

desrosiers

AUTOMOTIVE reports

Market Snapshot

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Total Light Vehicles in Canada

January	Current Month			YTD			YTD Market Share		
	2010	2009	10/09	2010	2009	10/09	2010	2009	
Acura	716	1,099	-34.8%	716	1,099	-34.8%	0.9%	1.4%	
Audi	884	388	127.8%	884	388	127.8%	1.1%	0.5%	
BMW	1,041	880	18.3%	1,041	880	18.3%	1.3%	1.1%	
Chrysler	11,847	11,170	6.1%	11,847	11,170	6.1%	14.5%	14.5%	
Ford	11,540	10,901	5.9%	11,540	10,901	5.9%	14.1%	14.2%	
General Motors	14,817	14,092	5.1%	14,817	14,092	5.1%	18.2%	18.3%	
Honda	5,677	6,460	-12.1%	5,677	6,460	-12.1%	7.0%	8.4%	
Hyundai	6,084	4,607	32.1%	6,084	4,607	32.1%	7.5%	6.0%	
Infiniti	428	392	9.2%	428	392	9.2%	0.5%	0.5%	
Jaguar	35	40	-12.5%	35	40	-12.5%	0.0%	0.1%	
Kia	2,416	1,825	32.4%	2,416	1,825	32.4%	3.0%	2.4%	
Land Rover	175	145	20.7%	175	145	20.7%	0.2%	0.2%	
Lexus	953	588	62.1%	953	588	62.1%	1.2%	0.8%	
Mazda	4,171	4,150	0.5%	4,171	4,150	0.5%	5.1%	5.4%	
Mercedes-Benz	1,605	1,178	36.2%	1,605	1,178	36.2%	2.0%	1.5%	
MINI	157	88	78.4%	157	88	78.4%	0.2%	0.1%	
Mitsubishi	1,087	1,099	-1.1%	1,087	1,099	-1.1%	1.3%	1.4%	
Nissan	4,547	3,867	17.6%	4,547	3,867	17.6%	5.6%	5.0%	
Porsche	94	88	6.8%	94	88	6.8%	0.1%	0.1%	
Saab	-	55	-100.0%	-	55	-100.0%	0.0%	0.1%	
smart	88	90	-2.2%	88	90	-2.2%	0.1%	0.1%	
Subaru	1,729	1,186	45.8%	1,729	1,186	45.8%	2.1%	1.5%	
Suzuki	516	602	-14.3%	516	602	-14.3%	0.6%	0.8%	
Toyota	8,246	9,681	-14.8%	8,246	9,681	-14.8%	10.1%	12.6%	
Volkswagen	2,332	1,893	23.2%	2,332	1,893	23.2%	2.9%	2.5%	
Volvo	396	286	38.5%	396	286	38.5%	0.5%	0.4%	
Light Vehicle Sales	81,581	76,850	6.2%	81,581	76,850	6.2%			
Passenger Car	35,696	35,743	-0.1%	35,696	35,743	-0.1%	43.8%	46.5%	
Light Truck	45,885	41,107	11.6%	45,885	41,107	11.6%	56.2%	53.5%	
GM/Ford/Chrysler Nameplates	38,204	36,163	5.6%	38,204	36,163	5.6%	46.8%	47.1%	
Import Nameplates	43,377	40,687	6.6%	43,377	40,687	6.6%	53.2%	52.9%	
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		
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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