

desrosiers

AUTOMOTIVE reports

Market Snapshot

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Total Light Vehicles in Canada

June	Current Month			YTD			YTD Market Share		
	2010	2009	10/09	2010	2009	10/09	2010	2009	
Acura	1,439	1,812	-20.6%	8,048	8,120	-0.9%	1.0%	1.1%	
Audi	1,235	1,106	11.7%	7,424	5,432	36.7%	0.9%	0.8%	
BMW	3,006	3,003	0.1%	12,964	11,391	13.8%	1.6%	1.6%	
Chrysler	18,454	9,161	101.4%	105,110	76,935	36.6%	13.4%	10.7%	
Ford	31,706	27,373	15.8%	132,692	107,804	23.1%	16.9%	15.0%	
General Motors	25,646	22,034	16.4%	123,138	133,224	-7.6%	15.7%	18.5%	
Honda	10,450	11,942	-12.5%	58,223	61,723	-5.7%	7.4%	8.6%	
Hyundai	11,501	10,104	13.8%	62,214	52,454	18.6%	7.9%	7.3%	
Infiniti	809	679	19.1%	3,923	3,341	17.4%	0.5%	0.5%	
Jaguar	105	97	8.2%	396	409	-3.2%	0.1%	0.1%	
Kia	5,864	5,200	12.8%	26,506	22,109	19.9%	3.4%	3.1%	
Land Rover	213	123	73.2%	1,268	901	40.7%	0.2%	0.1%	
Lexus	1,429	1,402	1.9%	7,375	7,276	1.4%	0.9%	1.0%	
Mazda	7,218	6,711	7.6%	40,859	38,791	5.3%	5.2%	5.4%	
Mercedes-Benz	2,876	2,580	11.5%	14,777	11,969	23.5%	1.9%	1.7%	
MINI	501	528	-5.1%	2,088	1,989	5.0%	0.3%	0.2%	
Mitsubishi	1,604	1,744	-8.0%	9,839	10,055	-2.1%	1.3%	1.4%	
Nissan	7,248	6,743	7.5%	37,593	36,126	4.1%	4.8%	5.0%	
Porsche	180	170	5.9%	972	886	9.7%	0.1%	0.1%	
Saab	-	37	-100.0%	-	525	-100.0%	0.0%	0.1%	
smart	233	303	-23.1%	1,119	1,174	-4.7%	0.1%	0.2%	
Subaru	2,316	1,763	31.4%	13,348	10,080	32.4%	1.7%	1.4%	
Suzuki	730	1,273	-42.7%	4,342	5,723	-24.1%	0.6%	0.8%	
Toyota	14,607	17,198	-15.1%	85,897	90,166	-4.7%	10.9%	12.5%	
Volkswagen	4,479	4,513	-0.8%	22,885	18,988	20.5%	2.9%	2.6%	
Volvo	716	901	-20.5%	3,402	3,427	-0.7%	0.4%	0.5%	
Light Vehicle Sales	154,565	138,500	11.6%	786,402	721,018	9.1%			
Passenger Car	72,536	74,028	-2.0%	368,013	374,623	-1.8%	46.8%	52.0%	
Light Truck	82,029	64,472	27.2%	418,389	346,395	20.8%	53.2%	48.0%	
GM/Ford/Chrysler Nameplates	75,806	58,568	29.4%	360,940	317,963	13.5%	45.9%	44.1%	
Import Nameplates	78,759	79,932	-1.5%	425,462	403,055	5.6%	54.1%	55.9%	
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	101.0	25.9%
March	146.2	146.0	144.5	151.3	150.7	150.0	127.5	144.6	13.5%
April	150.1	156.8	163.2	155.1	169.0	175.2	143.9	149.7	4.0%
May	182.7	162.6	157.6	168.2	185.5	184.5	154.0	154.9	0.6%
June	147.3	150.4	161.4	157.3	169.2	159.5	138.5	154.6	11.6%
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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