

# 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

January	Current Month			YTD			YTD Market Share		
	2009	2008	09/08	2009	2008	09/08	2009	2008	
Acura	1,099	1,488	-26.1%	1,099	1,488	-26.1%	1.4%	1.4%	
Audi	388	573	-32.3%	388	573	-32.3%	0.5%	0.6%	
BMW	880	1,102	-20.1%	880	1,102	-20.1%	1.1%	1.1%	
Chrysler	11,170	16,836	-33.7%	11,170	16,836	-33.7%	14.5%	16.4%	
Ford	10,901	12,708	-14.2%	10,901	12,708	-14.2%	14.2%	12.4%	
General Motors	14,092	26,404	-46.6%	14,092	26,404	-46.6%	18.3%	25.7%	
Honda	6,460	10,534	-38.7%	6,460	10,534	-38.7%	8.4%	10.2%	
Hyundai	4,607	3,874	18.9%	4,607	3,874	18.9%	6.0%	3.8%	
Infiniti	392	538	-27.1%	392	538	-27.1%	0.5%	0.5%	
Jaguar	40	36	11.1%	40	36	11.1%	0.1%	0.0%	
Kia	1,825	1,808	0.9%	1,825	1,808	0.9%	2.4%	1.8%	
Land Rover	145	204	-28.9%	145	204	-28.9%	0.2%	0.2%	
Lexus	588	906	-35.1%	588	906	-35.1%	0.8%	0.9%	
Mazda	4,150	4,732	-12.3%	4,150	4,732	-12.3%	5.4%	4.6%	
Mercedes-Benz	1,178	1,068	10.3%	1,178	1,068	10.3%	1.5%	1.0%	
MINI	88	157	-43.9%	88	157	-43.9%	0.1%	0.2%	
Mitsubishi	1,099	1,007	9.1%	1,099	1,007	9.1%	1.4%	1.0%	
Nissan	3,867	4,536	-14.7%	3,867	4,536	-14.7%	5.0%	4.4%	
Porsche	88	123	-28.5%	88	123	-28.5%	0.1%	0.1%	
Saab	55	105	-47.6%	55	105	-47.6%	0.1%	0.1%	
smart	90	236	-61.9%	90	236	-61.9%	0.1%	0.2%	
Subaru	1,186	1,202	-1.3%	1,186	1,202	-1.3%	1.5%	1.2%	
Suzuki	602	577	4.3%	602	577	4.3%	0.8%	0.6%	
Toyota	9,681	9,653	0.3%	9,681	9,653	0.3%	12.6%	9.4%	
Volkswagen	1,893	1,923	-1.6%	1,893	1,923	-1.6%	2.5%	1.9%	
Volvo	286	501	-42.9%	286	501	-42.9%	0.4%	0.5%	
<b>Light Vehicle Sales</b>	<b>76,850</b>	<b>102,831</b>	<b>-25.3%</b>	<b>76,850</b>	<b>102,831</b>	<b>-25.3%</b>			
Passenger Car	35,743	51,723	-30.9%	35,743	51,723	-30.9%	46.5%	50.3%	
Light Truck	41,107	51,108	-19.6%	41,107	51,108	-19.6%	53.5%	49.7%	
GM/Ford/Chrysler Nameplates	36,163	55,948	-35.4%	36,163	55,948	-35.4%	47.1%	54.4%	
Import Nameplates	40,687	46,883	-13.2%	40,687	46,883	-13.2%	52.9%	45.6%	
<b>Sales History</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>09/08</b>
January	110.3	93.5	82.7	79.2	86.2	91.2	102.8	76.9	-25.3%
February	102.2	103.2	92.3	102.7	97.4	97.0	111.0		
March	148.1	146.2	146.0	144.5	151.3	150.7	150.0		
April	165.2	150.1	156.8	163.2	155.1	169.0	175.2		
May	183.5	182.7	162.6	157.6	168.2	185.5	184.5		
June	166.0	147.3	150.4	161.4	157.3	169.2	159.5		
July	138.6	146.1	132.8	154.8	141.6	142.4	149.5		
August	148.1	142.1	132.5	142.5	153.6	158.4	147.0		
September	141.5	138.7	127.2	124.2	135.8	131.8	134.1		
October	134.7	121.1	119.8	115.2	118.4	120.9	122.7		
November	124.3	112.4	116.7	120.2	123.5	117.3	105.2		
December	140.7	110.1	114.5	117.8	126.3	119.9	94.4		
<b>Full Year</b>	<b>1,703.2</b>	<b>1,593.5</b>	<b>1,534.4</b>	<b>1,583.3</b>	<b>1,614.7</b>	<b>1,653.4</b>	<b>1,636.0</b>		

**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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