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New Motor Vehicle Sales

March 2011



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- .. not available for a specific reference period
- ... not applicable
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- 0^s value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
- p preliminary
- r revised
- x suppressed to meet the confidentiality requirements of the *Statistics Act*
- E use with caution
- F too unreliable to be published
- * significantly different from reference category ($p < 0.05$)

Note to users

Figures may not add up to totals because of rounding.

Acknowledgements

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Table of contents

Highlights	5
Analysis – March 2011	6
Overseas-built passenger car sales at their lowest point in six years	6
Sales up in most provinces	7
Related products	9
Statistical tables	
1 Monthly sales of new motor vehicles, by type and origin	11
1-1 in units	11
1-2 in dollars	13
2 Average monthly prices of passenger cars, by origin	15
3 Monthly market share of new passenger car sales (units), by origin, Canada	16
4 Provincial sales of new motor vehicles, by type and origin, in units and dollars, March	17
5 Year to date provincial sales of new motor vehicles, by type and origin	19
5-1 in units, January to March	19
5-2 in dollars, January to March	21
6 Annual sales of new motor vehicles, by type and origin, in units and dollars, Canada	23
7 Canada, monthly sales of new motor vehicles, in units, by type and origin, seasonally adjusted	24
8 Monthly sales of new motor vehicles, in units, by province, seasonally adjusted	25
Data quality, concepts and methodology	
Definitions	27
Appendix	
I Scope of the survey	28
II List of North American motor vehicle manufacturers	31

Table of contents – continued

Charts

1. New motor vehicle sales, seasonally adjusted, in units, 2008 to 2011	6
2. Truck, van and bus sales, seasonally adjusted, in units, 2008 to 2011	7
3. Passenger car sales, seasonally adjusted, in units, 2008 to 2011	7
4. Monthly distribution of the Canadian motor vehicle market (passenger cars), by origin, 2008 to 2011	8
5. Cumulative sales of new passenger cars, by origin, in units, 2008 to 2010	8

Highlights

March 2011

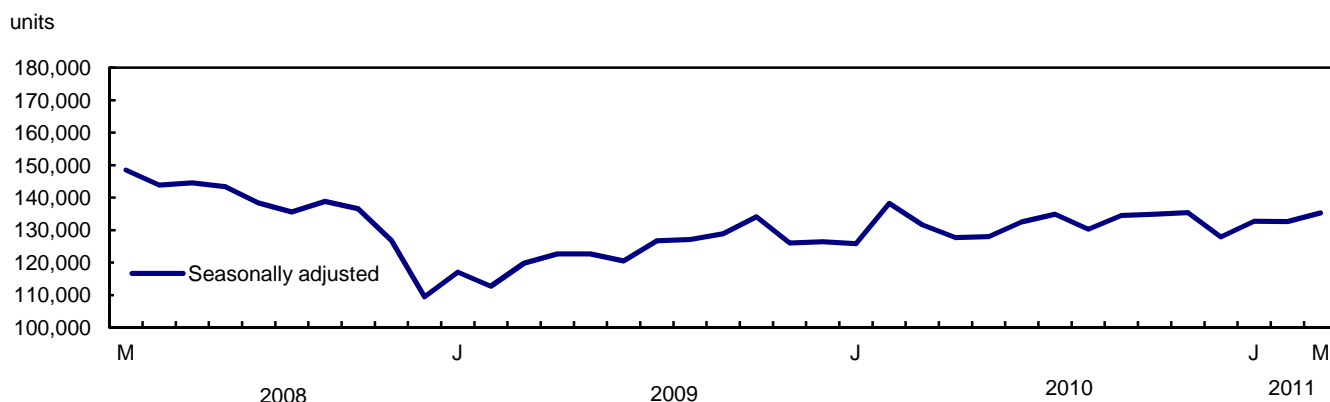
The number of new motor vehicles sold in March increased 2.0% to 135,261 units. Passenger car and truck sales were both up, led by stronger sales of North American-built cars.

Analysis – March 2011

The number of new motor vehicles sold in March increased 2.0% to 135,261 units. Passenger car and truck sales were both up, led by stronger sales of North American-built cars.

Chart 1

New motor vehicle sales, seasonally adjusted, in units, 2008 to 2011



Preliminary industry data indicate that the number of new motor vehicles sold in April decreased by 1%.

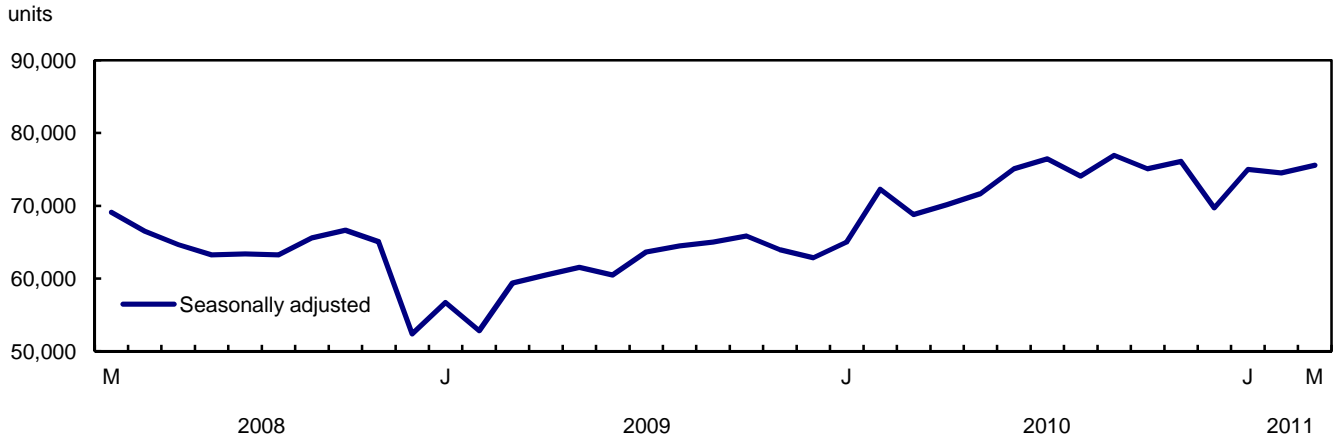
Overseas-built passenger car sales at their lowest point in six years

Passenger car sales rose 2.7% in March, a second consecutive month of gains. Sales of North American-built passenger cars accounted for the increase, rising 8.9%. North American-built passenger car sales have been rising since the middle of 2010.

Overseas-built passenger car sales declined 7.0%, reaching their lowest point in six years. Sales of overseas-built passenger cars have been declining since late 2010.

Sales of trucks (which include minivans, sport-utility vehicles, light and heavy trucks, vans and buses) increased 1.4% to 75,583 units in March, more than offsetting the losses reported in February.

Chart 2
Truck, van and bus sales, seasonally adjusted, in units, 2008 to 2011



Sales up in most provinces

The number of new motor vehicles sold increased in eight provinces in March, led by Alberta and Ontario.

Sales of new motor vehicles increased in Alberta and Ontario for the third consecutive month in March, rising by 4.2% and 1.4% respectively.

New Brunswick (+13.5%) reported the largest percentage sales increase in March, which more than erased losses reported in February.

Sales edged down in the region formed by British Columbia and the Territories (-0.2%), as well as in Newfoundland and Labrador (-0.3%).

Chart 3
Passenger car sales, seasonally adjusted, in units, 2008 to 2011

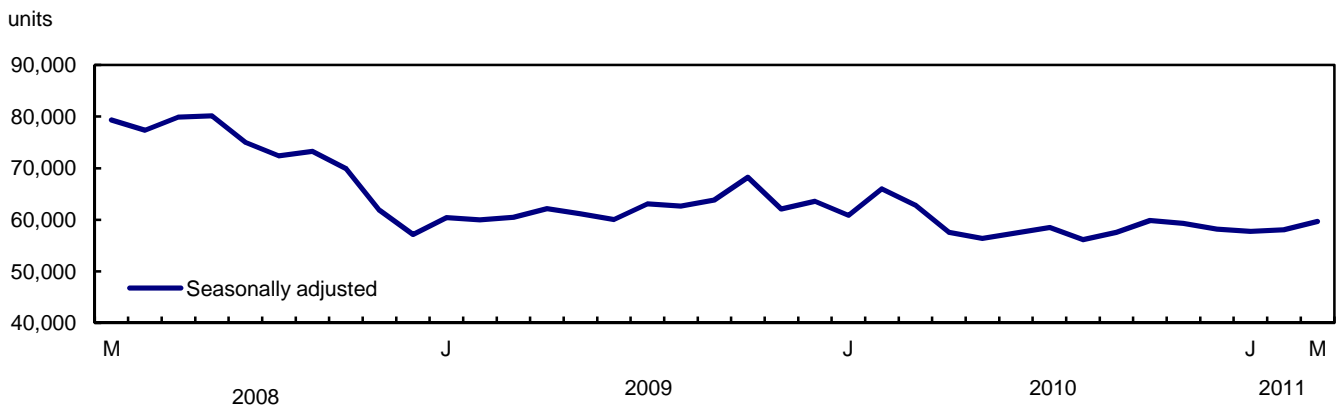


Chart 4
Monthly distribution of the Canadian motor vehicle market (passenger cars), by origin, 2008 to 2011

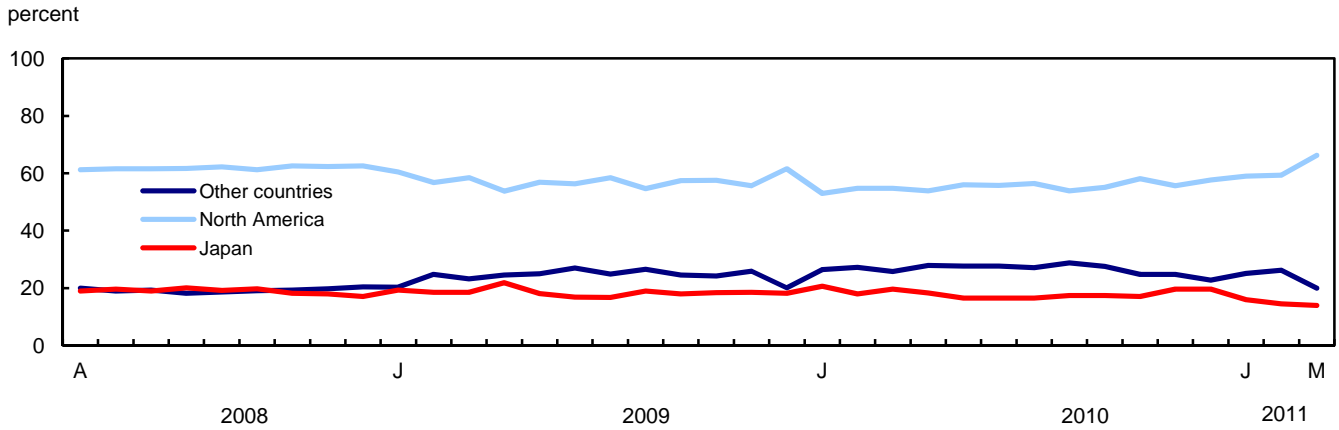
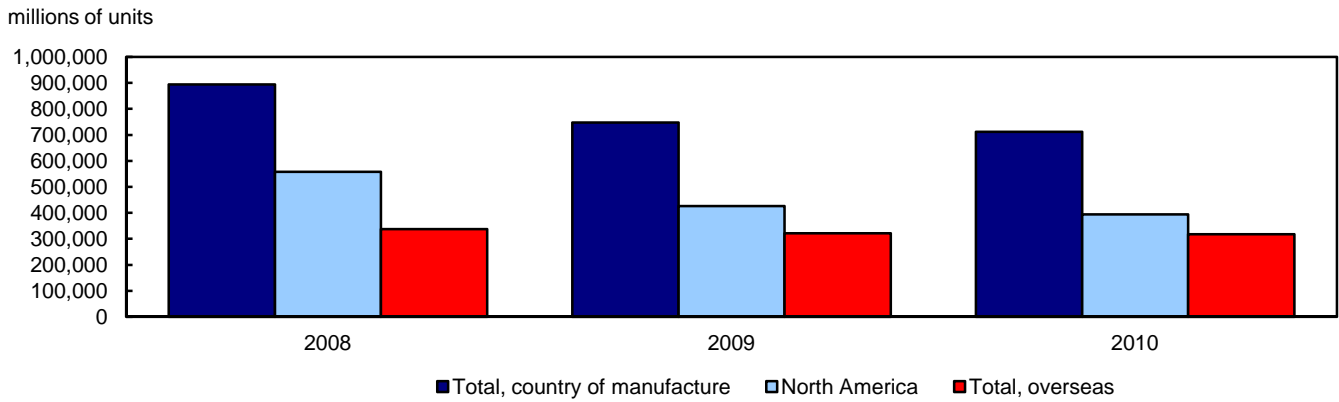


Chart 5
Cumulative sales of new passenger cars, by origin, in units, 2008 to 2010
January to December



Related products

Selected publications from Statistics Canada

63-005-X	Retail Trade
63-210-X	Retail Chain and Department Stores
63-236-X	Wholesaling and Retailing in Canada
63-541-X	Retail Commodity Survey, 1989
63F0006X	New Motor Vehicle Sales Seasonal Factors

Selected CANSIM tables from Statistics Canada

079-0003	New motor vehicle sales, Canada, provinces and territories, monthly
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Selected surveys from Statistics Canada

2402	New Motor Vehicle Sales Survey
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Selected summary tables from Statistics Canada

- *New motor vehicle sales, by province (monthly)*
- *Economic indicators, by province and territory (monthly and quarterly)*
- *New motor vehicle sales*
- *New motor vehicle sales, by province*

Statistical tables

Table 1-1
Monthly sales of new motor vehicles, by type and origin in units

	Total new motor vehicles		Passenger cars							
			North America		Japan		Other countries		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	number	%	number	%	number	%	number	%	number	%
2009										
January	78,817	-25.3	21,581	-37.5	6,907	-18.2	7,255	-16.8	35,743	-30.9
February	82,039	-28.0	23,129	-38.1	7,559	-23.2	10,098	-8.2	40,786	-29.9
March	129,831	-15.4	38,347	-23.7	12,138	-21.9	15,210	6.4	65,695	-18.0
April	146,026	-18.6	40,460	-32.7	16,423	-12.0	18,449	-5.6	75,332	-23.4
May	156,025	-17.1	47,369	-29.7	15,020	-29.8	20,792	0.7	83,181	-24.0
June	140,442	-13.9	41,654	-29.6	12,407	-32.1	19,967	7.6	74,028	-22.9
July	141,621	-7.3	42,908	-19.0	12,228	-29.1	18,289	17.2	73,425	-14.4
August	136,971	-8.4	37,309	-25.9	12,947	-16.5	18,127	20.3	68,383	-15.5
September	131,275	-4.5	38,747	-15.0	12,175	-17.1	16,547	16.2	67,469	-9.4
October	123,607	-1.9	35,303	-11.1	11,284	-2.3	14,842	21.2	61,429	-3.3
November	104,589	-2.9	28,504	-10.7	9,477	2.9	13,280	31.3	51,261	0.0
December	113,613	16.9	31,398	12.1	9,295	22.4	10,246	12.3	50,939	13.9
Year	1,484,856	-11.3	426,709	-23.4	137,860	-17.9	183,102	8.2	747,671	-16.4
2010										
January	83,512	6.0	18,910	-12.4	7,361	6.6	9,403	29.6	35,674	-0.2
February	101,788	24.1	24,871	7.5	8,180	8.2	12,366	22.5	45,417	11.4
March	148,052	14.0	38,427	0.2	13,746	13.2	18,079	18.9	70,252	6.9
April	152,187	4.2	37,922	-6.3	12,908	-21.4	19,682	6.7	70,512	-6.4
May	157,082	0.7	41,793	-11.8	12,296	-18.1	20,591	-1.0	74,680	-10.2
June	156,891	11.7	40,725	-2.2	12,069	-2.7	20,212	1.2	73,006	-1.4
July	150,800	6.5	38,221	-10.9	11,170	-8.7	18,394	0.6	67,785	-7.7
August	138,210	0.9	33,006	-11.5	10,669	-17.6	17,632	-2.7	61,307	-10.3
September	137,349	4.6	32,976	-14.9	10,398	-14.6	16,449	-0.6	59,823	-11.3
October	125,731	1.7	32,293	-8.5	9,496	-15.8	13,809	-7.0	55,598	-9.5
November	118,520	13.3	28,557	0.2	10,069	6.2	12,762	-3.9	51,388	0.2
December	114,376	0.7	26,655	-15.1	9,027	-2.9	10,475	2.2	46,157	-9.4
Year	1,584,498	6.7	394,356	-7.6	127,389	-7.6	189,854	3.7	711,599	-4.8
2011										
January	86,320	3.4	18,972	0.3	5,131	-30.3	8,080	-14.1	32,183	-9.8
February	98,145	-3.6	23,454	-5.7	5,735	-29.9	10,388	-16.0	39,577	-12.9
March	156,446	5.7	45,824	19.2	9,636	-29.9	13,789	-23.7	69,249	-1.4

See notes at the end of the table.

Table 1-1 – continued

Monthly sales of new motor vehicles, by type and origin in units

	Total new motor vehicles		Trucks ¹					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	number	%	number	%	number	%	number	%
2009								
January	78,817	-25.3	36,985	-21.0	6,089	-12.9	43,074	-20.0
February	82,039	-28.0	34,939	-27.7	6,314	-14.1	41,253	-25.9
March	129,831	-15.4	56,103	-10.6	8,033	-24.3	64,136	-12.6
April	146,026	-18.6	61,884	-10.5	8,810	-25.4	70,694	-12.7
May	156,025	-17.1	63,116	-6.3	9,728	-14.4	72,844	-7.5
June	140,442	-13.9	57,060	-0.8	9,354	-1.9	66,414	-1.0
July	141,621	-7.3	58,572	2.0	9,624	1.9	68,196	2.0
August	136,971	-8.4	59,643	1.3	8,945	-9.0	68,588	-0.1
September	131,275	-4.5	55,050	3.1	8,756	-9.0	63,806	1.3
October	123,607	-1.9	54,058	3.6	8,120	-21.6	62,178	-0.6
November	104,589	-2.9	46,165	-4.1	7,163	-13.6	53,328	-5.5
December	113,613	16.9	55,731	23.5	6,943	-4.7	62,674	19.5
Year	1,484,856	-11.3	639,306	-4.2	97,879	-13.0	737,185	-5.4
2010								
January	83,512	6.0	41,494	12.2	6,344	4.2	47,838	11.1
February	101,788	24.1	49,027	40.3	7,344	16.3	56,371	36.6
March	148,052	14.0	67,315	20.0	10,485	30.5	77,800	21.3
April	152,187	4.2	71,547	15.6	10,128	15.0	81,675	15.5
May	157,082	0.7	72,085	14.2	10,317	6.1	82,402	13.1
June	156,891	11.7	73,561	28.9	10,324	10.4	83,885	26.3
July	150,800	6.5	72,738	24.2	10,277	6.8	83,015	21.7
August	138,210	0.9	67,111	12.5	9,792	9.5	76,903	12.1
September	137,349	4.6	68,135	23.8	9,391	7.3	77,526	21.5
October	125,731	1.7	60,219	11.4	9,914	22.1	70,133	12.8
November	118,520	13.3	57,483	24.5	9,649	34.7	67,132	25.9
December	114,376	0.7	58,086	4.2	10,133	45.9	68,219	8.8
Year	1,584,498	6.7	758,801	18.7	114,098	16.6	872,899	18.4
2011								
January	86,320	3.4	45,109	8.7	9,028	42.3	54,137	13.2
February	98,145	-3.6	48,904	-0.3	9,664	31.6	58,568	3.9
March	156,446	5.7	73,903	9.8	13,294	26.8	87,197	12.1

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Note(s): Percentage change are year-over-year changes.

Table 1-2
Monthly sales of new motor vehicles, by type and origin in dollars

	Total new motor vehicles		Passenger cars							
			North America		Japan		Other countries		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%	\$'000	%
2009										
January	2,474,417	-26.9	507,228	-40.4	165,705	-18.5	211,478	-15.5	884,410	-32.2
February	2,555,416	-28.2	551,107	-39.1	180,252	-20.5	292,192	-2.1	1,023,552	-28.4
March	4,023,591	-15.7	925,045	-23.3	286,613	-22.3	470,337	15.7	1,681,996	-15.1
April	4,414,203	-19.8	976,849	-32.1	367,461	-18.9	527,386	-7.5	1,871,697	-24.0
May	4,824,893	-13.6	1,155,227	-27.6	358,324	-29.1	613,272	-0.8	2,126,824	-21.8
June	4,461,372	-9.6	1,030,140	-26.9	303,416	-30.0	616,397	5.3	1,949,953	-19.7
July	4,372,313	-5.0	1,027,236	-17.3	305,041	-24.6	545,203	15.0	1,877,480	-11.5
August	4,365,353	-2.7	903,862	-23.4	316,646	-11.7	547,004	24.1	1,767,513	-10.7
September	4,166,515	-0.7	924,120	-14.2	292,836	-12.8	499,958	19.2	1,716,914	-6.3
October	4,036,810	2.0	870,534	-6.9	272,213	-2.2	469,490	18.4	1,612,237	0.1
November	3,437,215	1.3	706,632	-5.9	234,744	6.8	414,588	23.6	1,355,965	3.8
December	3,805,490	19.4	768,379	14.5	223,785	24.9	327,706	6.8	1,319,870	14.0
Year	46,937,588	-9.0	10,346,359	-22.0	3,307,036	-16.6	5,535,011	8.5	19,188,411	-14.1
2010										
January	2,833,500	14.5	474,593	-6.4	177,970	7.4	284,295	34.4	936,859	5.9
February	3,312,267	29.6	610,233	10.7	198,112	9.9	372,726	27.6	1,181,072	15.4
March	4,813,649	19.6	945,825	2.2	340,711	18.9	562,869	19.7	1,849,405	10.0
April	4,984,212	12.9	955,079	-2.2	323,502	-12.0	614,913	16.6	1,893,494	1.2
May	5,022,808	4.1	1,031,988	-10.7	304,179	-15.1	637,861	4.0	1,974,028	-7.2
June	5,111,902	14.6	1,002,286	-2.7	310,286	2.3	647,111	5.0	1,959,683	0.5
July	4,870,224	11.4	946,606	-7.8	280,458	-8.1	574,342	5.3	1,801,405	-4.1
August	4,557,166	4.4	818,745	-9.4	259,445	-18.1	553,311	1.2	1,631,501	-7.7
September	4,563,791	9.5	808,781	-12.5	254,411	-13.1	536,317	7.3	1,599,509	-6.8
October	4,228,944	4.8	790,829	-9.2	238,846	-12.3	468,816	-0.1	1,498,491	-7.1
November	4,071,860	18.5	721,191	2.1	245,589	4.6	443,100	6.9	1,409,881	4.0
December	4,093,561	7.6	668,738	-13.0	222,015	-0.8	379,874	15.9	1,270,627	-3.7
Year	52,463,884	11.8	9,774,894	-5.5	3,155,524	-4.6	6,075,535	9.8	19,005,955	-1.0
2011										
January	2,980,360	5.2	470,517	-0.9	126,283	-29.0	270,619	-4.8	867,419	-7.4
February	3,366,712	1.6	578,656	-5.2	138,885	-29.9	349,046	-6.4	1,066,586	-9.7
March	5,196,848	8.0	1,082,742	14.5	239,552	-29.7	491,503	-12.7	1,813,797	-1.9

See notes at the end of the table.

Table 1-2 – continued

Monthly sales of new motor vehicles, by type and origin in dollars

	Total new motor vehicles		Trucks ¹					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%
2009								
January	2,474,417	-26.9	1,354,960	-25.2	235,048	-13.0	1,590,007	-23.6
February	2,555,416	-28.2	1,287,928	-30.4	243,936	-13.0	1,531,864	-28.1
March	4,023,591	-15.7	2,027,588	-15.6	314,007	-20.1	2,341,595	-16.2
April	4,414,203	-19.8	2,195,008	-15.6	347,498	-20.7	2,542,506	-16.4
May	4,824,893	-13.6	2,315,522	-5.5	382,547	-7.9	2,698,069	-5.8
June	4,461,372	-9.6	2,139,679	-0.3	371,740	2.8	2,511,419	0.2
July	4,372,313	-5.0	2,119,983	-1.0	374,850	9.6	2,494,833	0.5
August	4,365,353	-2.7	2,243,426	4.6	354,414	-1.9	2,597,840	3.7
September	4,166,515	-0.7	2,097,077	4.5	352,524	-1.3	2,449,601	3.6
October	4,036,810	2.0	2,092,221	6.9	332,352	-14.5	2,424,573	3.4
November	3,437,215	1.3	1,781,273	0.4	299,977	-4.0	2,081,250	-0.3
December	3,805,490	19.4	2,193,284	25.0	292,335	5.7	2,485,620	22.4
Year	46,937,588	-9.0	23,847,949	-4.7	3,901,228	-7.1	27,749,177	-5.1
2010								
January	2,833,500	14.5	1,640,621	21.1	256,021	8.9	1,896,642	19.3
February	3,312,267	29.6	1,839,852	42.9	291,344	19.4	2,131,195	39.1
March	4,813,649	19.6	2,540,575	25.3	423,669	34.9	2,964,244	26.6
April	4,984,212	12.9	2,688,034	22.5	402,684	15.9	3,090,718	21.6
May	5,022,808	4.1	2,648,271	14.4	400,509	4.7	3,048,780	13.0
June	5,111,902	14.6	2,746,511	28.4	405,708	9.1	3,152,219	25.5
July	4,870,224	11.4	2,662,257	25.6	406,561	8.5	3,068,818	23.0
August	4,557,166	4.4	2,533,359	12.9	392,306	10.7	2,925,665	12.6
September	4,563,791	9.5	2,577,347	22.9	386,934	9.8	2,964,282	21.0
October	4,228,944	4.8	2,329,711	11.4	400,743	20.6	2,730,454	12.6
November	4,071,860	18.5	2,285,083	28.3	376,896	25.6	2,661,979	27.9
December	4,093,561	7.6	2,433,330	10.9	389,605	33.3	2,822,935	13.6
Year	52,463,884	11.8	28,924,951	21.3	4,532,980	16.2	33,457,931	20.6
2011								
January	2,980,360	5.2	1,768,060	7.8	344,881	34.7	2,112,941	11.4
February	3,366,712	1.6	1,926,501	4.7	373,625	28.2	2,300,126	7.9
March	5,196,848	8.0	2,869,216	12.9	513,836	21.3	3,383,051	14.1

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Note(s): Percentage change are year-over-year changes.

Table 2
Average monthly prices of passenger cars, by origin

Period	Total, country of manufacture		North America		Total, overseas		Japan		Other countries	
	Amount	Change	Amount	Change	Amount	Change	Amount	Change	Amount	Change
	\$	%	\$	%	\$	%	\$	%	\$	%
2009										
January	24,744	-1.9	23,503	-4.6	26,633	0.8	23,991	-0.3	29,149	1.5
February	25,096	2.1	23,828	-1.6	26,757	6.2	23,846	3.5	28,936	6.6
March	25,603	3.5	24,123	0.5	27,678	6.6	23,613	-0.5	30,923	8.8
April	24,846	-0.8	24,144	0.9	25,661	-4.2	22,375	-7.9	28,586	-2.1
May	25,569	2.9	24,388	3.0	27,130	1.5	23,856	1.0	29,496	-1.5
June	26,341	4.1	24,731	3.8	28,412	2.7	24,455	3.1	30,871	-2.1
July	25,570	3.5	23,940	2.1	27,861	4.2	24,946	6.3	29,810	-1.9
August	25,847	5.7	24,226	3.4	27,793	6.3	24,457	5.7	30,176	3.2
September	25,447	3.5	23,850	0.9	27,602	5.7	24,052	5.2	30,214	2.6
October	26,246	3.5	24,659	4.7	28,389	0.1	24,124	0.1	31,633	-2.3
November	26,452	3.8	24,791	5.4	28,533	-0.7	24,770	3.8	31,219	-5.9
December	25,911	0.2	24,472	2.1	28,222	-2.9	24,076	2.0	31,984	-4.9
Year	25,664	2.8	24,247	1.9	27,549	2.4	23,988	1.6	30,229	0.2
2010										
January	26,262	6.1	25,097	6.8	27,575	3.5	24,177	0.8	30,234	3.7
February	26,005	3.6	24,536	3.0	27,783	3.8	24,219	1.6	30,141	4.2
March	26,325	2.8	24,614	2.0	28,392	2.6	24,786	5.0	31,134	0.7
April	26,854	8.1	25,185	4.3	28,795	12.2	25,062	12.0	31,242	9.3
May	26,433	3.4	24,693	1.3	28,645	5.6	24,738	3.7	30,978	5.0
June	26,843	1.9	24,611	-0.5	29,658	4.4	25,709	5.1	32,016	3.7
July	26,575	3.9	24,767	3.5	28,914	3.8	25,108	0.6	31,224	4.7
August	26,612	3.0	24,806	2.4	28,718	3.3	24,318	-0.6	31,381	4.0
September	26,737	5.1	24,526	2.8	29,453	6.7	24,467	1.7	32,605	7.9
October	28,952	2.7	24,489	-0.7	30,365	7.0	25,152	4.3	33,950	7.3
November	27,436	3.7	25,254	1.9	30,165	5.7	24,391	-1.5	34,720	11.2
December	27,528	6.2	25,089	2.5	30,863	9.4	24,595	2.2	36,265	13.4
Year	26,709	4.1	24,787	2.2	29,098	5.6	24,771	3.3	32,001	5.9
2011										
January	26,953	2.6	24,801	-1.2	30,043	9.0	24,612	1.8	33,492	10.8
February	26,950	3.6	24,672	0.6	30,263	8.9	24,217	0.0	33,601	11.5
March	26,192	-0.5	23,628	-4.0	31,208	9.9	24,860	0.3	35,645	14.5

Note(s): Percentage changes shown are year-to-year changes.

Table 3
Monthly market share of new passenger car sales (units), by origin, Canada

Period	Total		Passenger cars					
			North America		Japan		Other countries	
	Units	Market share	Units	Market share	Units	Market share	Units	Market share
	number	%	number	%	number	%	number	%
2009								
January	35,743	100.0	21,581	60.4	6,907	19.3	7,255	20.3
February	40,786	100.0	23,129	56.7	7,559	18.5	10,098	24.8
March	65,695	100.0	38,347	58.4	12,138	18.5	15,210	23.2
April	75,332	100.0	40,460	53.7	16,423	21.8	18,449	24.5
May	83,181	100.0	47,369	56.9	15,020	18.1	20,792	25.0
June	74,028	100.0	41,654	56.3	12,407	16.8	19,967	27.0
July	73,425	100.0	42,908	58.4	12,228	16.7	18,289	24.9
August	68,383	100.0	37,309	54.6	12,947	18.9	18,127	26.5
September	67,469	100.0	38,747	57.4	12,175	18.0	16,547	24.5
October	61,429	100.0	35,303	57.5	11,284	18.4	14,842	24.2
November	51,261	100.0	28,504	55.6	9,477	18.5	13,280	25.9
December	50,939	100.0	31,398	61.6	9,295	18.2	10,246	20.1
Year	747,671	100.0	426,709	57.1	137,860	18.4	183,102	24.5
2010								
January	35,674	100.0	18,910	53.0	7,361	20.6	9,403	26.4
February	45,417	100.0	24,871	54.8	8,180	18.0	12,366	27.2
March	70,252	100.0	38,427	54.7	13,746	19.6	18,079	25.7
April	70,512	100.0	37,922	53.8	12,908	18.3	19,682	27.9
May	74,680	100.0	41,793	56.0	12,296	16.5	20,591	27.6
June	73,006	100.0	40,725	55.8	12,069	16.5	20,212	27.7
July	67,785	100.0	38,221	56.4	11,170	16.5	18,394	27.1
August	61,307	100.0	33,006	53.8	10,669	17.4	17,632	28.8
September	59,823	100.0	32,976	55.1	10,398	17.4	16,449	27.5
October	55,598	100.0	32,293	58.1	9,496	17.1	13,809	24.8
November	51,388	100.0	28,557	55.6	10,069	19.6	12,762	24.8
December	46,157	100.0	26,655	57.7	9,027	19.6	10,475	22.7
Year	711,599	100.0	394,356	55.4	127,389	17.9	189,854	26.7
2011								
January	32,183	100.0	18,972	59.0	5,131	15.9	8,080	25.1
February	39,577	100.0	23,454	59.3	5,735	14.5	10,388	26.2
March	69,249	100.0	45,824	66.2	9,636	13.9	13,789	19.9

Table 4
Provincial sales of new motor vehicles, by type and origin, in units and dollars, March

Type and origin of vehicles	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
Total, new motor vehicles						
2009 (number)	129,831	2,234	417	4,098	2,958	38,272
2010 (number)	148,052	2,822	529	4,404	3,553	44,715
2011 (number)	156,446	2,897	570	4,530	4,017	43,249
2011 / 2010 (%)	5.7	2.7	7.8	2.9	13.1	-3.3
2009 \$'000	4,023,591	63,705	11,802	123,063	86,021	1,117,391
2010 \$'000	4,813,649	81,442	13,988	136,366	109,917	1,312,669
2011 \$'000	5,196,848	87,276	17,029	133,172	125,898	1,317,615
2011 / 2010 (%)	8.0	7.2	21.7	-2.3	14.5	0.4
Passenger cars, manufactured in North America						
2009 (number)	38,347	658	164	1,440	892	11,847
2010 (number)	38,427	808	198	1,337	1,177	12,864
2011 (number)	45,824	813	213	1,651	1,281	15,429
2011 / 2010 (%)	19.2	0.6	7.6	23.5	8.8	19.9
2009 \$'000	925,045	15,214	3,576	34,079	20,584	276,822
2010 \$'000	945,825	17,744	4,415	31,123	28,076	300,527
2011 \$'000	1,082,742	18,072	5,055	37,501	29,661	350,082
2011 / 2010 (%)	14.5	1.8	14.5	20.5	5.6	16.5
Passenger cars, manufactured in Japan						
2009 (number)	12,138	x	x	344	x	5,417
2010 (number)	13,746	x	x	392	x	6,044
2011 (number)	9,636	x	x	306	x	3,820
2011 / 2010 (%)	-29.9	x	x	-21.9	x	-36.8
2009 \$'000	286,613	x	x	7,756	x	118,558
2010 \$'000	340,711	x	x	9,002	x	138,505
2011 \$'000	239,552	x	x	6,815	x	87,053
2011 / 2010 (%)	-29.7	x	x	-24.3	x	-37.1
Passenger cars, manufactured in other countries						
2009 (number)	15,210	x	x	495	x	6,459
2010 (number)	18,079	x	x	493	x	7,359
2011 (number)	13,789	x	x	420	x	5,191
2011 / 2010 (%)	-23.7	x	x	-14.8	x	-29.5
2009 \$'000	470,337	x	x	12,004	x	178,585
2010 \$'000	562,869	x	x	12,107	x	206,800
2011 \$'000	491,503	x	x	11,057	x	165,419
2011 / 2010 (%)	-12.7	x	x	-8.7	x	-20.0
Trucks ¹, manufactured in North America						
2009 (number)	56,103	x	x	1,626	1,372	12,183
2010 (number)	67,315	x	x	1,998	1,632	15,088
2011 (number)	73,903	x	x	1,827	1,970	14,830
2011 / 2010 (%)	9.8	x	x	-8.6	20.7	-1.7
2009 \$'000	2,027,588	x	x	62,434	48,443	456,116
2010 \$'000	2,540,575	x	x	77,363	62,759	541,433
2011 \$'000	2,869,216	x	x	66,722	75,696	569,545
2011 / 2010 (%)	12.9	x	x	-13.8	20.6	5.2
Trucks ¹, manufactured overseas						
2009 (number)	8,033	x	x	193	161	2,366
2010 (number)	10,485	x	x	184	152	3,360
2011 (number)	13,294	x	x	326	236	3,979
2011 / 2010 (%)	26.8	x	x	77.2	55.3	18.4
2009 \$'000	314,007	x	x	6,790	5,359	87,311
2010 \$'000	423,669	x	x	6,773	5,266	125,403
2011 \$'000	513,836	x	x	11,077	8,093	145,517
2011 / 2010 (%)	21.3	x	x	63.5	53.7	16.0

See notes at the end of the table.

Table 4 – continued

Provincial sales of new motor vehicles, by type and origin, in units and dollars, March

Type and origin of vehicles	Canada	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia and the Territories ²
Total, new motor vehicles						
2009 (number)	129,831	47,304	3,643	3,795	15,152	11,958
2010 (number)	148,052	53,788	3,770	3,899	17,476	13,096
2011 (number)	156,446	58,106	4,693	4,600	19,666	14,118
2011 / 2010 (%)	5.7	8.0	24.5	18.0	12.5	7.8
2009 \$'000	4,023,591	1,474,891	122,706	124,818	509,734	389,460
2010 \$'000	4,813,649	1,796,218	130,031	139,830	634,714	458,473
2011 \$'000	5,196,848	1,963,484	164,930	163,249	732,715	491,480
2011 / 2010 (%)	8.0	9.3	26.8	16.7	15.4	7.2
Passenger cars, manufactured in North America						
2009 (number)	38,347	15,190	913	836	3,409	2,998
2010 (number)	38,427	14,651	824	699	3,121	2,748
2011 (number)	45,824	17,555	1,190	908	3,322	3,462
2011 / 2010 (%)	19.2	19.8	44.4	29.9	6.4	26.0
2009 \$'000	925,045	369,168	22,286	19,913	89,403	74,000
2010 \$'000	945,825	370,878	20,312	17,649	84,545	70,557
2011 \$'000	1,082,742	418,916	28,746	23,195	85,352	86,163
2011 / 2010 (%)	14.5	13.0	41.5	31.4	1.0	22.1
Passenger cars, manufactured in Japan						
2009 (number)	12,138	3,465	196	158	771	1,378
2010 (number)	13,746	4,309	220	171	850	1,278
2011 (number)	9,636	3,135	141	84	647	1,128
2011 / 2010 (%)	-29.9	-27.2	-35.9	-50.9	-23.9	-11.7
2009 \$'000	286,613	90,233	4,890	3,726	20,428	32,697
2010 \$'000	340,711	116,987	5,293	4,463	23,717	31,908
2011 \$'000	239,552	85,421	3,642	2,221	18,335	28,159
2011 / 2010 (%)	-29.7	-27.0	-31.2	-50.2	-22.7	-11.7
Passenger cars, manufactured in other countries						
2009 (number)	15,210	4,773	249	190	955	1,469
2010 (number)	18,079	5,964	278	208	1,283	1,739
2011 (number)	13,789	5,130	191	145	796	1,336
2011 / 2010 (%)	-23.7	-14.0	-31.3	-30.3	-38.0	-23.2
2009 \$'000	470,337	167,843	6,895	5,473	32,616	53,381
2010 \$'000	562,869	207,143	7,635	6,262	42,600	63,201
2011 \$'000	491,503	206,258	5,468	4,312	30,072	55,391
2011 / 2010 (%)	-12.7	-0.4	-28.4	-31.1	-29.4	-12.4
Trucks¹, manufactured in North America						
2009 (number)	56,103	20,965	2,105	2,439	8,997	5,227
2010 (number)	67,315	25,036	2,241	2,600	10,970	6,217
2011 (number)	73,903	27,376	2,855	3,219	13,331	6,693
2011 / 2010 (%)	9.8	9.3	27.4	23.8	21.5	7.7
2009 \$'000	2,027,588	726,861	82,020	89,129	327,392	193,319
2010 \$'000	2,540,575	939,218	88,508	102,840	430,851	244,220
2011 \$'000	2,869,216	1,055,232	115,507	124,194	537,201	260,017
2011 / 2010 (%)	12.9	12.4	30.5	20.8	24.7	6.5
Trucks¹, manufactured overseas						
2009 (number)	8,033	2,911	180	172	1,020	886
2010 (number)	10,485	3,828	207	221	1,252	1,114
2011 (number)	13,294	4,910	316	244	1,570	1,499
2011 / 2010 (%)	26.8	28.3	52.7	10.4	25.4	34.6
2009 \$'000	314,007	120,786	6,614	6,577	39,894	36,063
2010 \$'000	423,669	161,992	8,283	8,616	53,001	48,587
2011 \$'000	513,836	197,657	11,567	9,327	61,755	61,750
2011 / 2010 (%)	21.3	22.0	39.6	8.3	16.5	27.1

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

2. For reasons of confidentiality, data for the Yukon, the Northwest Territories and Nunavut have been included with the data for British Columbia.

Table 5-1
Year to date provincial sales of new motor vehicles, by type and origin in units, January to March

Province	Total new motor vehicles		Passenger cars							
			North America		Japan		Other countries		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	number	%	number	%	number	%	number	%	number	%
2009										
Newfoundland and Labrador	4,547	-27.3	1,302	-43.6	x	x	x	x	2,151	-33.5
Prince Edward Island	906	-17.3	329	-29.6	x	x	x	x	516	-17.7
Nova Scotia	8,691	-25.2	2,940	-35.7	715	-24.3	1,082	-15.7	4,737	-30.4
New Brunswick	6,454	-21.0	1,856	-40.4	x	x	x	x	2,940	-32.8
Quebec	77,409	-17.9	23,287	-31.6	11,048	-13.3	12,786	0.6	47,121	-20.8
Ontario	105,339	-18.8	33,101	-28.0	7,730	-21.0	10,603	-0.8	51,434	-22.6
Manitoba	8,360	-20.8	2,080	-37.2	461	-31.2	569	-10.3	3,110	-32.6
Saskatchewan	8,917	-15.3	1,964	-23.7	358	-13.9	394	-17.9	2,716	-21.7
Alberta	39,405	-30.1	8,497	-39.4	1,933	-40.7	2,418	-9.8	12,848	-35.6
British Columbia and the Territories ¹	30,659	-30.8	7,701	-35.0	3,522	-30.8	3,428	-16.6	14,651	-30.4
Canada	290,687	-22.1	83,057	-32.0	26,604	-21.3	32,563	-4.3	142,224	-25.2
2010										
Newfoundland and Labrador	6,060	33.3	1,671	28.3	x	x	x	x	2,763	28.5
Prince Edward Island	1,123	24.0	374	13.7	x	x	x	x	560	8.5
Nova Scotia	10,212	17.5	3,031	3.1	828	15.8	1,223	13.0	5,082	7.3
New Brunswick	8,119	25.8	2,283	23.0	x	x	x	x	3,691	25.5
Quebec	90,591	17.0	24,481	5.1	12,153	10.0	14,820	15.9	51,454	9.2
Ontario	120,943	14.8	31,535	-4.7	9,077	17.4	13,570	28.0	54,182	5.3
Manitoba	9,031	8.0	2,051	-1.4	429	-6.9	622	9.3	3,102	-0.3
Saskatchewan	10,078	13.0	1,785	-9.1	384	7.3	516	31.0	2,685	-1.1
Alberta	43,771	11.1	7,986	-6.0	1,951	0.9	3,075	27.2	13,012	1.3
British Columbia and the Territories ¹	33,424	9.0	7,011	-9.0	3,500	-0.6	4,301	25.5	14,812	1.1
Canada	333,352	14.7	82,208	-1.0	29,287	10.1	39,848	22.4	151,343	6.4
2011										
Newfoundland and Labrador	6,127	1.1	1,688	1.0	x	x	x	x	2,450	-11.3
Prince Edward Island	1,101	-2.0	353	-5.6	x	x	x	x	482	-13.9
Nova Scotia	9,629	-5.7	3,170	4.6	547	-33.9	1,029	-15.9	4,746	-6.6
New Brunswick	8,199	1.0	2,358	3.3	x	x	x	x	3,422	-7.3
Quebec	87,201	-3.7	27,478	12.2	8,047	-33.8	10,953	-26.1	46,478	-9.7
Ontario	126,511	4.6	34,545	9.5	6,450	-28.9	11,999	-11.6	52,994	-2.2
Manitoba	10,151	12.4	2,244	9.4	328	-23.5	534	-14.1	3,106	0.1
Saskatchewan	10,571	4.9	1,770	-0.8	198	-48.4	374	-27.5	2,342	-12.8
Alberta	46,574	6.4	7,112	-10.9	1,579	-19.1	2,135	-30.6	10,826	-16.8
British Columbia and the Territories ¹	34,847	4.3	7,532	7.4	2,651	-24.3	3,980	-7.5	14,163	-4.4
Canada	340,911	2.3	88,250	7.3	20,502	-30.0	32,257	-19.0	141,009	-6.8

See notes at the end of the table.

Table 5-1 – continued

Year to date provincial sales of new motor vehicles, by type and origin in units, January to March

Province	Total new motor vehicles		Trucks ²					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	number	%	number	%	number	%	number	%
2009								
Newfoundland and Labrador	4,547	-27.3	x	x	x	x	2,396	-20.6
Prince Edward Island	906	-17.3	x	x	x	x	390	-16.7
Nova Scotia	8,691	-25.2	3,467	-18.6	487	-12.7	3,954	-17.9
New Brunswick	6,454	-21.0	3,124	-8.1	390	-2.3	3,514	-7.5
Quebec	77,409	-17.9	24,909	-13.2	5,379	-12.5	30,288	-13.0
Ontario	105,339	-18.8	46,280	-14.3	7,625	-17.1	53,905	-14.7
Manitoba	8,360	-20.8	4,768	-10.6	482	-20.6	5,250	-11.7
Saskatchewan	8,917	-15.3	5,718	-11.8	483	-16.4	6,201	-12.2
Alberta	39,405	-30.1	23,887	-26.9	2,670	-29.4	26,557	-27.1
British Columbia and the Territories ¹	30,659	-30.8	13,422	-32.7	2,586	-22.0	16,008	-31.2
Canada	290,687	-22.1	128,027	-18.9	20,436	-18.1	148,463	-18.8
2010								
Newfoundland and Labrador	6,060	33.3	x	x	x	x	3,297	37.6
Prince Edward Island	1,123	24.0	x	x	x	x	563	44.4
Nova Scotia	10,212	17.5	4,658	34.4	472	-3.1	5,130	29.7
New Brunswick	8,119	25.8	4,024	28.8	404	3.6	4,428	26.0
Quebec	90,591	17.0	32,010	28.5	7,127	32.5	39,137	29.2
Ontario	120,943	14.8	57,972	25.3	8,789	15.3	66,761	23.8
Manitoba	9,031	8.0	5,436	14.0	493	2.3	5,929	12.9
Saskatchewan	10,078	13.0	6,887	20.4	506	4.8	7,393	19.2
Alberta	43,771	11.1	27,661	15.8	3,098	16.0	30,759	15.8
British Columbia and the Territories ¹	33,424	9.0	15,688	16.9	2,924	13.1	18,612	16.3
Canada	333,352	14.7	157,836	23.3	24,173	18.3	182,009	22.6
2011								
Newfoundland and Labrador	6,127	1.1	x	x	x	x	3,677	11.5
Prince Edward Island	1,101	-2.0	x	x	x	x	619	9.9
Nova Scotia	9,629	-5.7	4,216	-9.5	667	41.3	4,883	-4.8
New Brunswick	8,199	1.0	4,216	4.8	561	38.9	4,777	7.9
Quebec	87,201	-3.7	31,754	-0.8	8,969	25.8	40,723	4.1
Ontario	126,511	4.6	61,879	6.7	11,638	32.4	73,517	10.1
Manitoba	10,151	12.4	6,301	15.9	744	50.9	7,045	18.8
Saskatchewan	10,571	4.9	7,581	10.1	648	28.1	8,229	11.3
Alberta	46,574	6.4	31,304	13.2	4,444	43.4	35,748	16.2
British Columbia and the Territories ¹	34,847	4.3	16,856	7.4	3,828	30.9	20,684	11.1
Canada	340,911	2.3	167,916	6.4	31,986	32.3	199,902	9.8

1. For reasons of confidentiality, data for the Yukon, the Northwest Territories and Nunavut have been included with the data for British Columbia.

2. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Note(s): Percentage changes shown are year-to-year changes.

Table 5-2
Year to date provincial sales of new motor vehicles, by type and origin in dollars, January to March

Province	Total new motor vehicles		Passenger cars							
			North America		Japan		Other countries		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%	\$'000	%
2009										
Newfoundland and Labrador	126,926	-24.6	29,476	-43.9	x	x	x	x	46,761	-33.8
Prince Edward Island	24,289	-13.2	7,148	-30.9	x	x	x	x	10,816	-19.5
Nova Scotia	252,066	-20.1	68,595	-36.0	16,057	-21.5	24,591	-6.9	109,244	-29.1
New Brunswick	190,904	-16.6	42,568	-39.4	x	x	x	x	65,889	-30.9
Quebec	2,272,857	-13.9	534,778	-31.1	242,168	-11.8	334,773	9.7	1,111,717	-18.0
Ontario	3,301,411	-21.4	799,322	-31.0	202,929	-19.0	364,595	3.3	1,366,845	-22.4
Manitoba	271,930	-21.8	49,637	-39.6	11,144	-29.0	14,412	-6.9	75,192	-33.7
Saskatchewan	293,202	-21.4	47,176	-25.7	8,600	-19.6	10,333	-12.1	66,109	-23.1
Alberta	1,321,027	-33.1	216,055	-40.2	50,813	-39.4	76,763	-5.3	343,632	-34.7
British Columbia and the Territories ¹	998,813	-30.8	188,626	-33.0	83,645	-32.5	121,482	-10.0	393,752	-27.1
Canada	9,053,424	-22.8	1,983,380	-33.1	632,570	-20.8	974,007	2.0	3,589,958	-23.9
2010										
Newfoundland and Labrador	177,280	39.7	37,111	25.9	x	x	x	x	60,722	29.9
Prince Edward Island	30,916	27.3	8,494	18.8	x	x	x	x	12,294	13.7
Nova Scotia	313,198	24.3	72,872	6.2	19,224	19.7	29,316	19.2	121,411	11.1
New Brunswick	253,868	33.0	54,854	28.9	x	x	x	x	86,789	31.7
Quebec	2,697,171	18.7	568,601	6.3	275,346	13.7	409,229	22.2	1,253,175	12.7
Ontario	4,039,680	22.4	804,100	0.6	240,692	18.6	463,187	27.0	1,507,978	10.3
Manitoba	313,403	15.3	50,256	1.2	10,600	-4.9	16,819	16.7	77,674	3.3
Saskatchewan	360,329	22.9	44,544	-5.6	9,944	15.6	14,438	39.7	68,926	4.3
Alberta	1,580,968	19.7	213,066	-1.4	53,208	4.7	100,080	30.4	366,354	6.6
British Columbia and the Territories ¹	1,192,603	19.4	176,755	-6.3	86,633	3.6	148,621	22.3	412,010	4.6
Canada	10,959,416	21.1	2,030,651	2.4	716,793	13.3	1,219,890	25.2	3,967,336	10.5
2011										
Newfoundland and Labrador	186,932	5.4	38,085	2.6	x	x	x	x	54,650	-10.0
Prince Edward Island	33,380	8.0	8,363	-1.5	x	x	x	x	11,097	-9.7
Nova Scotia	288,583	-7.9	73,765	1.2	12,234	-36.4	26,147	-10.8	112,143	-7.6
New Brunswick	264,088	4.0	55,257	0.7	x	x	x	x	80,501	-7.2
Quebec	2,715,142	0.7	633,007	11.3	181,223	-34.2	340,803	-16.7	1,155,032	-7.8
Ontario	4,357,471	7.9	846,717	5.3	173,564	-27.9	457,523	-1.2	1,477,805	-2.0
Manitoba	356,023	13.6	54,831	9.1	8,236	-22.3	15,015	-10.7	78,081	0.5
Saskatchewan	377,730	4.8	45,214	1.5	5,166	-48.0	10,673	-26.1	61,054	-11.4
Alberta	1,736,059	9.8	185,249	-13.1	43,124	-19.0	75,088	-25.0	303,461	-17.2
British Columbia and the Territories ¹	1,228,512	3.0	191,430	8.3	66,056	-23.8	156,491	5.3	413,977	0.5
Canada	11,543,920	5.3	2,131,915	5.0	504,720	-29.6	1,111,168	-8.9	3,747,802	-5.5

See notes at the end of the table.

Table 5-2 – continued

Year to date provincial sales of new motor vehicles, by type and origin in dollars, January to March

Province	Total new motor vehicles		Trucks ²					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%
2009								
Newfoundland and Labrador	126,926	-24.6	x	x	x	x	80,165	-18.0
Prince Edward Island	24,289	-13.2	x	x	x	x	13,474	-7.5
Nova Scotia	252,066	-20.1	125,991	-11.4	16,831	-12.1	142,822	-11.5
New Brunswick	190,904	-16.6	112,234	-7.0	12,782	-1.6	125,015	-6.4
Quebec	2,272,857	-13.9	961,329	-9.7	199,810	-9.2	1,161,139	-9.7
Ontario	3,301,411	-21.4	1,626,567	-21.8	307,997	-14.3	1,934,565	-20.7
Manitoba	271,930	-21.8	179,843	-15.5	16,894	-21.6	196,737	-16.1
Saskatchewan	293,202	-21.4	209,147	-21.5	17,946	-12.7	227,093	-20.9
Alberta	1,321,027	-33.1	873,387	-33.1	104,009	-28.1	977,396	-32.6
British Columbia and the Territories ¹	998,813	-30.8	499,164	-35.1	105,896	-20.6	605,060	-33.0
Canada	9,053,424	-22.8	4,670,476	-23.0	792,991	-16.0	5,463,466	-22.0
2010								
Newfoundland and Labrador	177,280	39.7	x	x	x	x	116,559	45.4
Prince Edward Island	30,916	27.3	x	x	x	x	18,622	38.2
Nova Scotia	313,198	24.3	174,244	38.3	17,544	4.2	191,787	34.3
New Brunswick	253,868	33.0	153,162	36.5	13,917	8.9	167,079	33.6
Quebec	2,697,171	18.7	1,178,847	22.6	265,149	32.7	1,443,996	24.4
Ontario	4,039,680	22.4	2,162,308	32.9	369,394	19.9	2,531,701	30.9
Manitoba	313,403	15.3	216,738	20.5	18,991	12.4	235,729	19.8
Saskatchewan	360,329	22.9	271,906	30.0	19,497	8.6	291,403	28.3
Alberta	1,580,968	19.7	1,087,536	24.5	127,078	22.2	1,214,614	24.3
British Columbia and the Territories ¹	1,192,603	19.4	653,339	30.9	127,253	20.2	780,593	29.0
Canada	10,959,416	21.1	6,021,048	28.9	971,034	22.5	6,992,081	28.0
2011								
Newfoundland and Labrador	186,932	5.4	x	x	x	x	132,282	13.5
Prince Edward Island	33,380	8.0	x	x	x	x	22,283	19.7
Nova Scotia	288,583	-7.9	153,121	-12.1	23,316	32.9	176,439	-8.0
New Brunswick	264,088	4.0	164,446	7.4	19,142	37.5	183,586	9.9
Quebec	2,715,142	0.7	1,231,144	4.4	328,966	24.1	1,560,111	8.0
Ontario	4,357,471	7.9	2,413,631	11.6	466,036	26.2	2,879,667	13.7
Manitoba	356,023	13.6	251,064	15.8	26,878	41.5	277,942	17.9
Saskatchewan	377,730	4.8	292,568	7.6	24,108	23.6	316,676	8.7
Alberta	1,736,059	9.8	1,264,635	16.3	167,964	32.2	1,432,599	17.9
British Columbia and the Territories ¹	1,228,512	3.0	654,991	0.3	159,545	25.4	814,536	4.3
Canada	11,543,920	5.3	6,563,777	9.0	1,232,342	26.9	7,796,118	11.5

1. For reasons of confidentiality, data for the Yukon, the Northwest Territories and Nunavut have been included with the data for British Columbia.

2. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Note(s): Percentage changes shown are year-to-year changes.

Table 6
Annual sales of new motor vehicles, by type and origin, in units and dollars, Canada

Year	Total	Passenger cars				Trucks ¹		
		Total	North America	Japan	Other countries	Total	North America	Overseas
number								
1988	1,565,501	1,056,310	724,733	243,835	87,742	509,191	459,777	49,414
1989	1,483,875	988,134	675,340	239,548	73,246	495,741	422,398	73,343
1990	1,317,869	884,564	580,397	239,603	64,564	433,305	361,403	71,902
1991	1,287,790	873,184	573,297	237,701	62,186	414,606	347,671	66,935
1992	1,227,419	798,023	503,460	236,675	57,888	429,396	370,422	58,974
1993	1,192,934	739,049	493,759	196,310	48,980	453,885	402,112	51,773
1994	1,260,056	748,666	573,361	129,547	45,758	511,390	475,444	35,946
1995	1,166,535	670,190	553,265	71,493	45,432	496,345	469,590	26,755
1996	1,204,557	660,769	572,581	47,901	40,287	543,788	517,738	26,050
1997	1,424,380	738,550	629,488	66,297	42,765	685,830	628,214	57,616
1998	1,428,932	740,809	590,667	98,275	51,867	688,123	627,256	60,867
1999	1,542,041	806,450	625,292	103,016	78,142	735,591	672,444	63,147
2000	1,587,561	849,171	640,856	106,937	101,378	738,390	669,492	68,898
2001	1,597,964	868,633	619,810	122,998	125,825	729,331	647,987	81,344
2002	1,733,318	934,704	651,305	144,596	138,803	798,614	698,870	99,744
2003	1,626,468	865,475	604,726	126,908	133,841	760,993	654,136	106,857
2004	1,575,195	820,103	542,814	116,426	160,863	755,092	653,637	101,455
2005	1,630,310	845,222	574,639	123,482	147,101	785,088	673,205	111,883
2006	1,666,327	863,161	573,102	142,159	147,900	803,166	681,244	121,922
2007	1,690,538	859,003	551,001	151,298	156,704	831,535	727,909	103,626
2008	1,674,145	894,506	557,422	167,916	169,168	779,639	667,139	112,500
2009	1,484,856	747,671	426,709	137,860	183,102	737,185	639,306	97,879
2010	1,584,498	711,599	394,356	127,389	189,854	872,899	758,801	114,098
\$'000								
1988	26,865,327	16,709,476	11,080,866	3,784,902	1,843,708	10,155,851	9,369,528	786,323
1989	26,959,378	16,541,801	11,034,684	3,887,341	1,619,774	10,417,577	9,059,482	1,358,095
1990	24,888,751	15,245,831	9,784,293	4,015,958	1,445,580	9,642,918	8,210,502	1,432,416
1991	22,855,626	14,103,545	9,038,584	3,789,001	1,275,960	8,752,081	7,503,659	1,248,422
1992	23,484,455	13,691,746	8,450,516	4,053,782	1,187,451	9,792,709	8,613,984	1,178,725
1993	24,630,359	13,278,180	8,620,649	3,560,913	1,096,620	11,352,180	10,227,082	1,125,101
1994	27,893,795	14,182,894	10,595,001	2,346,168	1,241,727	13,710,902	12,846,447	864,453
1995	28,168,806	13,882,004	11,070,368	1,492,451	1,319,184	14,286,804	13,544,980	741,824
1996	31,485,777	14,510,882	12,062,092	1,118,289	1,330,501	16,974,894	16,115,584	859,309
1997	38,986,224	16,836,615	13,809,161	1,519,604	1,507,852	22,149,610	20,341,263	1,808,346
1998	40,255,777	17,054,244	13,101,703	2,110,330	1,842,211	23,201,534	21,165,239	2,036,296
1999	45,317,914	19,017,278	14,138,902	2,246,522	2,631,853	26,300,638	24,055,653	2,244,986
2000	46,930,514	20,790,660	15,089,665	2,431,251	3,269,743	26,139,852	23,745,933	2,393,922
2001	46,886,252	21,168,628	14,575,745	2,882,386	3,710,497	25,717,623	22,958,458	2,759,162
2002	52,227,499	23,191,483	15,521,295	3,501,294	4,168,898	29,036,014	25,633,136	3,402,877
2003	50,493,308	21,685,587	14,565,218	2,988,274	4,132,093	28,807,720	24,845,915	3,961,804
2004	49,639,223	20,489,761	13,261,753	2,694,970	4,533,035	29,149,463	25,384,561	3,764,904
2005	52,311,147	21,220,807	14,051,867	2,928,424	4,240,519	31,090,339	27,031,615	4,058,725
2006	53,966,261	22,077,502	14,250,869	3,469,392	4,357,245	31,888,757	27,445,267	4,443,494
2007	53,676,866	21,770,114	13,452,878	3,707,820	4,609,417	31,906,752	27,961,186	3,945,567
2008	51,565,539	22,331,952	13,263,053	3,966,400	5,102,499	29,233,586	25,036,422	4,197,166
2009	46,937,588	19,188,411	10,346,359	3,307,036	5,535,011	27,749,177	23,847,949	3,901,228
2010	52,463,884	19,005,955	9,774,894	3,155,524	6,075,535	33,457,931	28,924,951	4,532,980

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Table 7
Canada, monthly sales of new motor vehicles, in units, by type and origin, seasonally adjusted

Period	Total new motor vehicles		Passenger cars				Trucks ¹	
			North America		Overseas		Total	
	Units	Month/month change	Units	Month/month change	Units	Month/month change	Units	Month/month change
	number	%	number	%	number	%	number	%
2009								
January	117,092	6.9	36,947	7.9	23,472	2.6	56,673	8.2
February	112,776	-3.7	34,689	-6.1	25,278	7.7	52,809	-6.8
March	119,822	6.2	34,590	-0.3	25,859	2.3	59,373	12.4
April	122,661	2.4	34,291	-0.9	27,877	7.8	60,493	1.9
May	122,725	0.1	33,612	-2.0	27,572	-1.1	61,541	1.7
June	120,510	-1.8	33,416	-0.6	26,625	-3.4	60,469	-1.7
July	126,729	5.2	37,029	10.8	26,031	-2.2	63,669	5.3
August	127,135	0.3	34,470	-6.9	28,164	8.2	64,501	1.3
September	128,857	1.4	36,270	5.2	27,585	-2.1	65,002	0.8
October	134,075	4.0	39,060	7.7	29,177	5.8	65,838	1.3
November	126,054	-6.0	35,191	-9.9	26,892	-7.8	63,971	-2.8
December	126,420	0.3	37,144	5.5	26,430	-1.7	62,846	-1.8
2010								
January	125,849	-0.5	33,501	-9.8	27,342	3.5	65,006	3.4
February	138,255	9.9	36,746	9.7	29,226	6.9	72,283	11.2
March	131,646	-4.8	34,065	-7.3	28,787	-1.5	68,794	-4.8
April	127,726	-3.0	31,786	-6.7	25,770	-10.5	70,170	2.0
May	128,049	0.3	30,629	-3.6	25,773	0.0	71,647	2.1
June	132,536	3.5	31,405	2.5	26,056	1.1	75,075	4.8
July	134,919	1.8	32,586	3.8	25,895	-0.6	76,438	1.8
August	130,253	-3.5	30,929	-5.1	25,233	-2.6	74,091	-3.1
September	134,499	3.3	31,968	3.4	25,587	1.4	76,944	3.9
October	134,932	0.3	34,217	7.0	25,634	0.2	75,081	-2.4
November	135,405	0.4	33,319	-2.6	25,962	1.3	76,124	1.4
December	127,895	-5.5	32,858	-1.4	25,318	-2.5	69,719	-8.4
2011								
January	132,752	3.8	35,329	7.5	22,409	-11.5	75,014	7.6
February	132,595	-0.1	35,523	0.5	22,560	0.7	74,512	-0.7
March	135,261	2.0	38,701	8.9	20,977	-7.0	75,583	1.4

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Note(s): Percentage changes shown are month-to-month changes.

Table 8
Monthly sales of new motor vehicles, in units, by province, seasonally adjusted

Period	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
number						
2009						
January	117,092	2,065	423	3,454	2,762	30,511
February	112,776	1,924	376	3,550	2,417	30,669
March	119,822	2,232	421	3,762	2,724	33,145
April	122,661	2,444	481	3,899	2,861	33,106
May	122,725	2,496	411	4,139	3,004	32,582
June	120,510	2,463	425	4,131	2,803	32,780
July	126,729	2,464	446	4,349	2,944	33,068
August	127,135	2,455	431	4,250	3,112	33,102
September	128,857	2,685	490	4,155	3,412	33,668
October	134,075	2,770	464	4,448	3,247	34,909
November	126,054	2,221	422	3,626	2,980	34,410
December	126,420	2,536	496	4,109	3,008	34,624
2010						
January	125,849	2,702	482	3,997	3,067	34,443
February	138,255	2,679	470	4,641	3,527	37,129
March	131,646	2,699	502	3,980	3,196	36,282
April	127,726	2,436	466	4,008	3,228	33,653
May	128,049	2,512	484	3,881	3,046	32,510
June	132,536	2,676	478	4,513	3,143	33,921
July	134,919	2,683	487	3,734	3,343	35,013
August	130,253	2,547	460	3,779	3,169	33,959
September	134,499	2,603	482	4,095	3,334	34,405
October	134,932	2,764	500	3,818	3,242	36,197
November	135,405	2,701	518	3,720	3,375	35,736
December	127,895	2,640	446	3,404	3,018	35,420
2011						
January	132,752	2,851	429	3,828	3,252	35,497
February	132,595	2,671	471	3,916	3,007	34,053
March	135,261	2,664	518	3,962	3,414	34,361

Table 8 – continued

Monthly sales of new motor vehicles, in units, by province, seasonally adjusted

Period	Canada	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia and the Territories
	number					
2009						
January	117,092	41,394	3,618	3,768	16,535	12,562
February	112,776	41,949	3,258	3,344	14,165	11,124
March	119,822	43,812	3,541	3,761	14,711	11,713
April	122,661	44,800	3,739	3,725	15,298	12,308
May	122,725	44,788	3,878	3,920	15,060	12,447
June	120,510	42,759	3,579	3,493	15,360	12,717
July	126,729	47,166	3,707	3,972	15,794	12,819
August	127,135	47,632	3,757	3,752	15,731	12,913
September	128,857	47,221	3,734	3,954	16,061	13,477
October	134,075	49,047	3,923	4,167	17,032	14,068
November	126,054	46,135	3,673	3,395	15,479	13,713
December	126,420	45,906	3,588	3,642	15,542	12,969
2010						
January	125,849	45,027	3,545	3,996	15,678	12,912
February	138,255	51,104	4,106	4,398	17,424	12,777
March	131,646	48,492	3,581	3,760	16,446	12,708
April	127,726	47,458	3,610	3,742	16,344	12,781
May	128,049	48,452	3,814	3,720	16,670	12,960
June	132,536	49,360	3,963	4,087	17,294	13,101
July	134,919	51,085	3,980	3,897	17,381	13,316
August	130,253	47,166	3,806	4,034	18,063	13,270
September	134,499	49,852	3,844	4,191	18,392	13,301
October	134,932	50,515	3,660	3,870	17,076	13,290
November	135,405	50,648	3,859	4,029	17,347	13,472
December	127,895	47,059	3,578	3,871	16,148	12,311
2011						
January	132,752	48,789	3,910	4,244	17,031	12,921
February	132,595	49,743	3,992	4,065	17,318	13,359
March	135,261	50,463	4,236	4,270	18,041	13,332

Definitions

Trucks

Trucks include light and heavy trucks, minivans, sport utility vehicles, vans, coaches and buses, regardless of their intended use.

Passenger car

The term passenger car refers to all vehicles whose primary function is to carry passengers, excluding those vehicles classified as a commercial vehicle (see definition above). Passenger cars also include cars used for commercial purposes, i.e. taxis, auto rentals and other car fleets.

Country of origin

New motor vehicles fall into two categories defined on the basis of origin: those manufactured in North America and those manufactured overseas. The latter are imported in a fully assembled state from countries other than the United States or Mexico. All passenger cars and commercial vehicles assembled in Canada, Mexico and the United States and sold in Canada classified are as North American manufactured vehicles.

Motor vehicle sales - units

The number of new motor vehicles sold in Canada.

Motor vehicle sales - dollars

Net sales refers to the selling price to the consumer, i.e., manufacturer's invoice price plus estimated dealer's markup, including charges for standard and optional accessories. Sales taxes are excluded.

Average price of passenger cars

The average price is obtained by dividing the total dollar sales by the number of units sold. Therefore, changes in the average price reflect variations in the models sold as well as price changes. For example, an increase in the average price for passenger cars may reflect both a shift to more expensive models as well as price increases.

Appendix I

Scope of the survey

The interest in and need for detailed statistics on the automobile industry arose years ago, when the industry began playing a prominent role in the Canadian economy. For over 50 years, Statistics Canada has been collecting and disseminating statistical information on the retail sales of new motor vehicles. Not only are these statistics required to produce estimates of Canadian consumer spending for the national accounts and the gross domestic product, but they have also served and continue to serve as one of the most important, most often requested indicators of the health of Canada's economy.¹

However, estimates of the total retail sales volume of new motor vehicles were not sufficient to meet the incessant demand for more information. There came an increasing need for data on the characteristics of the fleet of new vehicles sold at retail, either to learn more about the preferences of Canadian consumers or to assess the penetration of the Canadian market by major foreign manufacturers. Statistics on new motor vehicle sales were expanded in the early 1970s to provide separate figures for Japanese vehicle sales.

The statistics in this report cover exclusively retail sales of new motor vehicles within Canada's borders. Data are derived from a postal survey (a census - see the methodology section at the end of the report for more details).

Other statistics connected with the automobile industry (sales of new and used car dealers, auto parts and accessories stores and so on) are available on the monthly Retail Trade survey (Catalogue No. 63-005). For further information, please contact the Retail Commodity Section, Distributive Trades Division, Statistics Canada, Ottawa, K1A 0T6, (Telephone: 613-951-3549 or toll free at 1-877-421-3067).

Data quality and methodology

This survey is a census of all motor vehicle manufacturers and importers known to be active in Canada.

The value of sales is reported at selling price to consumer (i.e. the manufacturer's invoice price plus estimated dealer's markup, charges for standard equipment and options, less provincial sales tax and federal goods and services tax (G.S.T.) and harmonized sales tax (H.S.T.)).

The response rate for this survey is generally 100%. Minimal estimation is required so there is little bias resulting from non-response introduced in these data.

All attempts have been made to minimize the non-sampling errors: the questionnaires used in the survey have been carefully designed to minimize different interpretations; detailed acceptance testing has been carried out for the different stages of editing and processing.

Data confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information relating to any identifiable business without the previous consent in writing of that business.² The disclosure of data likely to reveal specific information on the activity of a particular company is systematically and rigorously controlled and regulated to prevent the publication or disclosure of any information deemed confidential. The rules regarding confidentiality

1. The new motor vehicle sales series is one of ten statistical series making up the leading indicator developed by Statistics Canada for current economic analysis purposes.

2. See Section 17 of the Statistics Act (Chapter 5-19), entitled «Secrecy».

are therefore applied in such a way that no data are shown for cells (or statistical units). If information is withheld for reasons of confidentiality an "X" will appear in the appropriate cell of this publication.

Another way of preserving data confidentiality without having to enter an "X" is to combine (consolidate) the information **from selected regions** (or selected cells) for the same item. The data in question can be aggregated and published in a less detailed, but still confidential, form. For example, the data for the Northwest Territories, the Yukon and Nunavut are included with the British Columbia data.

Seasonal adjustment

Time series contain the elements essential to the description, explanation and forecasting of the behaviour of an economic phenomenon: "They are statistical records of the evolution of economic processes through time."³ Economic time series such as the New Motor Vehicles Sales Survey can be broken down into five main components: the trend-cycle, seasonality, the trading-day effect, the Easter holiday effect and the irregular component.

The trend represents the long-term change in the series, whereas the cycle represents a smooth, quasi-periodical movement about the trend, showing a succession of growth and decline phases (e.g., the business cycle). These two components—the trend and the cycle—are estimated together, and the trend-cycle reflects the fundamental evolution of the series. The other components reflect short-term transient movements.

The seasonal component represents sub-annual, monthly or quarterly fluctuations that recur more or less regularly from one year to the next. Seasonal variations are caused by the direct and indirect effects of the climatic seasons and institutional factors (attributable to social conventions or administrative rules; e.g., Christmas).

The trading-day component originates from the fact that the relative importance of the days varies systematically within the week and that the number of each day of the week in a given month varies from year to year. This effect is present when activity varies with the day of the week. For instance, Sunday is typically less active than the other days, and the number of Sundays, Mondays, etc., in a given month changes from year to year.

The Easter holiday effect is the variation due to the shift of part of April's activity to March when Easter falls in March rather than April.

Lastly, the irregular component includes all other more or less erratic fluctuations not taken into account in the preceding components. It is a residual that includes errors of measurement on the variable itself as well as unusual events (e.g., strikes, drought, floods, major power blackout or other unexpected events causing variations in respondents' activities).

Thus, the latter four components—seasonal, irregular, trading-day and Easter holiday effect—all conceal the fundamental trend-cycle component of the series. Seasonal adjustment (correction of seasonal variation) consists in removing the seasonal, trading-day and Easter holiday effect components from the series, and it thus helps reveal the trend-cycle. While seasonal adjustment permits a better understanding of the underlying trend-cycle of a series, the seasonally adjusted series still contains an irregular component. Slight month-to-month variations in the seasonally adjusted series may be simple irregular movements. To get a better idea of the underlying trend, users should examine several months of the seasonally adjusted series.

Since April 2008, New Motor Vehicle Sales Survey data are seasonally adjusted using the X-12-ARIMA⁴ software. The technique that is used essentially consists of first correcting the initial series for all sorts of undesirable effects, such as the trading-day and the Easter holiday effects, by a module called regARIMA. These effects are estimated using regression models with ARIMA errors (auto-regressive integrated moving average models). The series can also be extrapolated for at least one year by using the model. Subsequently, the raw series—pre-adjusted and extrapolated if applicable—is seasonally adjusted by the X-11 method.

3. «A Note on the Seasonal adjustment of Economic Time Series», Canadian Statistical Review, August 1974.

4. For more information, see X-12-ARIMA Reference Manual Version 0.3 (2007), U.S. Census Bureau.

The X-11 method is used for analysing monthly and quarterly series. It is based on an iterative principle applied in estimating the different components, with estimation being done at each stage using adequate moving averages.⁵ The moving averages used to estimate the main components—the trend and seasonality—are primarily smoothing tools designed to eliminate an undesirable component from the series. Since moving averages react poorly to the presence of atypical values, the X-11 method includes a tool for detecting and correcting atypical points. This tool is used to clean up the series during the seasonal adjustment. Outlying data points can also be detected and corrected in advance, within the regARIMA module.

Lastly, the annual totals of the seasonally adjusted series are forced to the annual totals of the original series.

Unfortunately, seasonal adjustment removes the sub-annual additivity of a system of series; small discrepancies can be observed between the sum of seasonally adjusted series and the *direct* seasonal adjustment of their total. To insure or restore additivity in a system of series, a reconciliation process is applied or *indirect* seasonal adjustment is used, i.e. the seasonal adjustment of a total is derived by the summation of the individually seasonally adjusted series.

To assist the user, the Months of Cyclical Dominance number, MCD, is provided.⁶ The MCD is the shortest monthly span for which a certain ratio becomes and remains less than one, that is, the ratio for which the absolute average percentage change of the trend-cycle of the seasonally adjusted series becomes greater than the absolute average per cent change of the irregular component. The MCD can be interpreted as the number of months over which a change in the seasonally adjusted series must move in a given direction before one can be reasonably certain that the trend-cycle of that series also has moved in the given direction. Clearly small MCD's are desirable and indicative of a smooth series. Applying a moving average to the seasonally adjusted data of MCD length tends to smooth irregular movements which may obscure the underlying trend-cycle. The MCD moving average provides a method of reducing all types of series to approximately the same degree of smoothness, whatever the size of the irregular component in the original series.

Revision procedures

The seasonally adjusted estimates are revised for the three months preceding the reference period. Monthly unadjusted data are revised for the previous month, when new information is made available to Statistics Canada. In addition, unadjusted new motor vehicle sales are revised each year, for the latest year, in the February issue of this publication. At that time, monthly seasonally adjusted estimates for the latest four years of data are revised.

5. Ladiray, D. and Quenneville, B. (2001). Seasonal Adjustment with the X-11 Method. New York: Springer-Verlag, Lecture Notes in Statistics #158.

6. MCD = 4 for North American passenger cars. MCD = 3 for Overseas passenger cars. MCD = 12 for Commercial vehicles.

Appendix II

List of North American motor vehicle manufacturers

B.M.W. Canada Inc.
Blue Bird Body Co.
DaimlerChrysler Canada Inc.
Ford Motor Company of Canada Limited
Freightliner of Canada Ltd.
General Motors of Canada Limited
Honda Canada Inc.
Hyundai Auto Canada Inc.
International Truck and Engine Corporation Canada
Kenworth Div., Paccar of Canada Ltd.
Mack Canada Inc.
Mazda Canada Inc.
Mitsubishi Motor Sales of Canada, Inc.
Motor Coach Industries Limited
New Flyer Industries Ltd.
Nissan Canada Inc.
Nova Bus Corp.
Orion Bus Industries Inc.
Peterbilt Div., Paccar of Canada Ltd.
Prévost Car Inc.
Sterling Heavy Duty TrucksSubaru Canada Inc.
Subaru Canada Inc.
Suzuki Canada Inc.
Thomas Built Buses of Canada Ltd.

Toyota Canada Ltd.

Volkswagen Canada Inc.

Volvo Trucks Canada Inc.

Western Star Trucks Inc.

List of importers and distributors of overseas manufactured motor vehicles

Japan

General Motors of Canada Ltd.

Hino Diesel Trucks Canada Ltd.

Honda Canada Inc.

Mazda Canada Inc.

Mitsubishi Motor Sales of Canada, Inc.

Nissan Canada Inc.

Subaru Canada Inc.

Suzuki Canada Inc.

Toyota Canada Inc.

Other Countries

B.M.W. Canada Inc.

Daewoo Auto Canada Inc.

Ford Motor Company of Canada Limited

General Motors Canada Ltd.

Hyundai Auto Canada Inc.

Jaguar Canada Inc.

Kia Canada Inc.

Land Rover group Canada Inc.

Mercedes-Benz Canada Inc.

Porsche Cars of Canada Ltd.

Volkswagen Canada Inc.

Volvo Cars of Canada Ltd.