454	7.2%	2,645	2,553	3.6%	1.5%	1.6%	
Nissan	4,006	4,288	-6.6%	8,553	8,155	4.9%	4.7%	5.2%	
Porsche	110	104	5.8%	204	192	6.3%	0.1%	0.1%	
Saab	-	36	-100.0%	-	91	-100.0%	0.0%	0.1%	
smart	119	141	-15.6%	207	231	-10.4%	0.1%	0.1%	
Subaru	1,724	1,263	36.5%	3,453	2,449	41.0%	1.9%	1.6%	
Suzuki	700	728	-3.8%	1,216	1,330	-8.6%	0.7%	0.8%	
Toyota	11,791	9,421	25.2%	20,037	19,102	4.9%	11.0%	12.2%	
Volkswagen	2,821	1,721	63.9%	5,153	3,614	42.6%	2.8%	2.3%	
Volvo	411	363	13.2%	807	649	24.3%	0.4%	0.4%	
Light Vehicle Sales	100,243	80,230	24.9%	181,824	157,080	15.8%			
Passenger Car	45,400	40,786	11.3%	81,096	76,529	6.0%	44.6%	48.7%	
Light Truck	54,843	39,444	39.0%	100,728	80,551	25.0%	55.4%	51.3%	
GM/Ford/Chrysler Nameplates	45,726	35,158	30.1%	83,930	71,321	17.7%	46.2%	45.4%	
Import Nameplates	54,517	45,072	21.0%	97,894	85,759	14.2%	53.8%	54.6%	
Sales History	2003	2004	2005	2006	2007	2008	2009	2010	10/09
January	93.5	82.7	79.2	86.2	91.2	102.8	76.9	81.6	6.2%
February	103.2	92.3	102.7	97.4	97.0	111.0	80.2	100.2	24.9%
March	146.2	146.0	144.5	151.3	150.7	150.0	127.5		
April	150.1	156.8	163.2	155.1	169.0	175.2	143.9		
May	182.7	162.6	157.6	168.2	185.5	184.5	154.0		
June	147.3	150.4	161.4	157.3	169.2	159.5	138.5		
July	146.1	132.8	154.8	141.6	142.4	149.5	139.9		
August	142.1	132.5	142.5	153.6	158.4	147.0	135.4		
September	138.7	127.2	124.2	135.8	131.8	134.1	129.5		
October	121.1	119.8	115.2	118.4	120.9	122.7	121.5		
November	112.4	116.7	120.2	123.5	117.3	105.2	102.1		
December	110.1	114.5	117.8	126.3	119.9	94.4	111.2		
Full Year	1,593.5	1,534.4	1,583.3	1,614.7	1,653.4	1,636.0	1,460.6		

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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