2025 YEAR IN REVIEW

Dear Dealer Members,

It is my pleasure to share with you the 30th edition of CADA's Year in Review. This annual publication remains an important reference point for our members, providing both a look back at the year just completed and a forward view of the evolving landscape ahead.

By the numbers, 2025 delivered steady progress for the Canadian auto retail sector. New light vehicle sales rose 2% over 2024, reaching 1.9 million units, supported by more stable inventory levels, gradual improvements in consumer confidence, and greater alignment between product availability and market demand. While economic conditions remained uneven at times, a bit of an understatement, dealers continued to demonstrate the adaptability and resilience that have long characterized our industry.

Throughout the year, dealerships balanced shifting market dynamics with increasing operational pressures—from elevated cost structures to continued advances in dealership technology and growing expectations surrounding digital retailing. At the same time, the pace of regulatory and policy activity remained high, reinforcing the importance of CADA's advocacy work and the need for strong, coordinated representation at the municipal, regional, federal and provincial levels.

As we look ahead to 2026, the environment remains one of ongoing transition. Dealers will continue to navigate evolving consumer behaviour, the adjusted role of electrification, emerging AI driven technologies, and an increasingly complex policy framework – including the potential introduction of limited quantities of Chinese EVs. Yet within this complexity lie significant opportunities. Better use of data, stronger dealer manufacturer collaboration, and continued advancements in operational efficiency all position dealers to compete e fectively in the years ahead.

CADA remains focused on supporting you through this rapidly changing landscape—through advocacy, research, government and industry relations, data driven insights, and the programs that help dealers plan for the future with confidence

Thank you for your ongoing support and for the vital role you play in your communities and in Canada's economy.

Tim Reuss, *President &CEO - CADA*

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British Columbia Sales include Yukon and Alberta Sales include Northwest Territories

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Engagement AI and Conversation AI, powered by Spark, help your team prioritize the right leads, follow up faster, and focus on customers ready to buy.

spark AI

Hi Claire! This is Emily from Reynolds Motors. I noticed you were interested in our mid-sized SUVs. How’s your day going?

Hi Emily! I’m interested in learning more about the safety features of the 2024 SUV.

The SUV includes a comprehensive safety suite with automatic emergency braking and lane-keeping assist. Would you like to schedule a test drive?

Yes! How about Saturday afternoon?

Great, I’ve scheduled your test drive for 2 PM this Saturday. Please let me know if you have any questions before your visit. Looking forward to seeing you!

Call Summary and Details

Client
McGowan, Claire

Listen
00:00/01:11

Call Summary
Claire called about a test drive for the 2026 Honda CR-V on the website.

Tagged Topics
Sales
Spoke with agent

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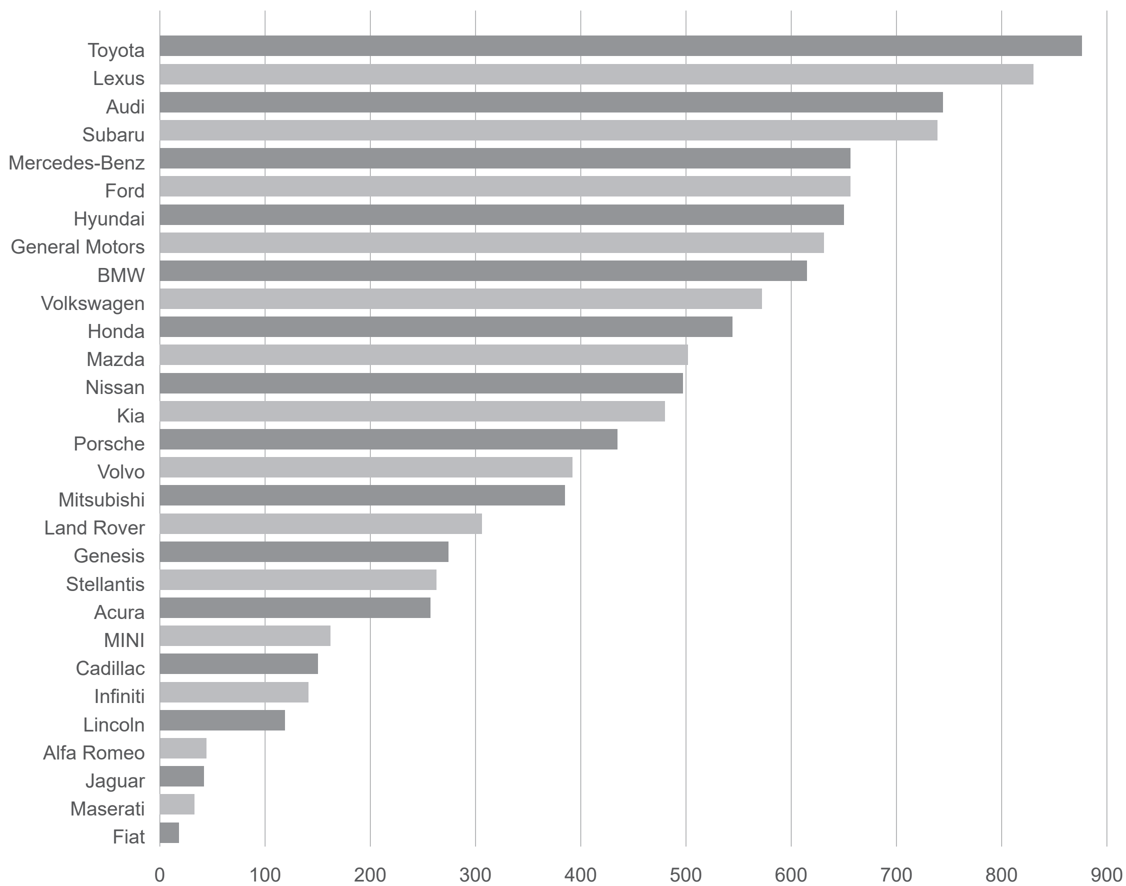
CANADA

- The total number of dealer franchises in Canada as of December 2025 reached 3,757, rising from 3,734 dealer franchises in the previous year. Excluding affiliated brands, the total count of dealer franchises in Canada reached 3,353, up from 3,339 dealer franchises in the previous year.
- A split in Jaguar and Land Rover dealer franchise counts added significant volume to the total Canadian figure Moreover, Fiat added 10 dealer franchises for the end of 2025. Additionally, Volkswagen and Porsche both added an additional dealer franchise for the year. Inversely, Alfa Romeo, Hyundai, Genesis, Infiniti, and Kia dropped a single dealer franchise with Stellantis down 11.
- In 2025 the new light vehicle sales market grew by 2.0% from the previous year, despite a challenging fourth quarter—and indeed despite the broader trade and economic challenges permeating the entire year. With this sales increase, average sales per dealer franchise across Canada saw continued growth, finally making it back to 500 units for 2025 after 5 years below that threshold. In terms of specific brands, Toyota reached an average of 876 sales per dealer franchise with Lexus in second place at 830 and Audi in third at 744.

CANADIAN LIGHT VEHICLE SALES PER DEALER 2025



Source: DesRosiers Automotive Consultants Inc., CADA, CVMA, and GAC

CANADA

Light Vehicle Sales per Dealer Franchise

	FRANCHISE COUNTS AS OF 2022	2023	2024	2025	SALES PER FRANCHISE 2022	2023	2024	2025
Acura	51	51	51	51	224	237	235	257
Alfa Romeo	16	16	16	15	57	69	55	44
Audi	50	50	50	50	583	702	673	744
BMW	50	50	51	51	557	620	600	615
MINI	31	31	31	31	121	142	133	162
Ford	432	432	432	432	539	540	624	656
Lincoln	90	90	90	90	85	74	101	119
General Motors	448	449	447	447	475	551	621	631
Cadillac	118	119	119	119	129	130	139	150
Honda	236	236	236	236	389	477	524	544
Hyundai	224	224	226	225	502	516	583	650
Genesis	30	30	31	30	192	221	227	274
Infiniti	38	39	39	38	143	159	162	141
Jaguar Land Rover	30	30	30	-	218	283	341	-
Jaguar	-	-	-	26	-	-	-	42
Land Rover	-	-	-	31	-	-	-	306
Kia	198	199	198	197	345	426	438	480
Lexus	40	40	40	40	626	780	743	830
Maserati	13	13	12	12	48	70	51	33
Mazda	163	163	163	163	306	360	443	502
Mercedes-Benz	58	59	57	57	592	609	605	656
Mitsubishi	96	97	97	97	230	368	401	385
Nissan	209	208	210	210	340	409	461	497
Porsche	21	22	22	23	438	484	472	435
Stellantis	443	441	436	425	380	356	293	263
Fiat	105	100	124	134	1	0	11	18
Subaru	95	95	96	96	463	579	709	739
Toyota	247	247	247	247	709	795	847	876
Volkswagen	145	146	146	147	324	437	560	572
Volvo	37	37	37	37	278	348	362	392
				TOTAL				
EXCLUDING AFFILIATED BRANDS[1]	**3,340**	**3,344**	**3,339**	**3,353**				
INCLUDING AFFILIATED BRANDS[1]	**3,714**	**3,714**	**3,734**	**3,757**	**401**	**448**	**483**	**500**

[1]Affiliated brands include Cadillac, Fiat, Genesis, Lincoln and MINI

Source: DesRosiers Automotive Consultants Inc., CADA, CVMA, and GAC

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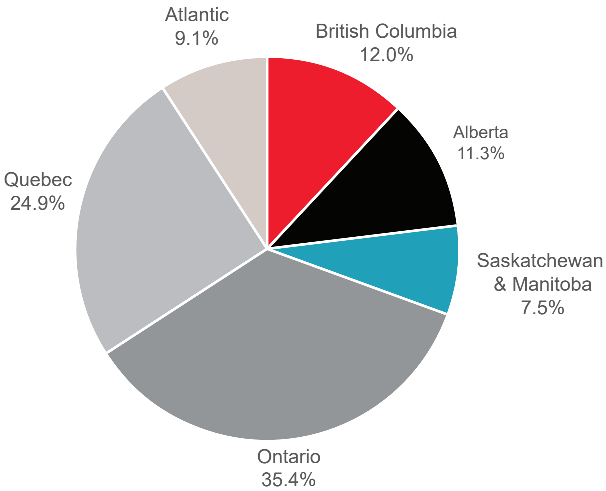
We know that speed, simplicity, and innovation are key to dealership success. That's why we continue to invest in technology and tools that streamline approvals, increase transparency, mitigate fraud and reduce friction in the financing process. Our digital tools empower dealers to close deals faster and create a better customer experience—every single time.

Let's drive the future of auto finance together.

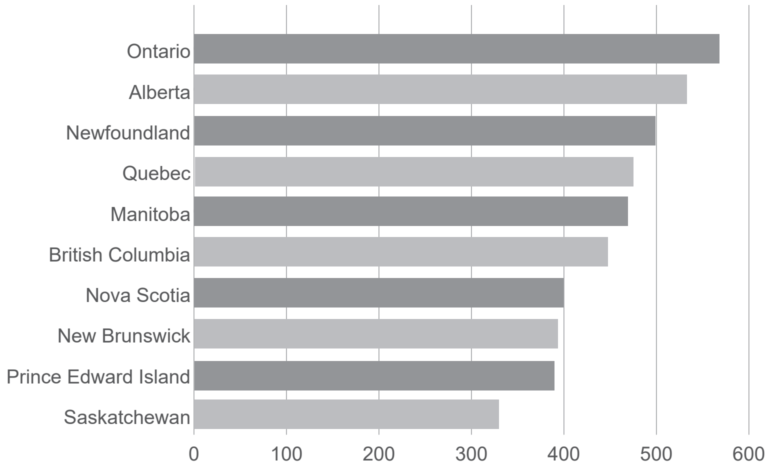
To learn more about CIBC Auto Finance, please contact Jaylyn Grant, Vice President of Sales at jgrant@autocapitalcanada.ca, or visit cibc.com/autofinance.

CANADA

LIGHT VEHICLE DEALER SHARE BY REGION - AS OF DECEMBER 2025



LIGHT VEHICLE SALES PER DEALER BY PROVINCE AS OF DECEMBER 2025



Light Vehicle Sales per Dealer Franchise by Province

	2021	2022	2023	2024	2025	AVERAGE ANNUAL RATE 2021-2025
British Columbia	423	369	419	432	448	1.5%
Alberta	467	426	488	512	533	3.4%
Saskatchewan	268	258	274	304	329	5.3%
Manitoba	396	356	397	436	469	4.3%
Ontario	496	462	519	549	568	3.5%
Quebec	434	386	425	477	476	2.3%
Nova Scotia	386	280	310	356	400	0.9%
New Brunswick	278	284	307	351	395	9.2%
Prince Edward Island	333	298	314	362	386	3.7%
Newfoundland	415	350	388	459	500	4.8%
CANADA	**442**	**401**	**448**	**483**	**500**	**3.1%**

Light Vehicle Dealers by Province

	2021	2022	2023	2024	2025	CHANGE 2025/2024	AVERAGE ANNUAL RATE 2021-2025
British Columbia	439	438	437	447	449	0.4%	0.6%
Alberta*	415	416	415	421	426	1.2%	0.7%
Saskatchewan	159	158	158	157	159	1.3%	0.0%
Manitoba	121	121	121	124	124	0.0%	0.6%
Ontario	1,311	1,314	1,312	1,312	1,329	1.3%	0.3%
Quebec	924	926	929	934	936	0.2%	0.3%
New Brunswick	115	116	116	115	110	-4.3%	-1.1%
Nova Scotia	132	133	133	131	131	0.0%	-0.2%
Prince Edward Island	24	23	24	24	24	0.0%	0.0%
Newfoundland	69	69	69	69	69	0.0%	0.0%
CANADA TOTAL	**3,709**	**3,714**	**3,714**	**3,734**	**3,757**	**0.6%**	**0.3%**

*Yukon, NWT, and Nunavut dealer counts included

Source: DesRosiers Automotive Consultants Inc., CADA, CVMA, and GAC

CANADA

Dealer Franchise Counts - 2025

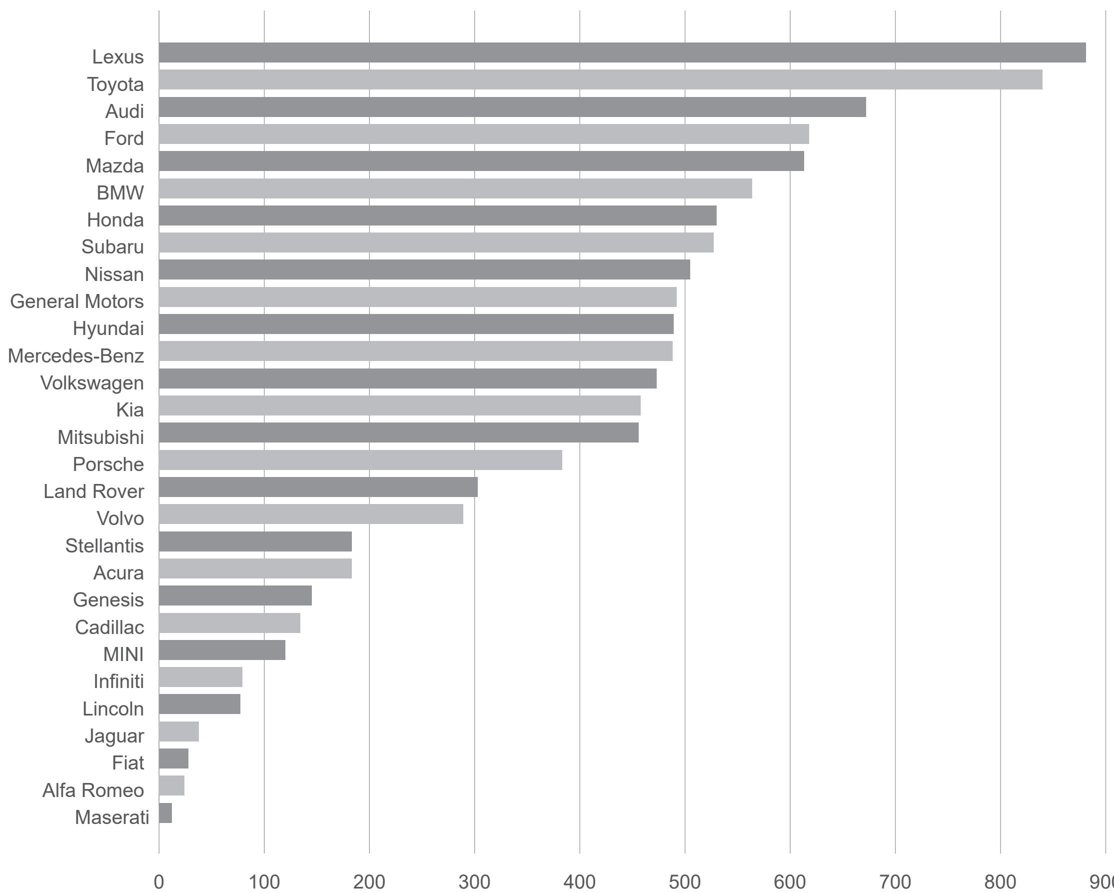
	B.C.	AB*	SK	MB	ON	QC	NS	NB	PE	NL	CANADA
Acura	7	5	2	1	20	13	1	1	-	1	51
Alfa Romeo	2	2	-	1	6	4	-	-	-	-	15
Audi	7	4	2	1	21	12	1	1	-	1	50
BMW	8	4	2	1	21	12	1	1	-	1	51
MINI[1]	6	2	2	1	11	6	1	1	-	1	31
Ford	48	68	30	21	147	83	11	16	2	6	432
Lincoln[1]	8	10	2	1	49	15	2	1	1	1	90
General Motors	47	72	33	24	145	83	17	11	2	13	447
Cadillac[1]	12	9	6	3	55	25	4	3	1	1	119
Honda	29	19	7	7	82	68	7	10	2	5	236
Hyundai	24	17	8	5	81	65	8	10	2	5	225
Genesis[1]	5	2	2	1	12	6	-	1	-	1	30
Infiniti	6	3	2	1	14	9	1	1	-	1	38
Jaguar	4	3	1	1	12	4	-	1	-	-	26
Kia	21	14	4	5	69	63	6	8	2	5	197
Land Rover	6	3	1	1	12	5	1	1	-	1	31
Lexus	6	4	2	1	18	7	1	1	-	-	40
Maserati	2	2	-	1	5	2	-	-	-	-	12
Mazda	16	12	3	4	54	56	6	8	1	3	163
Mercedes-Benz	10	5	2	1	21	15	-	1	-	2	57
Mitsubishi	12	8	2	2	27	36	4	4	1	1	97
Nissan	22	22	6	5	70	63	6	9	2	5	210
Porsche	5	2	1	1	8	5	-	1	-	-	23
Stellantis	44	76	23	17	150	78	13	15	3	6	425
Fiat[1]	17	12	4	4	36	52	2	5	1	1	134
Subaru	15	8	2	2	34	27	3	3	1	1	96
Toyota	35	22	6	7	83	68	9	10	2	5	247
Volkswagen	19	13	3	3	53	44	4	6	1	1	147
Volvo	6	3	1	1	13	10	1	1	-	1	37
					TOTAL						
EXCLUDING AFFILIATED BRANDS[1]	**401**	**391**	**143**	**114**	**1,166**	**832**	**101**	**120**	**21**	**64**	**3,353**
INCLUDING AFFILIATED BRANDS[1]	**449**	**426**	**159**	**124**	**1,329**	**936**	**110**	**131**	**24**	**69**	**3,757**

Notes:
2025 Dealer counts as provided by the Canadian Automobile Dealers Association.
**Yukon, NWT, and Nunavut dealer counts included*
[1]Affiliated brands include Cadillac, Fiat, Genesis, Lincoln and MINI included in the BMW, Stellantis, Ford, General Motors and Hyundai numbers respectively.
Source: DesRosiers Automotive Consultants Inc. and Canadian Automobile Dealers Association (CADA)

BRITISH COLUMBIA

- For 2025, British Columbia recorded a total of 449 dealer franchises, an increase of two from 2024 when the total dealer franchise count was 447. Outside of Jaguar and Land Rover, dealer franchise count changes were relatively minor, only up or down by a single unit where changes did occur.
- The average sales per dealer franchise reached 448 units in British Columbia, remaining down relative to the national average of 500 sales per dealer franchise. In percentage terms, British Columbia fell 10.4% below Canada as a whole. Looking at specific performances, Lexus noted the highest average sales per dealer franchise at 881 units with Toyota a fairly close second at 840 units. Audi came in third at 672 units with Ford and Mazda also above six hundred.
- Only five of the manufacturers noted above average sales per dealer franchise figures. Fiat noted a 51.9% surplus over the national average, at 28 versus 18. At higher volumes, Mitsubishi in British Columbia settled at 18.4% ahead of Canada as a whole. Lexus and Nissan were also ahead at 6.1% and 1.6% respectively.

BRITISH COLUMBIA'S AVERAGE LIGHT VEHICLE SALES PER DEALER 2025



Source: DesRosiers Automotive Consultants Inc., CADA, CVMA, and GAC

BRITISH COLUMBIA

Light Vehicle Sales per Dealer Franchise

	DEALER COUNTS As of December:		SALES PER FRANCHISE			PERFORMANCE IN 2025
	2024	2025	BC 2025	CANADA 2025	PERCENT DIFFERENCE	
Acura	7	7	183	257	-28.8%	●
Alfa Romeo	3	2	24	44	-45.5%	●
Audi	7	7	672	744	-9.6%	●
BMW	8	8	564	615	-8.3%	●
MINI	6	6	120	162	-25.9%	●
Ford	48	48	618	656	-5.7%	●
Lincoln	8	8	77	119	-35.3%	●
General Motors	46	47	492	631	-21.9%	●
Cadillac	12	12	134	150	-10.7%	●
Honda	29	29	530	544	-2.5%	●
Hyundai	24	24	489	650	-24.8%	●
Genesis	5	5	145	274	-47.0%	●
Infiniti	6	6	79	141	-44.1%	●
Jaguar Land Rover	5	-	-	-	n.a.	
Jaguar	-	4	38	42	-10.4%	●
Land Rover	-	6	303	306	-0.9%	●
Kia	21	21	458	480	-4.7%	●
Lexus	6	6	881	830	6.1%	❍
Maserati	2	2	12	33	-65.1%	●
Mazda	17	16	613	502	22.2%	❍
Mercedes-Benz	10	10	488	656	-25.5%	●
Mitsubishi	12	12	456	385	18.4%	❍
Nissan	22	22	505	497	1.6%	❍
Porsche	5	5	383	435	-11.9%	●
Stellantis	45	44	183	263	-30.2%	●
Fiat	18	17	28	18	51.9%	❍
Subaru	15	15	527	739	-28.8%	●
Toyota	35	35	840	876	-4.1%	●
Volkswagen	19	19	473	572	-17.2%	●
Volvo	6	6	289	392	-26.3%	●
SUB-TOTAL[1]	**398**	**401**				
TOTAL	**447**	**449**	**448**	**500**	**-10.4%**	●

❍ Above National Average
● Below National Average

Notes:
[1]Affiliated brands include Cadillac, Fiat, Genesis, Lincoln and MINI
Source: DesRosiers Automotive Consultants Inc., CADA, GAC and CVMA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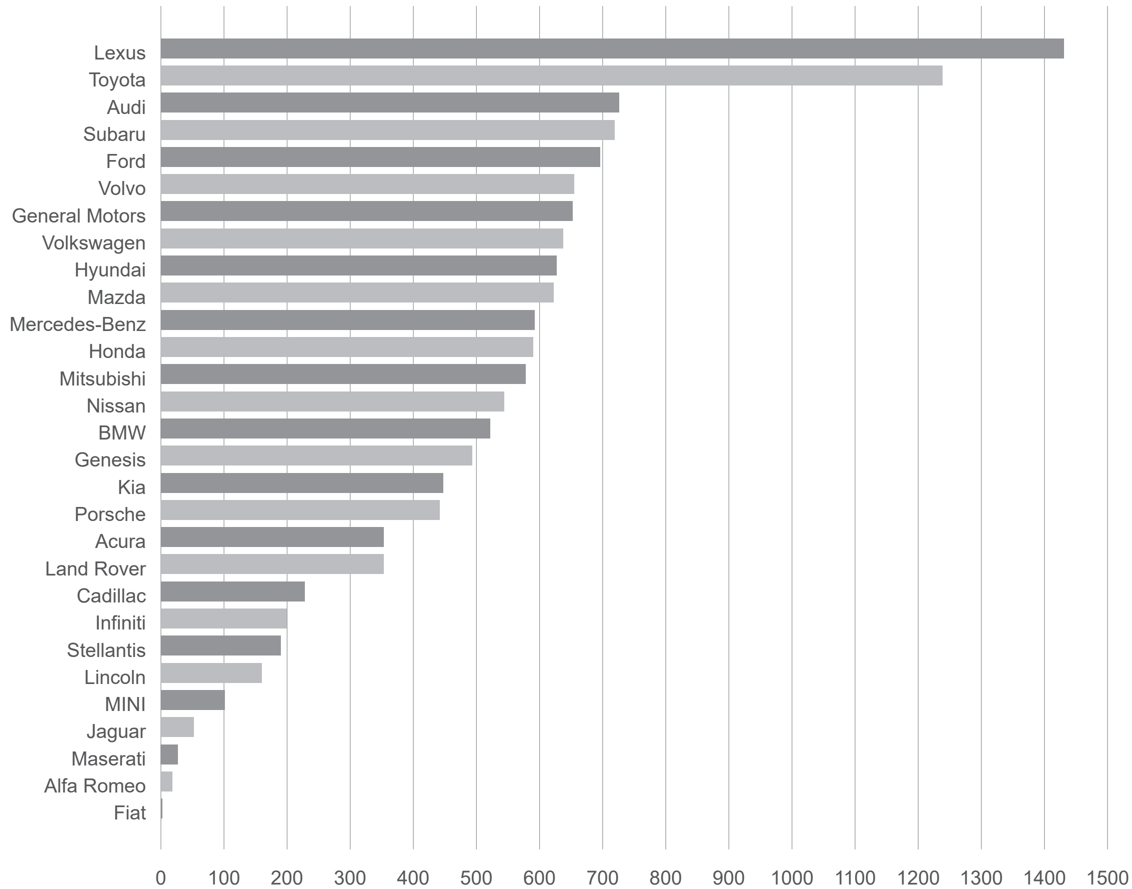
ALBERTA

- As of December 2025, the total dealer franchise count figure for Alberta increased to 426, up from 421 in December 2024. Three additional dealer franchises were added as a result of the Jaguar and Land Rover shift with General Motors and Volkswagen adding one additional dealer franchise each.
- For 2025, Alberta's average new light vehicle sales per dealer franchise reached 533 units compared to a national average of 500 units. In percentage terms, Alberta was 6.7% ahead of Canada as a whole. Lexus saw a very large average sales per dealer franchise figure for the year, reaching 1,431 units with Toyota similarly seeing an average sales figure of 1,238 units. Audi followed at 726 with Subaru close behind at 719 on average.
- Eighteen of the manufacturers came out ahead of their national average sales per dealer franchise figures. Genesis was a standout performer, settling 79.9% above their Canadian average in Alberta. Lexus similarly came in 72.5% above with Volvo 67.2% above and Cadillac 51.8% above the national average.

ALBERTA'S AVERAGE LIGHT VEHICLE SALES PER DEALER 2025



Source: DesRosiers Automotive Consultants Inc., CADA, CVMA, and GAC

ALBERTA

Light Vehicle Sales per Dealer Franchise

	DEALER COUNTS As of December: 2024	DEALER COUNTS As of December: 2025	SALES PER FRANCHISE AB 2025	SALES PER FRANCHISE CANADA 2025	SALES PER FRANCHISE PERCENT DIFFERENCE	PERFORMANCE IN 2025
Acura	5	5	353	257	37.5%	❍
Alfa Romeo	2	2	18	44	-59.1%	●
Audi	4	4	726	744	-2.4%	●
BMW	4	4	522	615	-15.2%	●
MINI	2	2	101	162	-38.0%	●
Ford	68	68	696	656	6.2%	❍
Lincoln	10	10	160	119	35.0%	❍
General Motors	71	72	652	631	3.3%	❍
Cadillac	9	9	228	150	51.8%	❍
Honda	19	19	590	544	8.5%	❍
Hyundai	17	17	627	650	-3.4%	●
Genesis	2	2	493	274	79.9%	❍
Infiniti	3	3	199	141	41.0%	❍
Jaguar Land Rover	3	-	-	-	n.a.	
Jaguar	-	3	52	42	24.3%	❍
Land Rover	-	3	353	306	15.5%	❍
Kia	14	14	447	480	-6.9%	●
Lexus	4	4	1,431	830	72.5%	❍
Maserati	2	2	27	33	-18.0%	●
Mazda	12	12	622	502	24.0%	❍
Mercedes-Benz	5	5	592	656	-9.7%	●
Mitsubishi	8	8	578	385	50.0%	❍
Nissan	22	22	544	497	9.4%	❍
Porsche	2	2	442	435	1.4%	❍
Stellantis	76	76	190	263	-27.8%	●
Fiat	12	12	2	18	-88.1%	●
Subaru	8	8	719	739	-2.8%	●
Toyota	22	22	1,238	876	41.4%	❍
Volkswagen	12	13	637	572	11.4%	❍
Volvo	3	3	655	392	67.2%	❍
SUB-TOTAL[1]	**386**	**391**				
TOTAL	**421**	**426**	**533**	**500**	**6.7%**	❍

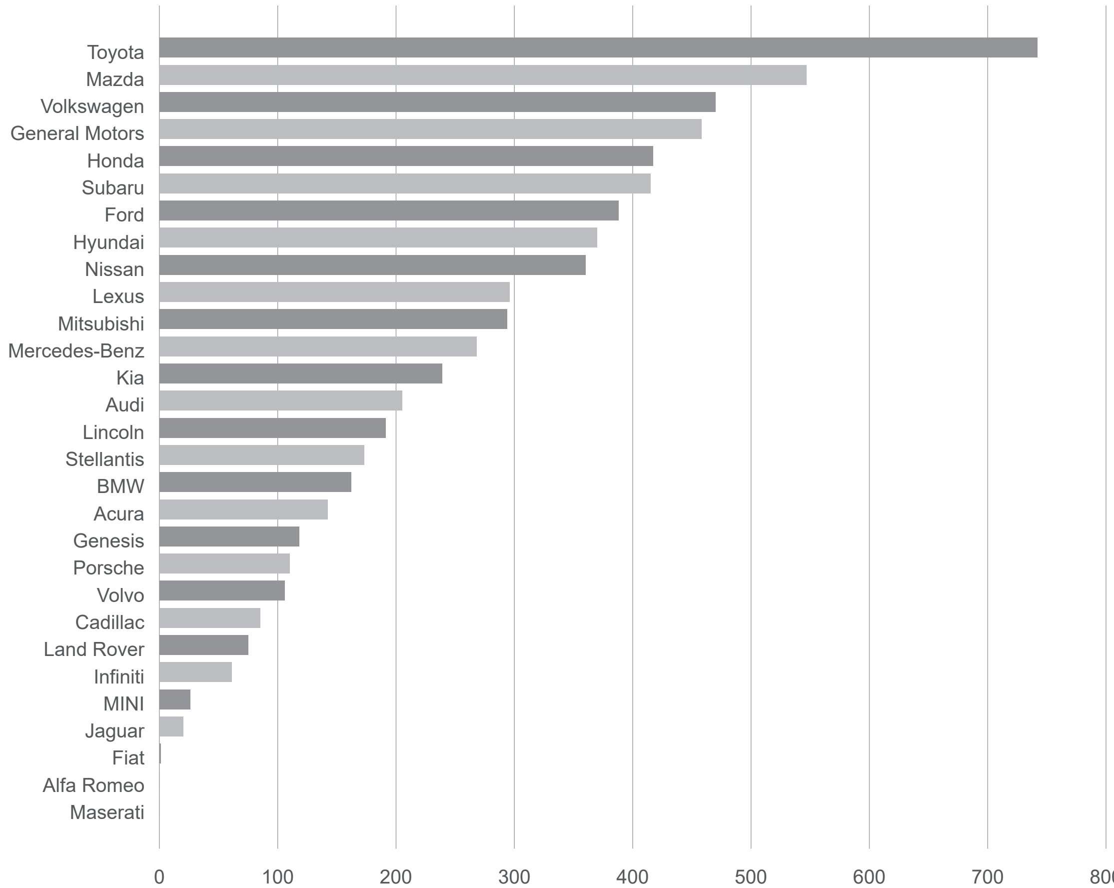
❍ Above National Average
● Below National Average

Notes:
[1]Affiliated brands include Cadillac, Fiat, Genesis, Lincoln and MINI
Source: DesRosiers Automotive Consultants Inc., CADA, GAC and CVMA

SASKATCHEWAN

- As of December 2025, the total dealer franchise count in Saskatchewan reached 159, a slight increase from the 157 noted as of December 2024. The increase of two came from an additional Genesis franchise as well as the Jaguar Land Rover shift.
- Average sales per dealer franchise in Saskatchewan reached 329 units compared to a national average of 500 units, resulting in the province remaining 34.1% below Canada as a whole. Only two manufacturers came out ahead of the national average. These were Lincoln at 60.3% above and Mazda at 9.1% above.
- Toyota noted the largest average sales per dealer franchise figure in the province for 2025, reaching 742 units. Mazda followed in second place at 547 units with Volkswagen in third at 470 average sales per dealer franchise. General Motors, Honda, and Subaru all noted sales per dealer franchise figures above four hundred.

SASKATCHEWAN'S AVERAGE LIGHT VEHICLE SALES PER DEALER 2025



Source: DesRosiers Automotive Consultants Inc., CADA, CVMA, and GAC

SASKATCHEWAN

Light Vehicle Sales per Dealer Franchise

	DEALER COUNTS As of December: 2024	DEALER COUNTS As of December: 2025	SALES PER FRANCHISE SK 2025	SALES PER FRANCHISE CANADA 2025	SALES PER FRANCHISE PERCENT DIFFERENCE	PERFORMANCE IN 2025
Acura	2	2	142	257	-44.9%	●
Alfa Romeo	-	-	-	44	n.a.	
Audi	2	2	205	744	-72.5%	●
BMW	2	2	162	615	-73.7%	●
MINI	2	2	26	162	-84.0%	●
Ford	30	30	388	656	-40.8%	●
Lincoln	2	2	191	119	60.3%	❍
General Motors	33	33	458	631	-27.4%	●
Cadillac	6	6	85	150	-43.5%	●
Honda	7	7	417	544	-23.4%	●
Hyundai	8	8	370	650	-43.0%	●
Genesis	1	2	118	274	-57.1%	●
Infiniti	2	2	61	141	-57.2%	●
Jaguar Land Rover	1	-	-	-	n.a.	
Jaguar	-	1	20	42	-52.5%	●
Land Rover	-	1	75	306	-75.5%	●
Kia	4	4	239	480	-50.3%	●
Lexus	2	2	296	830	-64.3%	●
Maserati	-	-	-	33	n.a.	
Mazda	3	3	547	502	9.1%	❍
Mercedes-Benz	2	2	268	656	-59.1%	●
Mitsubishi	2	2	294	385	-23.7%	●
Nissan	6	6	360	497	-27.6%	●
Porsche	1	1	110	435	-74.7%	●
Stellantis	23	23	173	263	-34.2%	●
Fiat	4	4	1	18	-93.1%	●
Subaru	2	2	415	739	-43.9%	●
Toyota	6	6	742	876	-15.3%	●
Volkswagen	3	3	470	572	-17.7%	●
Volvo	1	1	106	392	-73.0%	●
SUB-TOTAL[1]	**142**	**143**				
TOTAL	**157**	**159**	**329**	**500**	**-34.1%**	●

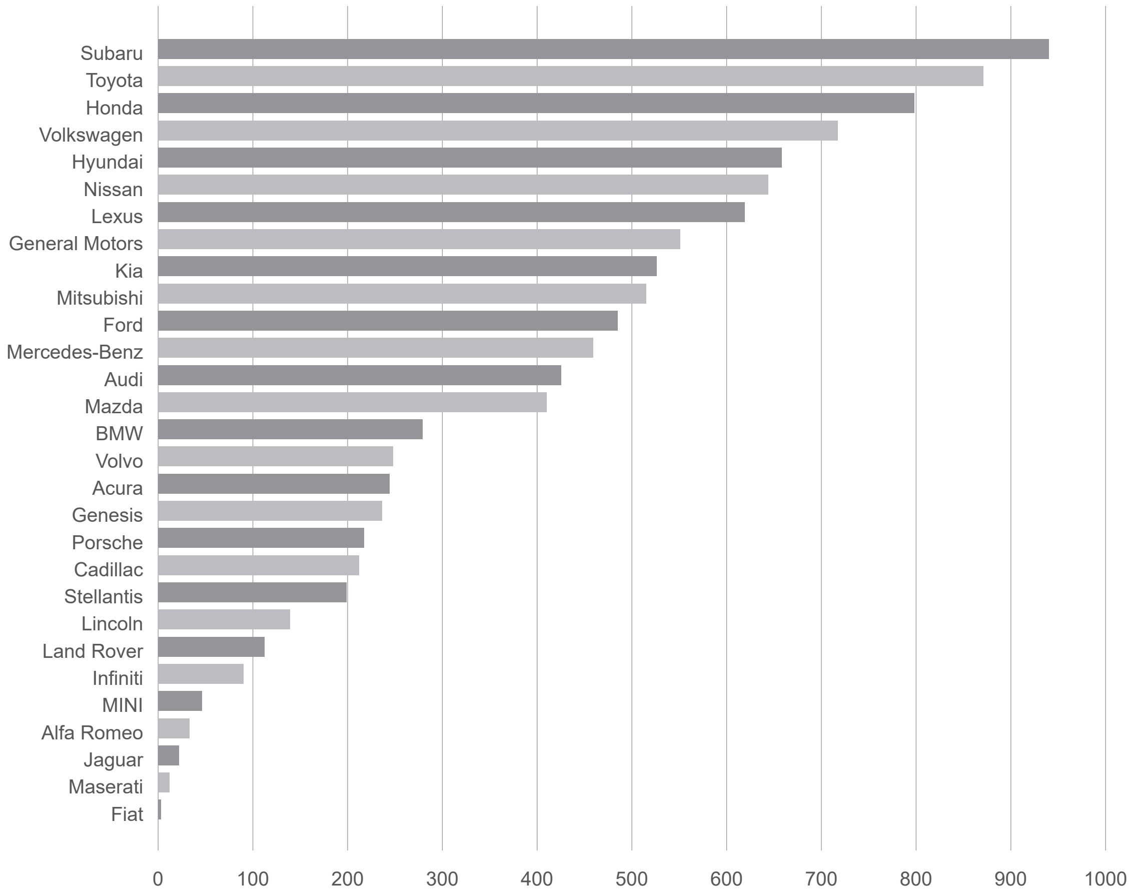
❍ Above National Average
● Below National Average

Notes:
[1]Affiliated brands include Cadillac, Fiat, Genesis, Lincoln and MINI
Source: DesRosiers Automotive Consultants Inc., CADA, GAC and CVMA

MANITOBA

- The total dealer franchise count in Manitoba remained at 124 as of December 2025, with no net change compared to the dealer franchise count in the previous year, also noted at 124. An additional franchise was added for the Jaguar Land Rover shift while Genesis saw a single franchise decrease.
- Average sales per dealer franchise in Manitoba reached 469 units for 2025 as compared to a national average of 500 units, or in other words, a 6.2% deficit versus Canada as a whole. In regards to specific brands, eight came out ahead of their own national averages. The largest difference was noted for Honda at 46.6% above Canada as a whole. Cadillac also saw a 41.2% larger figure in Manitoba with Mitsubishi similarly at 33.8%
- Subaru came out on top in terms of average sales per dealer franchise in the province at 940 units for 2025. Toyota followed at a distance with what was still a very large figure of 871 units on average. In third place, Honda noted an average sales per dealer figure of 798 units.

MANITOBA'S AVERAGE LIGHT VEHICLE SALES PER DEALER 2025



Source: DesRosiers Automotive Consultants Inc., CADA, CVMA, and GAC

MANITOBA

Light Vehicle Sales per Dealer Franchise

	DEALER COUNTS As of December: 2024	2025	SALES PER FRANCHISE MB 2025	CANADA 2025	PERCENT DIFFERENCE	PERFORMANCE IN 2025
Acura	1	1	244	257	-5.1%	●
Alfa Romeo	1	1	33	44	-25.0%	●
Audi	1	1	425	744	-42.9%	●
BMW	1	1	279	615	-54.6%	●
MINI	1	1	46	162	-71.6%	●
Ford	21	21	485	656	-26.0%	●
Lincoln	1	1	139	119	16.9%	❍
General Motors	24	24	551	631	-12.6%	●
Cadillac	3	3	212	150	41.2%	❍
Honda	7	7	798	544	46.6%	❍
Hyundai	5	5	658	650	1.3%	❍
Genesis	2	1	236	274	-13.9%	●
Infiniti	1	1	90	141	-36.3%	●
Jaguar Land Rover	1	-	-	-	n.a.	
Jaguar	-	1	22	42	-47.8%	●
Land Rover	-	1	112	306	-63.4%	●
Kia	5	5	526	480	9.5%	❍
Lexus	1	1	619	830	-25.4%	●
Maserati	1	1	12	33	-63.5%	●
Mazda	4	4	410	502	-18.2%	●
Mercedes-Benz	1	1	459	656	-30.0%	●
Mitsubishi	2	2	515	385	33.8%	❍
Nissan	5	5	644	497	29.6%	●
Porsche	1	1	217	435	-50.1%	●
Stellantis	17	17	199	263	-24.4%	●
Fiat	4	4	3	18	-86.3%	●
Subaru	2	2	940	739	27.2%	❍
Toyota	7	7	871	876	-0.6%	●
Volkswagen	3	3	717	572	25.4%	❍
Volvo	1	1	248	392	-36.7%	●
SUB-TOTAL[1]	113	114				
TOTAL	124	124	469	500	-6.2%	●

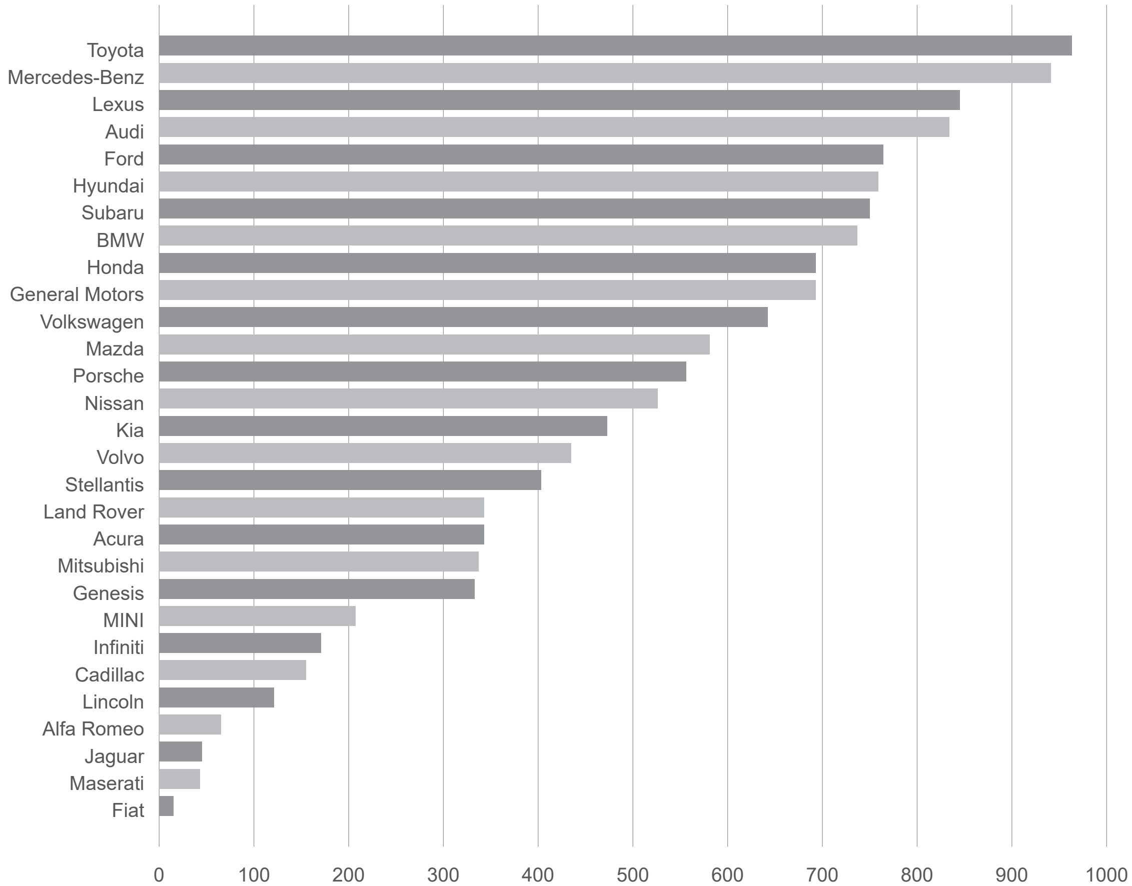
❍ Above National Average
● Below National Average

Notes:
[1]Affiliated brands include Cadillac, Fiat, Genesis, Lincoln and MINI
Source: DesRosiers Automotive Consultants Inc., CADA, GAC and CVMA

ONTARIO

- Ontario continued to lead both in terms of total dealer franchise counts as well as average sales per dealer franchise. In terms of dealer franchise counts, Ontario saw a total of 1,329 franchises as of December 2025, rising from 1,312 as of December 2024. Fiat added 5 dealer franchises for the year, with Kia and Mazda also adding one each. Meanwhile, Stellantis and Genesis both saw a decrease of one. An additional 12 were added with the Jaguar Land Rover shift.
- Average sales per dealer franchise in Ontario reached 568 units, up 13.6% above the national average of 500. In terms of specific brands, Toyota noted an average sales per dealer franchise figure of 963, leading in Ontario. Mercedes Benz followed at 941 units on average with Lexus in third at 845. Audi followed closely at 834 units as well.
- Given the large average sales per dealer figure, it is no surprise that most brands in Ontario noted higher averages than Canada as a whole. However, three brands did come in below the national average. These were Fiat at 18.7% below, Mitsubishi at 12.5% below, and Kia at 1.5% below.

ONTARIO'S LIGHT VEHICLE SALES PER DEALER 2025



Source: DesRosiers Automotive Consultants Inc., CADA, CVMA, and GAC

ONTARIO

Light Vehicle Sales per Dealer Franchise

	DEALER COUNTS As of December: 2024	2025	SALES PER FRANCHISE ON 2025	CANADA 2025	PERCENT DIFFERENCE	PERFORMANCE IN 2025
Acura	20	20	343	257	33.3%	❍
Alfa Romeo	6	6	65	44	47.0%	❍
Audi	21	21	834	744	12.1%	❍
BMW	21	21	737	615	19.9%	❍
MINI	11	11	207	162	27.9%	❍
Ford	147	147	764	656	16.5%	❍
Lincoln	49	49	121	119	2.0%	❍
General Motors	145	145	693	631	9.8%	❍
Cadillac	55	55	155	150	3.3%	❍
Honda	82	82	693	544	27.4%	❍
Hyundai	81	81	759	650	16.8%	❍
Genesis	13	12	333	274	21.5%	❍
Infiniti	14	14	171	141	20.8%	❍
Jaguar Land Rover	12	-	-	-	n.a.	
Jaguar	-	12	45	42	7.0%	❍
Land Rover	-	12	343	306	12.4%	❍
Kia	68	69	473	480	-1.5%	●
Lexus	18	18	845	830	1.9%	❍
Maserati	5	5	43	33	29.4%	❍
Mazda	53	54	581	502	15.9%	❍
Mercedes-Benz	21	21	941	656	43.4%	❍
Mitsubishi	27	27	337	385	-12.5%	●
Nissan	70	70	526	497	5.8%	❍
Porsche	8	8	556	435	27.7%	❍
Stellantis	151	150	403	263	53.5%	❍
Fiat	31	36	15	18	-18.7%	●
Subaru	34	34	750	739	1.5%	❍
Toyota	83	83	963	876	10.0%	❍
Volkswagen	53	53	642	572	12.4%	❍
Volvo	13	13	435	392	11.0%	❍
SUB-TOTAL[1]	1,153	1,166				
TOTAL	1,312	1,329	568	500	13.6%	❍

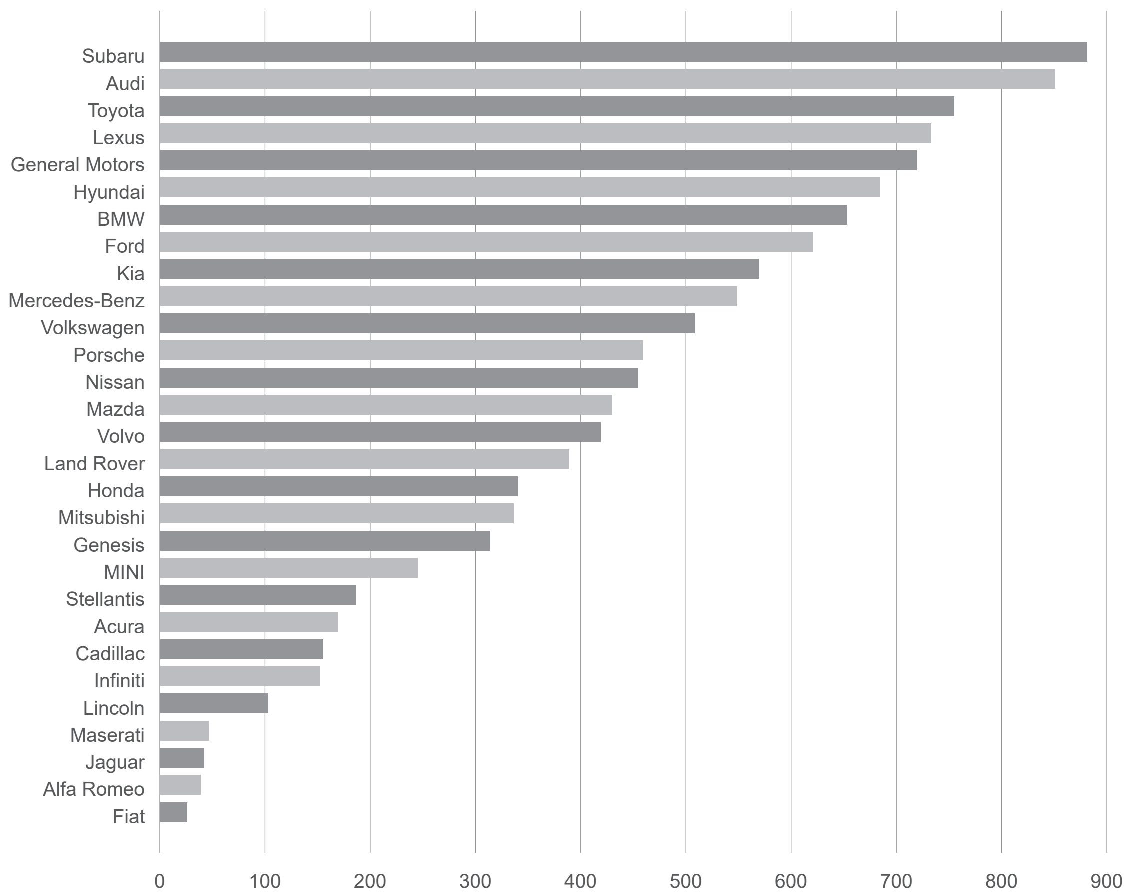
❍ Above National Average
● Below National Average

Notes:
[1]Affiliated brands include Cadillac, Fiat, Genesis, Lincoln and MINI
Source: DesRosiers Automotive Consultants Inc., CADA, GAC and CVMA

QUEBEC

- Quebec saw total dealer franchise count rise by 2 from 934 to 936 as of December 2025. Stellantis saw a decrease of 6 dealer franchises while Fiat saw an increase of 7. Furthermore, General Motors saw a decrease of 2 with Infiniti and Kia both down by 1. Porsche increased by 1 with the Jaguar Land Rover shift also adding 4 net dealer franchises.
- Quebec noted an average light vehicle sales per dealer franchise figure of 476 units for 2025. Compared to a national average of 500, Quebec landed 4.9% below. Looking at specific brands, a number noted sales per dealer franchise figures well in excess of their own national results. Largest among them was MINI at 51.2% followed by Maserati at 41.3% and Fiat also at 41.3%.
- Subaru noted the largest average sales per dealer franchise in Quebec at 881 units. Audi followed closely at 851 units on average. In third place, Toyota reached 755 units with Lexus and General Motors also above seven hundred.

QUEBEC'S AVERAGE LIGHT VEHICLE SALES PER DEALER 2025



Source: DesRosiers Automotive Consultants Inc., CADA, CVMA, and GAC

QUEBEC

Light Vehicle Sales per Dealer Franchise

	DEALER COUNTS As of December: 2024	2025	SALES PER FRANCHISE QC 2025	CANADA 2025	PERCENT DIFFERENCE	PERFORMANCE IN 2025
Acura	13	13	169	257	-34.3%	●
Alfa Romeo	4	4	39	44	-11.9%	●
Audi	12	12	851	744	14.4%	❍
BMW	12	12	653	615	6.2%	❍
MINI	6	6	245	162	51.2%	❍
Ford	83	83	621	656	-5.2%	●
Lincoln	15	15	103	119	-13.7%	●
General Motors	85	83	719	631	14.0%	❍
Cadillac	25	25	155	150	3.7%	❍
Honda	68	68	340	544	-37.5%	●
Hyundai	65	65	684	650	5.3%	❍
Genesis	6	6	314	274	14.7%	❍
Infiniti	10	9	152	141	7.4%	❍
Jaguar Land Rover	5	-	-	-	n.a.	
Jaguar	-	4	42	42	-0.9%	●
Land Rover	-	5	389	306	27.2%	❍
Kia	64	63	569	480	18.4%	❍
Lexus	7	7	733	830	-11.7%	●
Maserati	2	2	47	33	41.3%	❍
Mazda	56	56	430	502	-14.3%	●
Mercedes-Benz	15	15	548	656	-16.4%	●
Mitsubishi	36	36	336	385	-12.6%	●
Nissan	63	63	454	497	-8.8%	●
Porsche	4	5	459	435	5.5%	❍
Stellantis	84	78	186	263	-29.3%	●
Fiat	45	52	26	18	41.3%	❍
Subaru	27	27	881	739	19.2%	❍
Toyota	68	68	755	876	-13.8%	●
Volkswagen	44	44	508	572	-11.2%	●
Volvo	10	10	419	392	7.0%	❍
SUB-TOTAL[1]	**837**	**832**				
TOTAL	**934**	**936**	**476**	**500**	**-4.9%**	●

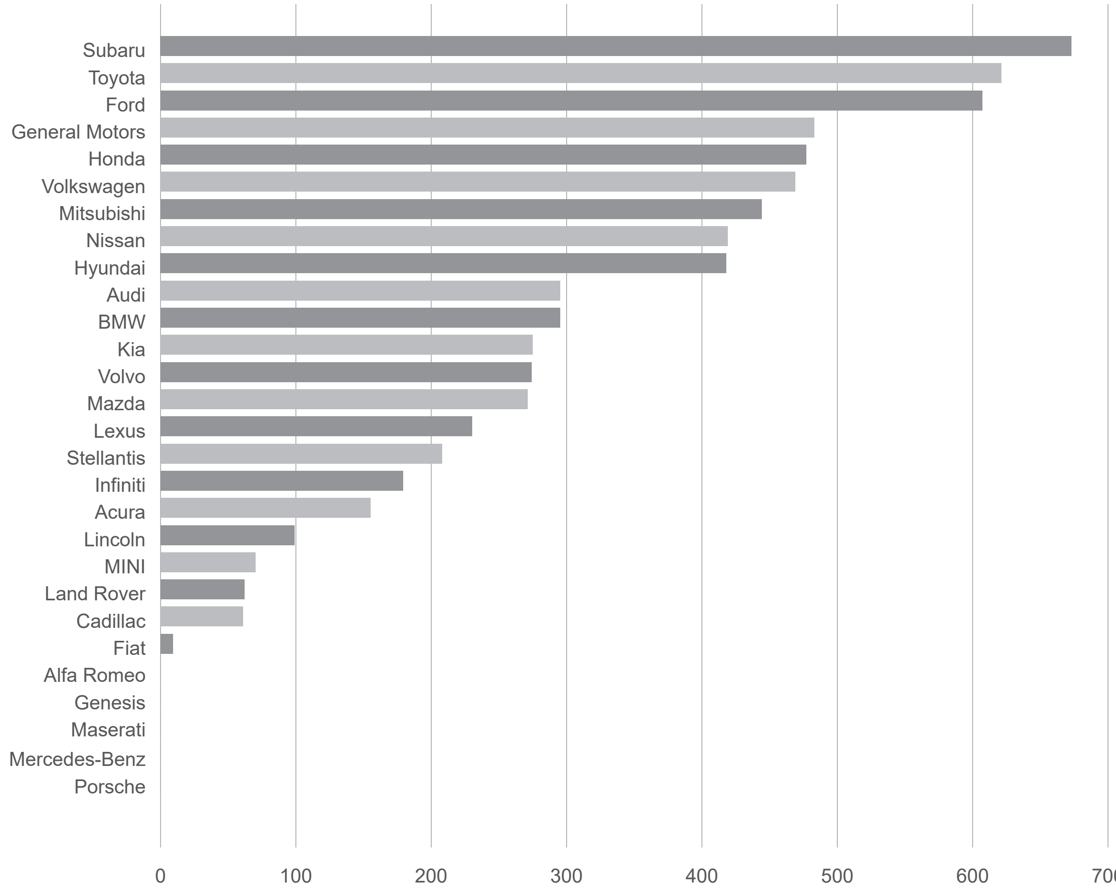
❍ Above National Average
● Below National Average

Notes:
[1]Affiliated brands include Cadillac, Fiat, Genesis, Lincoln and MINI
Source: DesRosiers Automotive Consultants Inc., CADA, GAC and CVMA

NEW BRUNSWICK

- New Brunswick saw a decrease of 5 dealer franchise counts as of December 2025, down to 110 from 115 as of December 2024. Stellantis, Fiat, Hyundai, Kia, and Mercedes-Benz all saw decrease of one dealer franchise.
- Average sales per dealer franchise in the province reached 395 units compared to a national average of 500. In percentage terms, New Brunswick remained 21.0% below the national average. In line with this, the majority of the brands saw their sales per dealer figures in New Brunswick land behind their national average performance. The two exceptions were Infiniti and Mitsubishi which were 26.6% and 15.4% above respectively.
- Subaru secured the highest sales per dealer franchise for the province at 673 for 2025. Toyota followed closely at 621 units on average with Ford not far off in third at 607 sales per dealer franchise on average.

NEW BRUNSWICK'S AVERAGE LIGHT VEHICLE SALES PER DEALER 2025



Source: DesRosiers Automotive Consultants Inc., CADA, CVMA, and GAC

NEW BRUNSWICK

Light Vehicle Sales per Dealer Franchise

	DEALER COUNTS As of December:		SALES PER FRANCHISE			
	2024	2025	NB 2025	CANADA 2025	PERCENT DIFFERENCE	PERFORMANCE IN 2025
Acura	1	1	155	257	-39.7%	●
Alfa Romeo	-	-	-	44	n.a.	
Audi	1	1	295	744	-60.4%	●
BMW	1	1	295	615	-52.0%	●
MINI	1	1	70	162	-56.8%	●
Ford	11	11	607	656	-7.4%	●
Lincoln	2	2	99	119	-17.1%	●
General Motors	17	17	483	631	-23.5%	●
Cadillac	4	4	61	150	-59.5%	●
Honda	7	7	477	544	-12.3%	●
Hyundai	9	8	418	650	-35.7%	●
Genesis	-	-	-	274	n.a.	
Infiniti	1	1	179	141	26.6%	❍
Jaguar Land Rover	1	-	-	-	n.a.	
Jaguar	-	-	-	42	n.a.	
Land Rover	-	1	62	306	-79.7%	●
Kia	7	6	275	480	-42.7%	●
Lexus	1	1	230	830	-72.3%	●
Maserati	-	-	-	33	n.a.	
Mazda	6	6	271	502	-45.9%	●
Mercedes-Benz	1	-	-	656	n.a.	
Mitsubishi	4	4	444	385	15.4%	❍
Nissan	6	6	419	497	-15.8%	●
Porsche	-	-	-	435	n.a.	
Stellantis	14	13	208	263	-20.6%	●
Fiat	3	2	9	18	-50.6%	●
Subaru	3	3	673	739	-8.9%	●
Toyota	9	9	621	876	-29.0%	●
Volkswagen	4	4	469	572	-18.0%	●
Volvo	1	1	274	392	-30.1%	●
SUB-TOTAL[1]	**105**	**101**				
TOTAL	**115**	**110**	**395**	**500**	**-21.0%**	●

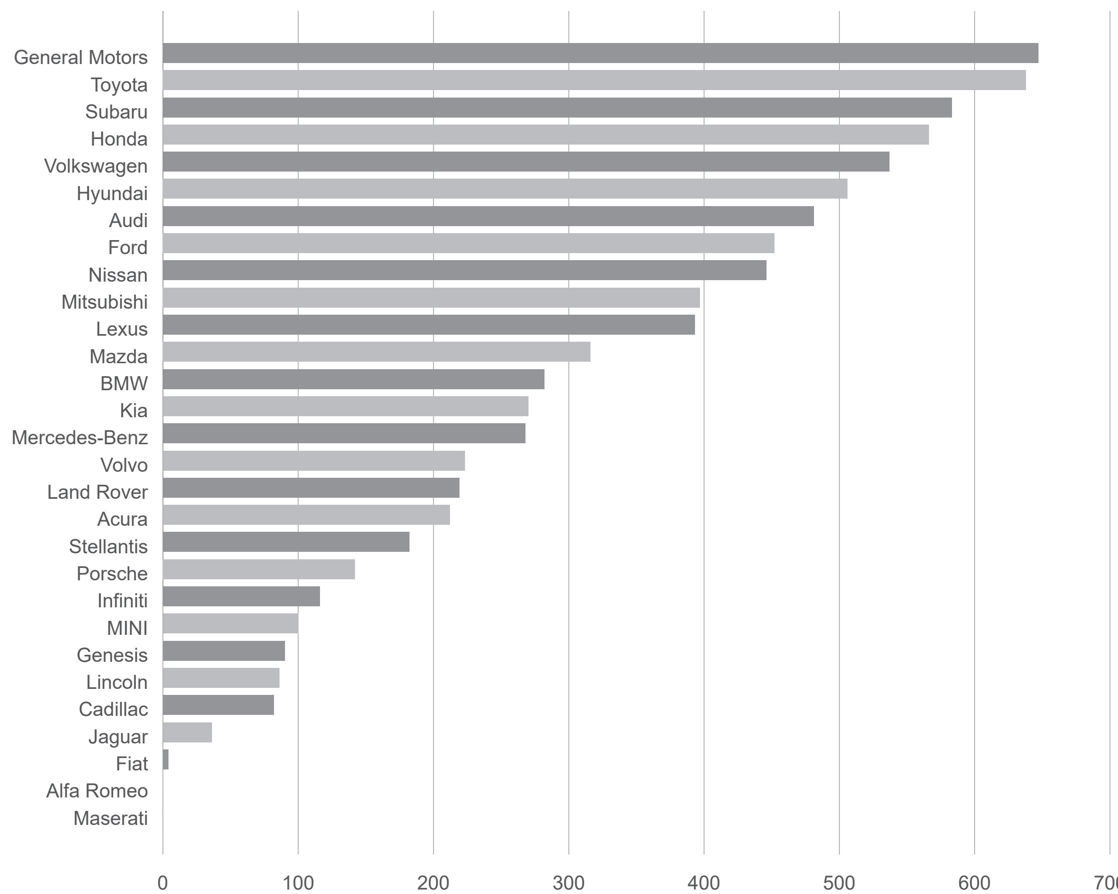
❍ Above National Average
● Below National Average

Notes:
[1]Affiliated brands include Cadillac, Fiat, Genesis, Lincoln and MINI
Source: DesRosiers Automotive Consultants Inc., CADA, GAC and CVMA

NOVA SCOTIA

- As of December 2025, Nova Scotia recorded a total of 131 dealer franchises in the province. This figure remained unchanged from December 2024, also at 131. Stellantis saw a decrease of 1 dealer franchise while the Jaguar Land Rover shift added one net dealer franchise.
- For 2025, the total average sales per dealer franchise figure for Nova Scotia reached 400 units compared to a national average of 500. In percentage terms, Nova Scotia remained 20.1% below Canada as a whole. At the brand level, Honda, Mitsubishi, and General Motors saw above average sales per dealer franchise figures in Nova Scotia, rising 3.9%, 3.0%, and 2.6% respectively.
- General Motors pulled ahead of Toyota, reaching 647 sales per dealer franchise on average. Toyota was in a very close second at 638 units with Subaru following at 583. Honda, Volkswagen, and Hyundai also noted figures above 500.

NOVA SCOTIA'S AVERAGE LIGHT VEHICLE SALES PER DEALER 2025



Source: DesRosiers Automotive Consultants Inc., CADA, CVMA, and GAC

NOVA SCOTIA

Light Vehicle Sales per Dealer Franchise

	DEALER COUNTS As of December: 2024	2025	SALES PER FRANCHISE NS 2025	CANADA 2025	PERCENT DIFFERENCE	PERFORMANCE IN 2025
Acura	1	1	212	257	-17.5%	●
Alfa Romeo	-	-	-	44	n.a.	
Audi	1	1	481	744	-35.4%	●
BMW	1	1	282	615	-54.1%	●
MINI	1	1	100	162	-38.3%	●
Ford	16	16	452	656	-31.0%	●
Lincoln	1	1	86	119	-27.6%	●
General Motors	11	11	647	631	2.6%	❍
Cadillac	3	3	82	150	-45.5%	●
Honda	10	10	566	544	3.9%	❍
Hyundai	10	10	506	650	-22.1%	●
Genesis	1	1	90	274	-67.2%	●
Infiniti	1	1	116	141	-17.9%	●
Jaguar Land Rover	1	-	-	-	n.a.	
Jaguar	-	1	36	42	-14.5%	●
Land Rover	-	1	219	306	-28.3%	●
Kia	8	8	270	480	-43.8%	●
Lexus	1	1	393	830	-52.6%	●
Maserati	-	-	-	33	n.a.	
Mazda	8	8	316	502	-37.1%	●
Mercedes-Benz	1	1	268	656	-59.1%	●
Mitsubishi	4	4	397	385	3.0%	❍
Nissan	9	9	446	497	-10.2%	●
Porsche	1	1	142	435	-67.4%	●
Stellantis	16	15	182	263	-30.9%	●
Fiat	5	5	4	18	-76.9%	●
Subaru	3	3	583	739	-21.1%	●
Toyota	10	10	638	876	-27.2%	●
Volkswagen	6	6	537	572	-6.1%	●
Volvo	1	1	223	392	-43.1%	●
SUB-TOTAL[1]	120	120				
TOTAL	131	131	400	500	-20.1%	●

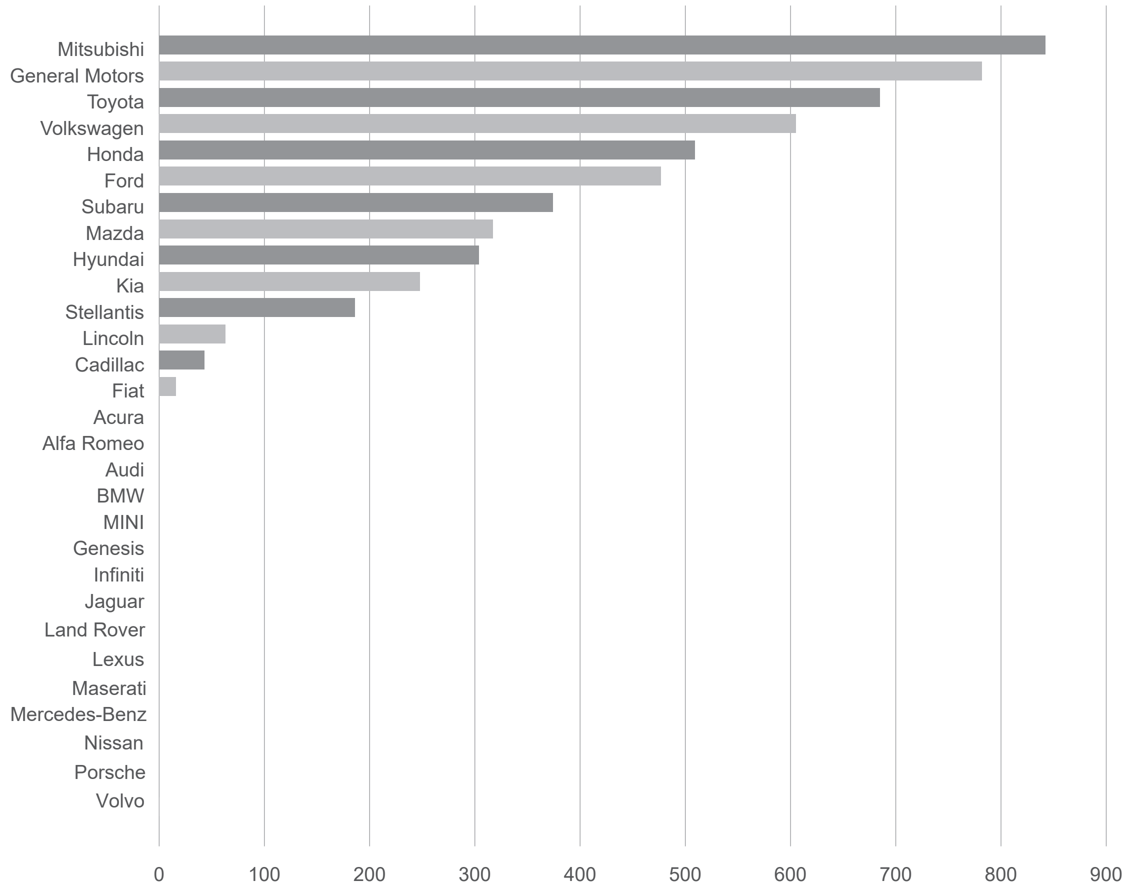
❍ Above National Average
● Below National Average

Notes:
[1]Affiliated brands include Cadillac, Fiat, Genesis, Lincoln and MINI
Source: DesRosiers Automotive Consultants Inc., CADA, GAC and CVMA

PRINCE EDWARD ISLAND

- As of December 2025, the total number of dealer franchises in Prince Edward Island remained unchanged at 24 with no shifts for any of the brands present in the province.
- Prince Edward Island's average total sales per dealer franchise settled at 386 units compared to a national average of 500 units. In percentage terms, Prince Edward Island landed 22.9% below Canada as a whole. However, Mitsubishi saw a 118.8% higher sales per dealer franchise figure in the province as compared to Mitsubishi s national performance. Similarly, General Motors landed 24.0% above with Volkswagen also 5.8% ahead.
- The highest average sales per dealer franchise figure at the brand level in Prince Edward Island was noted for Mitsubishi at 842 units, followed by General Motors at 782 and Toyota at 685.

PRINCE EDWARD ISLAND'S AVERAGE LIGHT VEHICLE SALES PER DEALER 2025



Source: DesRosiers Automotive Consultants Inc., CADA, CVMA, and GAC

PRINCE EDWARD ISLAND

Light Vehicle Sales per Dealer Franchise

	DEALER COUNTS As of December: 2024	2025	SALES PER FRANCHISE PE 2025	CANADA 2025	PERCENT DIFFERENCE	PERFORMANCE IN 2025
Acura	-	-	-	257	n.a.	
Alfa Romeo	-	-	-	44	n.a.	
Audi	-	-	-	744	n.a.	
BMW	-	-	-	615	n.a.	
MINI	-	-	-	162	n.a.	
Ford	2	2	477	656	-27.2%	●
Lincoln	1	1	63	119	-47.0%	●
General Motors	2	2	782	631	24.0%	❍
Cadillac	1	1	43	150	-71.3%	●
Honda	2	2	509	544	-6.6%	●
Hyundai	2	2	304	650	-53.3%	●
Genesis	-	-	-	274	n.a.	
Infiniti	-	-	-	141	n.a.	
Jaguar Land Rover	-	-	-	-	n.a.	
Jaguar	-	-	-	42	n.a.	
Land Rover	-	-	-	306	n.a.	
Kia	2	2	248	480	-48.4%	●
Lexus	-	-	-	830	n.a.	
Maserati	-	-	-	33	n.a.	
Mazda	1	1	317	502	-36.8%	●
Mercedes-Benz	-	-	-	656	n.a.	
Mitsubishi	1	1	427	385	10.9%	❍
Nissan	2	2	421	497	-15.3%	●
Porsche	-	-	-	435	n.a.	
Stellantis	3	3	186	263	-29.2%	●
Fiat	1	1	16	18	-12.1%	●
Subaru	1	1	374	739	-49.4%	●
Toyota	2	2	685	876	-21.8%	●
Volkswagen	1	1	605	572	5.8%	❍
Volvo	-	-	-	392	n.a.	
SUB-TOTAL[1]	**21**	**21**				
TOTAL	**24**	**24**	**386**	**500**	**-22.9%**	●

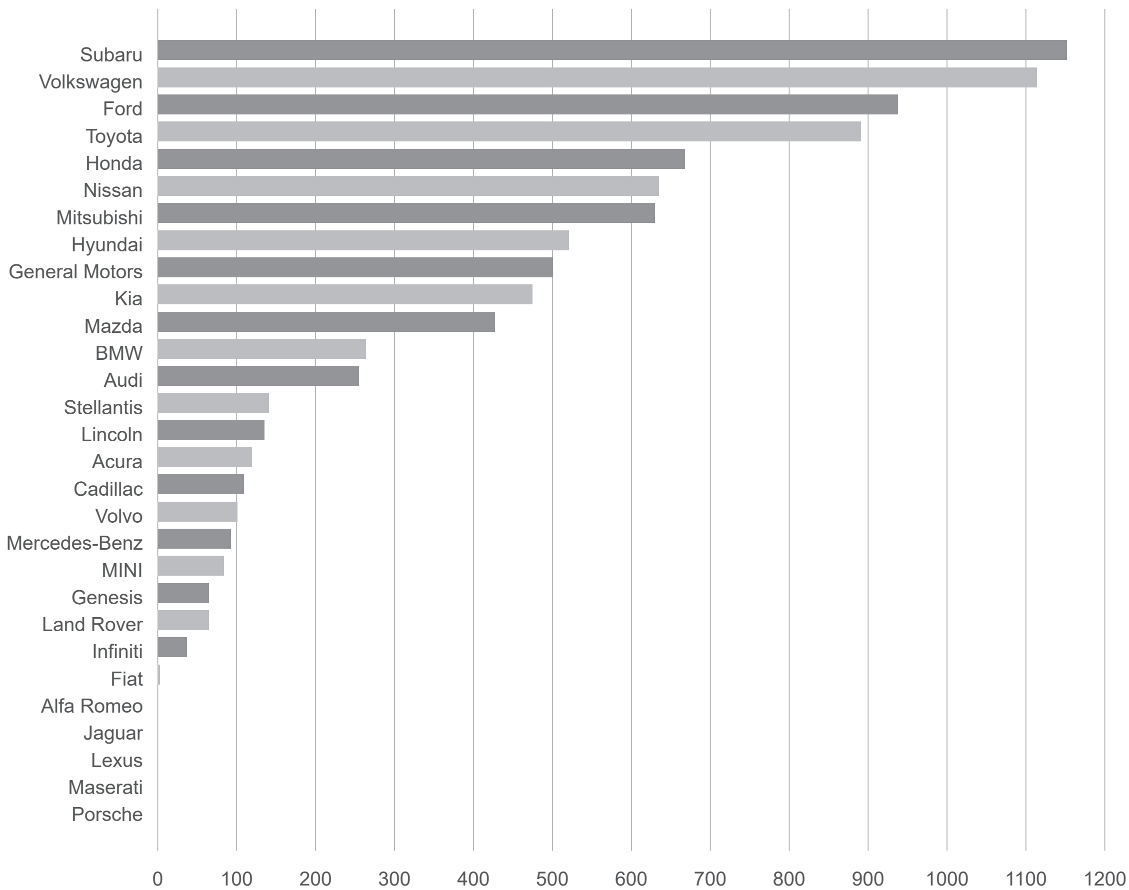
❍ Above National Average
● Below National Average

Notes:
[1]Affiliated brands include Cadillac, Fiat, Genesis, Lincoln and MINI
Source: DesRosiers Automotive Consultants Inc., CADA, GAC and CVMA

NEWFOUNDLAND

- Overall, Newfoundland saw no change in the total provincial dealer franchise count, remaining at 69 as of December 2025, the same as December 2024. Stellantis saw a decrease of one dealer franchise while Mercedes-Benz added one.
- The average sales per dealer franchise in Newfoundland reached 500 units compared to a national average that was also at 500 for the year. Beyond rounding, Newfoundland did come out very slightly ahead of the national average in strict percentage terms. Several brands came out significantly ahead in Newfoundland as compared to their overall Canadian sales per dealer franchise figures. The largest among them was Volkswagen, ahead by 94.9%.
- Subaru noted the largest sales per dealer franchise figure in the province at 1,152 units for 2025. Volkswagen followed very closely at 1,114 units. Ford and Toyota were not far off at 938 and 891 units respectively.

NEWFOUNDLAND'S AVERAGE LIGHT VEHICLE SALES PER DEALER 2025



Source: DesRosiers Automotive Consultants Inc., CADA, CVMA, and GAC

NEWFOUNDLAND

Light Vehicle Sales per Dealer Franchise

	DEALER COUNTS As of December:		SALES PER FRANCHISE			
	2024	2025	NF 2025	CANADA 2025	PERCENT DIFFERENCE	PERFORMANCE IN 2025
Acura	1	1	119	257	-53.7%	●
Alfa Romeo	-	-	-	44	n.a.	
Audi	1	1	255	744	-65.7%	●
BMW	1	1	264	615	-57.1%	●
MINI	1	1	84	162	-48.1%	●
Ford	6	6	938	656	43.1%	❍
Lincoln	1	1	135	119	13.6%	❍
General Motors	13	13	501	631	-20.6%	●
Cadillac	1	1	109	150	-27.3%	●
Honda	5	5	668	544	22.8%	❍
Hyundai	5	5	521	650	-19.9%	●
Genesis	1	1	65	274	-76.3%	●
Infiniti	1	1	37	141	-73.8%	●
Jaguar Land Rover	1	-	-	-	n.a.	
Jaguar	-	-	-	42	n.a.	
Land Rover	-	1	65	306	-78.7%	●
Kia	5	5	475	480	-1.1%	●
Lexus	-	-	-	830	n.a.	
Maserati	-	-	-	33	n.a.	
Mazda	3	3	427	502	-14.9%	●
Mercedes-Benz	1	2	93	656	-85.9%	●
Mitsubishi	1	1	630	385	63.7%	❍
Nissan	5	5	635	497	27.7%	❍
Porsche	-	-	-	435	n.a.	
Stellantis	7	6	141	263	-46.5%	●
Fiat	1	1	3	18	-83.5%	●
Subaru	1	1	1,152	739	55.9%	❍
Toyota	5	5	891	876	1.8%	❍
Volkswagen	1	1	1,114	572	94.9%	❍
Volvo	1	1	101	392	-74.2%	●
SUB-TOTAL[1]	**64**	**64**				
TOTAL	**69**	**69**	**500**	**500**	**0.1%**	❍

❍ Above National Average
● Below National Average

Notes:
[1]Affiliated brands include Cadillac, Fiat, Genesis, Lincoln and MINI
Source: DesRosiers Automotive Consultants Inc., CADA, GAC and CVMA

CANADA

- Total light vehicle sales in Canada rose 2.0% in 2025, the total number of units sold in 2025 reached 1,897,055 units. This reflects an increase of 37,506 light vehicles sold across the nation. The majority of provinces, aside from Quebec and British Columbia, saw an improvement in new light vehicle sales in total volume for 2025.
- Ontario led in terms of volume with total sales reaching 761,996 units sold in 2025, with an increase of 3.1% over 2024. Following at a distance was Quebec with 448,556 units sold, which had a decrease of -3.2%. In terms of percent change, Nova Scotia held the top spot with an improvement of 11.7% over 2024 at 52,537 units sold, while Saskatchewan followed at 9.6% at 52,594 units sold.
- For 2025, the majority of provinces, aside from Quebec and British Colombia, noted an increase in the number of vehicle sales when compared to the previous year. The provinces that witnessed the largest year-over-year gains were Nova Scotia (11.7%), Saskatchewan (9.6%), and Newfoundland (8.9%). Manitoba (7.6%), New Brunswick (7.2%), and Prince Edward Island (6.5%) were the only other provinces to see increases over 5% from the previous year.
- The Honda Civic was the best-selling passenger car in 2025 with 31,054 units sold. In second was the Toyota Corolla at 25,105 units sold, followed closely by the Hyundai Elantra in third place, at 24,248 units sold for the year.
- The Ford F-Series continues to lead the light truck sales with 138,470 units sold in 2025. Toyota RAV4 was the second most popular light truck purchased by Canadians at 75,573 units sold. The GMC Sierra wrapped up the top three most popular light trucks sold in Canada, with 59,962 units sold in 2025. The Honda CR-V and Chevrolet Silverado were the only other light trucks to amass over 50,000 units sold in 2025.

Top 10 Passenger Car and Light Truck Sales

	PASSENGER CAR	SALES	LIGHT TRUCK	SALES
1	Honda Civic	31,054	Ford F-Series	138,470
2	Toyota Corolla	25,105	Toyota RAV4	75,573
3	Hyundai Elantra	24,248	GMC Sierra	59,962
4	Volkswagen Jetta	15,849	Honda CR-V	55,987
5	Mazda3	14,042	Chevrolet Silverado	54,068
6	Kia K4	13,984	Ram Pickup	42,759
7	Nissan Sentra	9,592	Hyundai Tucson	41,840
8	Toyota Prius	8,691	Nissan Rogue	36,034
9	Toyota Camry	8,268	Ford Escape	32,956
10	Nissan Versa	3,776	Subaru Crosstrek	32,534

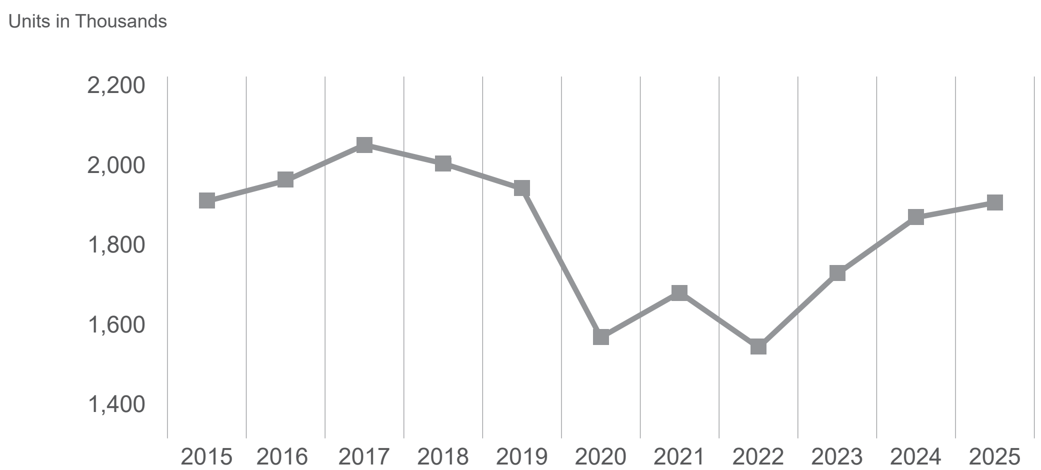
Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

CANADA

Canadian Light Vehicle Sales Profile - by Province

	2021	2022	2023	2024	2025	PERCENT CHANGE
UNITS						
British Columbia	195,603	175,183	200,070	208,399	207,138	-0.6%
Alberta	195,077	179,402	205,218	218,413	228,345	4.5%
Saskatchewan	42,653	40,949	43,540	47,983	52,594	9.6%
Manitoba	48,039	43,275	48,294	54,289	58,388	7.6%
Ontario	662,935	625,388	702,961	738,748	761,996	3.1%
Quebec	409,409	368,578	407,291	463,534	448,556	-3.2%
New Brunswick	36,726	32,890	35,795	40,649	43,571	7.2%
Nova Scotia	44,549	37,522	41,533	47,016	52,537	11.7%
PEI	8,002	6,869	7,567	8,761	9,332	6.5%
Newfoundland	28,657	24,171	26,787	31,757	34,598	8.9%
TOTAL	**1,671,650**	**1,534,227**	**1,719,056**	**1,859,549**	**1,897,055**	**2.0%**
MARKET SHARES						
British Columbia	11.7%	11.4%	11.6%	11.2%	10.9%	
Alberta	11.7%	11.7%	11.9%	11.7%	12.0%	
Saskatchewan	2.6%	2.7%	2.5%	2.6%	2.8%	
Manitoba	2.9%	2.8%	2.8%	2.9%	3.1%	
Ontario	39.7%	40.8%	40.9%	39.7%	40.2%	
Quebec	24.5%	24.0%	23.7%	24.9%	23.6%	
New Brunswick	2.2%	2.1%	2.1%	2.2%	2.3%	
Nova Scotia	2.7%	2.4%	2.4%	2.5%	2.8%	
PEI	0.5%	0.4%	0.4%	0.5%	0.5%	
Newfoundland	1.7%	1.6%	1.6%	1.7%	1.8%	
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	

CANADIAN LIGHT VEHICLE SALES 2015 TO 2025



Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

CANADA

Canadian Light Vehicle Sales Profile - by Company

	2020	2021	2022	2023	2024	2025	PERCENT CHANGE	MARKET SHARE 2024	MARKET SHARE 2025
Acura	14,281	16,404	11,412	12,093	11,981	13,108	9.4%	0.6%	0.7%
Alfa Romeo	693	919	911	1,106	887	660	-25.6%	0.0%	0.0%
Audi	25,895	28,790	29,137	35,076	33,644	37,201	10.6%	1.8%	2.0%
BMW	25,493	30,651	27,866	31,021	30,623	31,354	2.4%	1.6%	1.7%
Fiat	228	79	54	46	1,316	2,439	85.3%	0.1%	0.1%
Ford	239,368	243,447	240,325	239,790	278,571	293,894	5.5%	15.0%	15.5%
General Motors	218,501	217,475	228,003	263,084	294,315	299,813	1.9%	15.8%	15.8%
Genesis	1,462	4,569	5,749	6,617	7,040	8,221	16.8%	0.4%	0.4%
Honda	125,962	131,254	91,882	112,535	123,711	128,449	3.8%	6.7%	6.8%
Hyundai	112,358	126,610	112,559	115,668	131,715	146,184	11.0%	7.1%	7.7%
Infiniti	5,783	5,838	5,446	6,208	6,300	5,372	-14.7%	0.3%	0.3%
Jaguar	2,144	1,846	1,020	1,118	1,272	1,095	-13.9%	0.1%	0.1%
Kia	72,452	79,198	68,258	84,768	86,657	94,622	9.2%	4.7%	5.0%
Land Rover	8,281	8,697	5,526	7,385	8,949	9,475	5.9%	0.5%	0.5%
Lexus	20,822	25,907	25,023	31,199	29,704	33,187	11.7%	1.6%	1.7%
Maserati	358	612	620	915	611	395	-35.4%	0.0%	0.0%
Mazda	57,773	62,201	49,874	58,637	72,226	81,746	13.2%	3.9%	4.3%
Mercedes-Benz	35,396	36,240	34,316	35,948	34,484	37,382	8.4%	1.9%	2.0%
MINI	4,375	4,244	3,758	4,415	4,108	5,022	22.2%	0.2%	0.3%
Mitsubishi	16,092	23,644	22,101	35,708	38,921	37,335	-4.1%	2.1%	2.0%
Nissan	82,667	92,567	70,965	85,170	96,792	104,370	7.8%	5.2%	5.5%
Porsche	7,402	9,141	9,195	10,644	10,374	10,010	-3.5%	0.6%	0.5%
smart	1	-	-	-	-	-	n.a.	0.0%	0.0%
Stellantis	177,831	160,484	168,214	157,085	127,742	111,621	-12.6%	6.9%	5.9%
Subaru	52,129	56,870	44,009	54,966	68,043	70,953	4.3%	3.7%	3.7%
Tesla	22,140	33,352	45,720	54,981	55,188	18,359	-66.7%	3.0%	1.0%
Toyota	170,598	199,308	175,181	196,261	209,229	216,258	3.4%	11.3%	11.4%
Volkswagen	49,830	60,299	46,951	63,757	81,742	84,030	2.8%	4.4%	4.4%
Volvo	9,213	11,104	10,289	12,865	13,404	14,500	8.2%	0.7%	0.8%
TOTAL	**1,559,528**	**1,671,750**	**1,534,364**	**1,719,066**	**1,859,549**	**1,897,055**	**2.0%**	**100.0%**	**100.00%**

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

BRITISH COLUMBIA

Top 10 Passenger Car and Light Truck Sales

	PASSENGER CAR	SALES	LIGHT TRUCK	SALES
1	Honda Civic	4,125	Ford F-Series	14,862
2	Toyota Corolla	3,335	Toyota RAV4	8,647
3	Hyundai Elantra	2,102	Honda CR-V	7,107
4	Toyota Prius	1,946	GMC Sierra	4,937
5	Mazda3	1,797	Chevrolet Silverado	4,715
6	Volkswagen Jetta	1,554	Tesla Model Y	4,480
7	Kia K4	1,149	Nissan Rogue	3,851
8	Nissan Sentra	993	Ram Pickup	3,753
9	Tesla Model 3	944	Mazda CX5	3,457
10	Toyota Camry	819	Toyota Tacoma	3,184

British Columbia Light Vehicle Sales Profile - by Company

	BRITISH COLUMBIA 2024	BRITISH COLUMBIA 2025	MARKET SHARE 2024	MARKET SHARE 2025	PERCENT CHANGE	BC PERFORMANCE 2025
Acura	1,266	1,281	0.6%	0.6%	1.2%	❍
Alfa Romeo	34	48	0.0%	0.0%	41.2%	❍
Audi	4,419	4,706	2.1%	2.3%	6.5%	❍
BMW	4,513	4,512	2.2%	2.2%	0.0%	●
Fiat	106	470	0.1%	0.2%	343.4%	❍
Ford	29,454	30,286	14.1%	14.6%	2.8%	❍
General Motors	23,945	24,753	11.5%	12.0%	3.4%	❍
Genesis	672	726	0.3%	0.4%	8.0%	❍
Honda	14,673	15,383	7.0%	7.4%	4.8%	❍
Hyundai	9,954	11,730	4.8%	5.7%	17.8%	❍
Infiniti	544	474	0.3%	0.2%	-12.9%	●
Jaguar	173	151	0.1%	0.1%	-12.7%	●
Kia	9,115	9,611	4.4%	4.6%	5.4%	❍
Land Rover	1,641	1,818	0.8%	0.9%	10.8%	❍
Lexus	4,827	5,284	2.3%	2.6%	9.5%	❍
Maserati	59	23	0.0%	0.0%	-61.0%	●
Mazda	8,950	9,802	4.3%	4.7%	9.5%	❍
Mercedes-Benz	4,886	4,884	2.3%	2.4%	0.0%	●
MINI	641	720	0.3%	0.3%	12.3%	❍
Mitsubishi	5,616	5,470	2.7%	2.6%	-2.6%	●
Nissan	9,872	11,114	4.7%	5.4%	12.6%	❍
Porsche	1,959	1,917	0.9%	0.9%	-2.1%	●
Stellantis	9,830	8,069	4.7%	3.9%	-17.9%	●
Subaru	7,658	7,898	3.7%	3.8%	3.1%	❍
Tesla	15,362	5,888	7.4%	2.8%	-61.7%	●
Toyota	28,275	29,396	13.6%	14.2%	4.0%	❍
Volkswagen	8,423	8,992	4.0%	4.3%	6.8%	❍
Volvo	1,532	1,732	0.7%	0.8%	13.1%	❍
TOTAL LIGHT VEHICLE	**208,399**	**207,138**	**100%**	**100%**	**-0.6%**	●

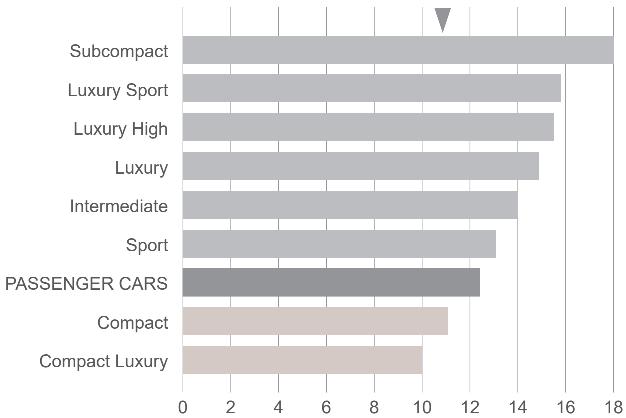
❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

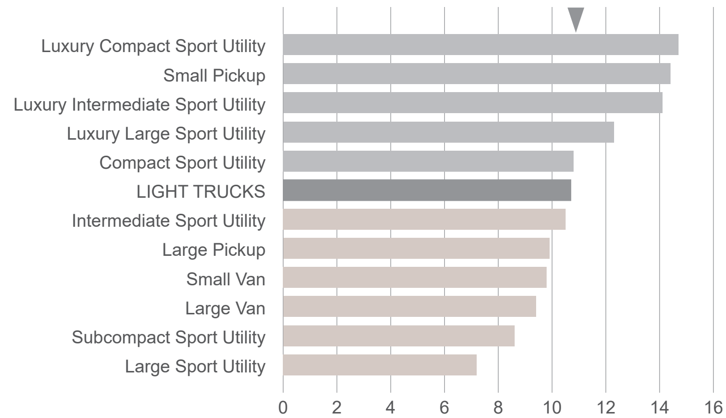
BRITISH COLUMBIA

British Columbia's Share of Canadian Sales by Segment | *Light Vehicle Market Share = 10.9%*

PASSENGER CARS



LIGHT TRUCKS



British Columbia Light Vehicle Sales Profile - by Segment

	BRITISH COLUMBIA 2024	BRITISH COLUMBIA 2025	MARKET SHARE 2024	MARKET SHARE 2025	PERCENT CHANGE	BC PERFORMANCE 2025
LIGHT VEHICLE SALES	**208,399**	**207,138**			**-0.6%**	●
PASSENGER CAR	**31,034**	**29,150**	**100.0%**	**100%**	**-6.1%**	●
Subcompact	932	1,439	3.0%	4.9%	54.4%	❍
Compact	13,574	15,320	43.7%	52.6%	12.9%	❍
Sport	2,585	2,204	8.3%	7.6%	-14.7%	●
Intermediate	4,018	3,922	12.9%	13.5%	-2.4%	●
Luxury Compact	698	796	2.2%	2.7%	14.0%	●
Luxury	6,938	3,138	22.4%	10.8%	-54.8%	●
Luxury High	1,234	1,084	4.0%	3.7%	-12.2%	●
Luxury Sport	1,055	1,247	3.4%	4.3%	18.2%	❍
LIGHT TRUCKS	**177,365**	**177,988**	**100.0%**	**100%**	**0.4%**	❍
Subcompact Sport Utility	17,564	19,866	9.9%	11.2%	13.1%	❍
Compact Sport Utility	58,066	59,569	32.7%	33.5%	2.6%	❍
Intermediate Sport Utility	18,735	18,806	10.6%	10.6%	0.4%	❍
Large Sport Utility	2,318	2,304	1.3%	1.3%	-0.6%	●
Luxury Compact Sport Utility	22,257	18,066	12.5%	10.2%	-18.8%	●
Luxury Intermediate Sport Utility	7,950	8,479	4.5%	4.8%	6.7%	❍
Luxury Large Sport Utility	2,730	2,342	1.5%	1.3%	-14.2%	●
Small Pickup	7,076	9,108	4.0%	5.1%	28.7%	❍
Large Pickup	32,887	31,017	18.5%	17.4%	-5.7%	●
Small Van	3,454	4,269	1.9%	2.4%	23.6%	❍
Large Van	4,328	4,162	2.4%	2.3%	-3.8%	●

Note: Historical revisions are due to model segmentation change

❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

ALBERTA

Top 10 Passenger Car and Light Truck Sales

	PASSENGER CAR	SALES	LIGHT TRUCK	SALES
1	Toyota Corolla	1,803	Ford F-Series	28,258
2	Honda Civic	1,753	GMC Sierra	13,846
3	Hyundai Elantra	1,716	Chevrolet Silverado	10,143
4	Volkswagen Jetta	1,513	Toyota RAV4	9,980
5	Mazda3	1,124	Ram Pickup	7,253
6	Nissan Sentra	907	Honda CR-V	5,555
7	Kia K4	875	Nissan Rogue	4,573
8	Toyota Camry	818	Ford Escape	3,400
9	Nissan Versa	570	Ford Bronco Sport	3,390
10	Toyota Prius	489	Hyundai Tucson	3,183

Alberta Light Vehicle Sales Profile - by Company

	ALBERTA		MARKET SHARE		PERCENT	AB PERFORMANCE
	2024	2025	2024	2025	CHANGE	2025
Acura	1,599	1,767	0.7%	0.8%	10.5%	❍
Alfa Romeo	83	36	0.0%	0.0%	-56.6%	●
Audi	2,363	2,904	1.1%	1.3%	22.9%	❍
BMW	2,000	2,086	0.9%	0.9%	4.3%	❍
Fiat	13	26	0.0%	0.0%	100.0%	❍
Ford	44,660	48,960	20.4%	21.4%	9.6%	❍
General Motors	46,000	48,988	21.1%	21.5%	6.5%	❍
Genesis	891	986	0.4%	0.4%	10.7%	❍
Honda	10,387	11,219	4.8%	4.9%	8.0%	❍
Hyundai	9,869	10,665	4.5%	4.7%	8.1%	❍
Infiniti	670	598	0.3%	0.3%	-10.7%	●
Jaguar	187	157	0.1%	0.1%	-16.0%	●
Kia	5,443	6,260	2.5%	2.7%	15.0%	❍
Land Rover	1,090	1,059	0.5%	0.5%	-2.8%	●
Lexus	4,575	5,724	2.1%	2.5%	25.1%	❍
Maserati	63	54	0.0%	0.0%	-14.3%	●
Mazda	6,147	7,461	2.8%	3.3%	21.4%	❍
Mercedes-Benz	2,877	2,962	1.3%	1.3%	3.0%	❍
MINI	221	201	0.1%	0.1%	-9.0%	●
Mitsubishi	4,295	4,620	2.0%	2.0%	7.6%	❍
Nissan	10,759	11,966	4.9%	5.2%	11.2%	❍
Porsche	879	883	0.4%	0.4%	0.5%	❍
Stellantis	19,867	14,402	9.1%	6.3%	-27.5%	●
Subaru	5,524	5,750	2.5%	2.5%	4.1%	❍
Tesla	2,781	1,130	1.3%	0.5%	-59.4%	●
Toyota	25,479	27,240	11.7%	11.9%	6.9%	❍
Volkswagen	8,134	8,275	3.7%	3.6%	1.7%	❍
Volvo	1,557	1,966	0.7%	0.9%	26.3%	❍
TOTAL LIGHT VEHICLE	**218,413**	**228,345**	**100%**	**100%**	**4.5%**	❍

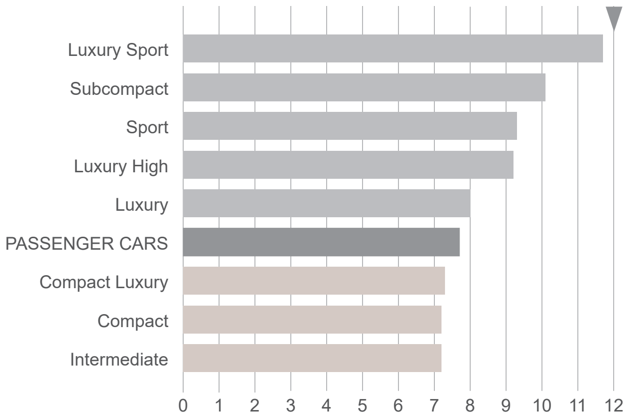
❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

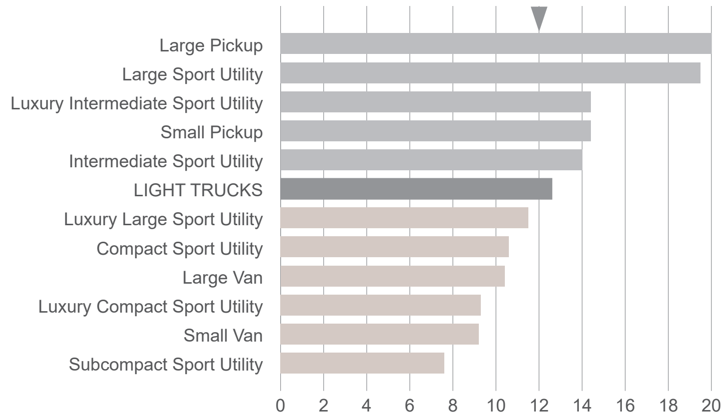
ALBERTA

Alberta's Share of Canadian Sales by Segment | *Light Vehicle Market Share = 12%*

PASSENGER CARS



LIGHT TRUCKS



Alberta Light Vehicle Sales Profile - by Segment

	ALBERTA 2024	ALBERTA 2025	MARKET SHARE 2024	MARKET SHARE 2025	PERCENT CHANGE	AB PERFORMANCE 2025
LIGHT VEHICLE SALES	**218,413**	**228,345**			**4.5%**	❍
PASSENGER CAR	**18,376**	**18,131**	**100.0%**	**100%**	**-1.3%**	●
Subcompact	839	805	4.6%	4.4%	-4.1%	●
Compact	8,522	9,895	46.4%	54.6%	16.1%	❍
Sport	2,053	1,576	11.2%	8.7%	-23.2%	●
Intermediate	2,717	2,029	14.8%	11.2%	-25.3%	●
Luxury Compact	434	580	2.4%	3.2%	33.6%	❍
Luxury	2,472	1,677	13.5%	9.2%	-32.2%	●
Luxury High	523	644	2.8%	3.6%	23.1%	❍
Luxury Sport	816	925	4.4%	5.1%	13.4%	❍
LIGHT TRUCKS	**200,037**	**210,214**	**100.0%**	**100%**	**5.1%**	❍
Subcompact Sport Utility	14,642	17,569	7.3%	8.4%	20.0%	❍
Compact Sport Utility	53,664	58,498	26.8%	27.8%	9.0%	❍
Intermediate Sport Utility	25,748	25,004	12.9%	11.9%	-2.9%	●
Large Sport Utility	5,924	6,244	3.0%	3.0%	5.4%	❍
Luxury Compact Sport Utility	10,944	11,486	5.5%	5.5%	5.0%	❍
Luxury Intermediate Sport Utility	7,492	8,668	3.7%	4.1%	15.7%	❍
Luxury Large Sport Utility	2,215	2,197	1.1%	1.0%	-0.8%	●
Small Pickup	7,020	9,115	3.5%	4.3%	29.8%	❍
Large Pickup	65,238	62,827	32.6%	29.9%	-3.7%	●
Small Van	2,970	3,993	1.5%	1.9%	34.4%	❍
Large Van	4,180	4,613	2.1%	2.2%	10.4%	❍

Note: Historical revisions are due to model segmentation change

❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

SASKATCHEWAN

Top 10 Passenger Car and Light Truck Sales

	PASSENGER CAR	SALES	LIGHT TRUCK	SALES
1	Honda Civic	358	Ford F-Series	5,656
2	Hyundai Elantra	325	GMC Sierra	3,119
3	Toyota Corolla	285	Chevrolet Silverado	3,028
4	Mazda3	242	Ram Pickup	1,865
5	Volkswagen Jetta	238	Toyota RAV4	1,482
6	Nissan Sentra	132	Honda CR-V	1,478
7	Toyota Camry	126	Ford Bronco Sport	1,270
8	Nissan Versa	102	Ford Escape	1,209
9	Ford Mustang	100	Ford Explorer	1,096
10	Kia K4	99	Hyundai Tucson	1,027

Saskatchewan Light Vehicle Sales Profile - by Company

	SASKATCHEWAN		MARKET SHARE		PERCENT CHANGE	SK PERFORMANCE
	2024	2025	2024	2025		2025
Acura	231	283	0.5%	0.5%	22.5%	❍
Alfa Romeo	-	-	0.0%	0.0%	n.a.	
Audi	312	409	0.7%	0.8%	31.1%	❍
BMW	296	323	0.6%	0.6%	9.1%	❍
Fiat	5	5	0.0%	0.0%	0.0%	
Ford	11,317	12,020	23.6%	22.9%	6.2%	❍
General Motors	13,861	15,613	28.9%	29.7%	12.6%	❍
Genesis	180	235	0.4%	0.4%	30.6%	❍
Honda	2,778	2,917	5.8%	5.5%	5.0%	❍
Hyundai	2,513	2,961	5.2%	5.6%	17.8%	❍
Infiniti	135	121	0.3%	0.2%	-10.4%	●
Jaguar	14	20	0.0%	0.0%	42.9%	❍
Kia	936	955	2.0%	1.8%	2.0%	❍
Land Rover	73	75	0.2%	0.1%	2.7%	❍
Lexus	523	592	1.1%	1.1%	13.2%	❍
Maserati	-	-	0.0%	0.0%	n.a.	
Mazda	1,363	1,642	2.8%	3.1%	20.5%	❍
Mercedes-Benz	486	536	1.0%	1.0%	10.3%	❍
MINI	24	52	0.1%	0.1%	116.7%	❍
Mitsubishi	504	587	1.1%	1.1%	16.5%	❍
Nissan	1,834	2,159	3.8%	4.1%	17.7%	❍
Porsche	127	110	0.3%	0.2%	-13.4%	●
Stellantis	4,094	3,976	8.5%	7.6%	-2.9%	●
Subaru	785	830	1.6%	1.6%	5.7%	❍
Tesla	207	206	0.4%	0.4%	-0.5%	●
Toyota	4,155	4,450	8.7%	8.5%	7.1%	❍
Volkswagen	1,147	1,411	2.4%	2.7%	23.0%	❍
Volvo	83	106	0.2%	0.2%	27.7%	❍
TOTAL LIGHT VEHICLE	**47,983**	**52,594**	**100%**	**100%**	**9.6%**	❍

**Includes Alfa Romeo*

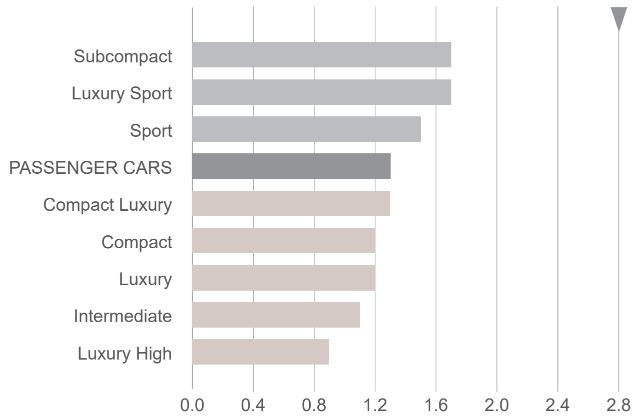
❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

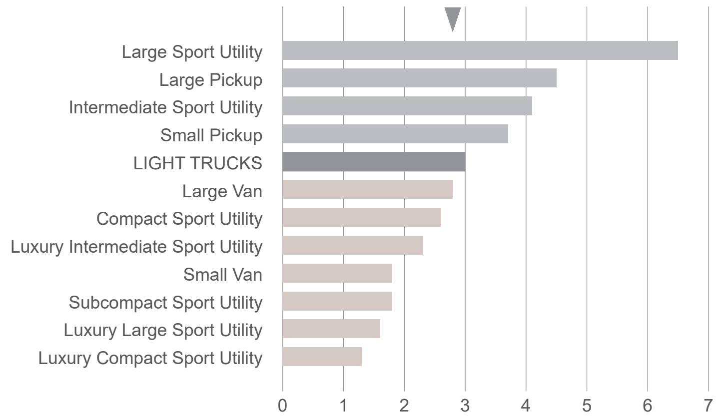
SASKATCHEWAN

Saskatchewan's Share of Canadian Sales by Segment | *Light Vehicle Market Share = 2.8%*

PASSENGER CARS



LIGHT TRUCKS



Saskatchewan Light Vehicle Sales Profile - by Segment

	SASKATCHEWAN 2024	2025	MARKET SHARE 2024	2025	PERCENT CHANGE	SK PERFORMANCE 2025
LIGHT VEHICLE SALES	**47,983**	**52,594**			**9.6%**	❍
PASSENGER CAR	**2,944**	**2,962**	**100.0%**	**100%**	**0.6%**	❍
Subcompact	102	136	3.5%	4.6%	33.3%	❍
Compact	1,616	1,711	54.9%	57.8%	5.9%	❍
Sport	283	247	9.6%	8.3%	-12.7%	●
Intermediate	479	313	16.3%	10.6%	-34.7%	●
Luxury Compact	58	100	2.0%	3.4%	72.4%	❍
Luxury	245	254	8.3%	8.6%	3.7%	❍
Luxury High	48	64	1.6%	2.2%	33.3%	❍
Luxury Sport	113	137	3.8%	4.6%	21.2%	❍
LIGHT TRUCKS	**45,039**	**49,632**	**100.0%**	**100%**	**10.2%**	❍
Subcompact Sport Utility	3,019	4,081	6.7%	8.2%	35.2%	❍
Compact Sport Utility	12,051	14,357	26.8%	28.9%	19.1%	❍
Intermediate Sport Utility	7,045	7,282	15.6%	14.7%	3.4%	❍
Large Sport Utility	1,914	2,095	4.2%	4.2%	9.5%	❍
Luxury Compact Sport Utility	1,451	1,621	3.2%	3.3%	11.7%	❍
Luxury Intermediate Sport Utility	1,188	1,400	2.6%	2.8%	17.8%	❍
Luxury Large Sport Utility	324	307	0.7%	0.6%	-5.2%	●
Small Pickup	1,701	2,326	3.8%	4.7%	36.7%	❍
Large Pickup	14,514	14,112	32.2%	28.4%	-2.8%	●
Small Van	601	797	1.3%	1.6%	32.6%	❍
Large Van	1,231	1,254	2.7%	2.5%	1.9%	❍

Note: Historical revisions are due to model segmentation change

❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

MANITOBA

Top 10 Passenger Car and Light Truck Sales

	PASSENGER CAR	SALES	LIGHT TRUCK	SALES
1	Honda Civic	1,066	Ford F-Series	5,202
2	Toyota Corolla	508	Honda CR-V	2,848
3	Hyundai Elantra	460	GMC Sierra	2,522
4	Volkswagen Jetta	407	Toyota RAV4	2,302
5	Kia K4	384	Chevrolet Silverado	1,999
6	Mazda3	318	Chevrolet Trax	1,457
7	Nissan Versa	272	Ram Pickup	1,362
8	Nissan Sentra	246	Ford Escape	1,231
9	Toyota Camry	191	Hyundai Tucson	1,059
10	Toyota Prius	112	Nissan Rogue	1,045

Manitoba Light Vehicle Sales Profile - by Company

	MANITOBA		MARKET SHARE		PERCENT CHANGE	MB PERFORMANCE
	2024	2025	2024	2025		2025
Acura	206	244	0.4%	0.4%	18.4%	❍
Alfa Romeo	47	33	0.1%	0.1%	-29.8%	●
Audi	392	425	0.7%	0.7%	8.4%	❍
BMW	260	279	0.5%	0.5%	7.3%	❍
Fiat	-	10	0.0%	0.0%	n.a.	
Ford	9,850	10,328	18.1%	17.7%	4.9%	❍
General Motors	12,892	13,861	23.7%	23.7%	7.5%	❍
Genesis	140	236	0.3%	0.4%	68.6%	❍
Honda	5,046	5,586	9.3%	9.6%	10.7%	❍
Hyundai	2,668	3,291	4.9%	5.6%	23.4%	❍
Infiniti	119	90	0.2%	0.2%	-24.4%	●
Jaguar	18	22	0.0%	0.0%	22.2%	❍
Kia	2,204	2,629	4.1%	4.5%	19.3%	❍
Land Rover	128	112	0.2%	0.2%	-12.5%	●
Lexus	553	619	1.0%	1.1%	11.9%	❍
Maserati	12	12	0.0%	0.0%	0.0%	
Mazda	1,264	1,641	2.3%	2.8%	29.8%	❍
Mercedes-Benz	468	459	0.9%	0.8%	-1.9%	●
MINI	37	46	0.1%	0.1%	24.3%	❍
Mitsubishi	904	1,030	1.7%	1.8%	13.9%	❍
Nissan	2,852	3,221	5.3%	5.5%	12.9%	❍
Porsche	211	217	0.4%	0.4%	2.8%	❍
Stellantis	3,656	3,377	6.7%	5.8%	-7.6%	●
Subaru	1,853	1,880	3.4%	3.2%	1.5%	❍
Tesla	278	247	0.5%	0.4%	-11.2%	●
Toyota	5,791	6,094	10.7%	10.4%	5.2%	❍
Volkswagen	2,226	2,151	4.1%	3.7%	-3.4%	●
Volvo	214	248	0.4%	0.4%	15.9%	❍
TOTAL LIGHT VEHICLE	**54,289**	**58,388**	**100%**	**100%**	**7.6%**	❍

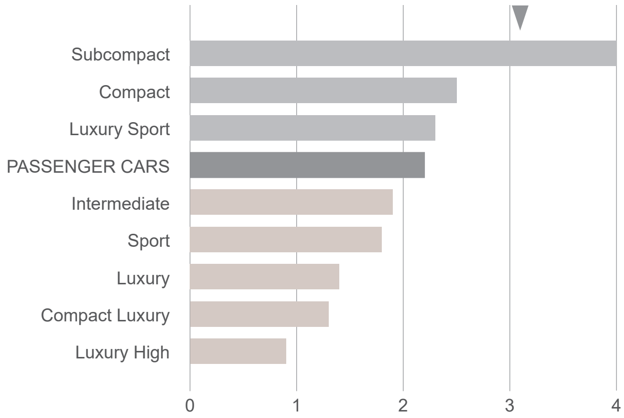
❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

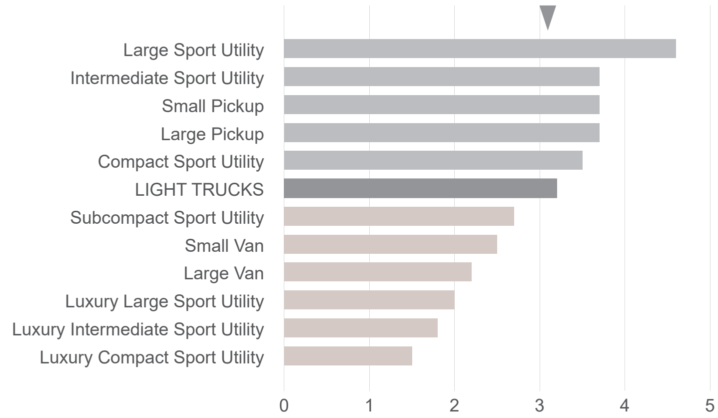
MANITOBA

Manitoba's Share of Canadian Sales by Segment | *Light Vehicle Market Share = 3.1%*

PASSENGER CARS



LIGHT TRUCKS



Manitoba Light Vehicle Sales Profile - by Segment

	MANITOBA 2024	MANITOBA 2025	MARKET SHARE 2024	MARKET SHARE 2025	PERCENT CHANGE	MB PERFORMANCE 2025
LIGHT VEHICLE SALES	**54,289**	**58,388**			**7.6%**	❍
PASSENGER CAR	**5,154**	**5,276**	**100.0%**	**100%**	**2.4%**	❍
Subcompact	262	320	5.1%	6.1%	22.1%	❍
Compact	3,119	3,461	60.5%	65.6%	11.0%	❍
Sport	407	311	7.9%	5.9%	-23.6%	●
Intermediate	722	540	14.0%	10.2%	-25.2%	●
Luxury Compact	47	106	0.9%	2.0%	125.5%	❍
Luxury	355	291	6.9%	5.5%	-18.0%	●
Luxury High	63	65	1.2%	1.2%	3.2%	❍
Luxury Sport	179	182	3.5%	3.4%	1.7%	❍
LIGHT TRUCKS	**49,135**	**53,112**	**100.0%**	**100%**	**8.1%**	❍
Subcompact Sport Utility	4,681	6,210	9.5%	11.7%	32.7%	❍
Compact Sport Utility	17,498	19,302	35.6%	36.3%	10.3%	❍
Intermediate Sport Utility	7,016	6,709	14.3%	12.6%	-4.4%	●
Large Sport Utility	1,396	1,467	2.8%	2.8%	5.1%	❍
Luxury Compact Sport Utility	1,690	1,828	3.4%	3.4%	8.2%	❍
Luxury Intermediate Sport Utility	993	1,097	2.0%	2.1%	10.5%	❍
Luxury Large Sport Utility	362	379	0.7%	0.7%	4.7%	❍
Small Pickup	1,907	2,345	3.9%	4.4%	23.0%	❍
Large Pickup	11,857	11,685	24.1%	22.0%	-1.5%	●
Small Van	801	1,103	1.6%	2.1%	37.7%	❍
Large Van	934	987	1.9%	1.9%	5.7%	❍

Note: Historical revisions are due to model segmentation change

❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

ONTARIO

Top 10 Passenger Car and Light Truck Sales

	PASSENGER CAR	SALES	LIGHT TRUCK	SALES
1	Honda Civic	15,376	Ford F-Series	49,778
2	Hyundai Elantra	11,690	Toyota RAV4	29,957
3	Toyota Corolla	8,997	Honda CR-V	24,614
4	Volkswagen Jetta	6,831	GMC Sierra	19,962
5	Mazda3	6,062	Ram Pickup	19,028
6	Kia K4	5,956	Hyundai Tucson	18,346
7	Toyota Camry	4,190	Chevrolet Silverado	17,464
8	Nissan Sentra	3,704	Ford Escape	15,635
9	Toyota Prius	2,261	Nissan Rogue	14,229
10	Honda Accord	2,167	Hyundai KONA	11,327

Ontario Light Vehicle Sales Profile - by Company

	ONTARIO 2024	ONTARIO 2025	MARKET SHARE 2024	MARKET SHARE 2025	PERCENT CHANGE	ON PERFORMANCE 2025
Acura	6,102	6,851	0.8%	0.9%	12.3%	❍
Alfa Romeo	450	388	0.1%	0.1%	-13.8%	●
Audi	15,357	17,512	2.1%	2.3%	14.0%	❍
BMW	15,227	15,478	2.1%	2.0%	1.6%	❍
Fiat	233	533	0.0%	0.1%	128.8%	❍
Ford	114,153	118,222	15.5%	15.5%	3.6%	❍
General Motors	104,437	108,983	14.1%	14.3%	4.4%	❍
Genesis	3,449	3,997	0.5%	0.5%	15.9%	❍
Honda	56,761	56,841	7.7%	7.5%	0.1%	❍
Hyundai	50,982	61,461	6.9%	8.1%	20.6%	❍
Infiniti	3,009	2,391	0.4%	0.3%	-20.5%	●
Jaguar	650	541	0.1%	0.1%	-16.8%	●
Kia	29,406	32,645	4.0%	4.3%	11.0%	❍
Land Rover	4,121	4,121	0.6%	0.5%	0.0%	
Lexus	14,151	15,214	1.9%	2.0%	7.5%	❍
Maserati	306	213	0.0%	0.0%	-30.4%	●
Mazda	27,217	31,381	3.7%	4.1%	15.3%	❍
Mercedes-Benz	17,589	19,752	2.4%	2.6%	12.3%	❍
MINI	1,626	2,279	0.2%	0.3%	40.2%	❍
Mitsubishi	9,024	9,097	1.2%	1.2%	0.8%	❍
Nissan	34,511	36,794	4.7%	4.8%	6.6%	❍
Porsche	4,697	4,446	0.6%	0.6%	-5.3%	●
Stellantis	66,320	60,474	9.0%	7.9%	-8.8%	●
Subaru	24,444	25,513	3.3%	3.3%	4.4%	❍
Tesla	18,034	7,205	2.4%	0.9%	-60.0%	●
Toyota	78,820	79,965	10.7%	10.5%	1.5%	❍
Volkswagen	32,447	34,042	4.4%	4.5%	4.9%	❍
Volvo	5,225	5,657	0.7%	0.7%	8.3%	❍
TOTAL LIGHT VEHICLE	**738,748**	**761,996**	**100%**	**100%**	**3.1%**	❍

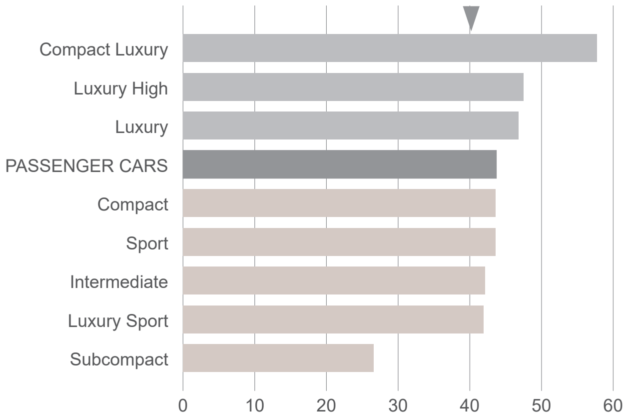
❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

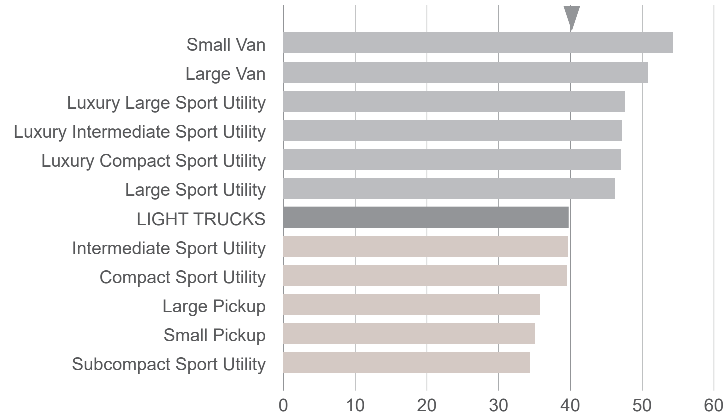
ONTARIO

Ontario's Share of Canadian Sales by Segment | *Light Vehicle Market Share = 40.2%*

PASSENGER CARS



LIGHT TRUCKS



Ontario Light Vehicle Sales Profile - by Segment

	ONTARIO 2024	ONTARIO 2025	MARKET SHARE 2024	MARKET SHARE 2025	PERCENT CHANGE	ON PERFORMANCE 2025
LIGHT VEHICLE SALES	**738,748**	**761,996**			**3.1%**	❍
PASSENGER CAR	**107,245**	**102,636**	**100.0%**	**100%**	**-4.3%**	●
Subcompact	2,115	2,125	2.0%	2.1%	0.5%	❍
Compact	57,430	60,245	53.6%	58.7%	4.9%	❍
Sport	9,394	7,366	8.8%	7.2%	-21.6%	●
Intermediate	12,655	11,836	11.8%	11.5%	-6.5%	●
Luxury Compact	3,413	4,587	3.2%	4.5%	34.4%	❍
Luxury	15,695	9,845	14.6%	9.6%	-37.3%	●
Luxury High	3,038	3,332	2.8%	3.2%	9.7%	❍
Luxury Sport	3,505	3,300	3.3%	3.2%	-5.8%	●
LIGHT TRUCKS	**631,503**	**659,360**	**100.0%**	**100%**	**4.4%**	❍
Subcompact Sport Utility	65,848	78,795	10.4%	12.0%	19.7%	❍
Compact Sport Utility	201,682	218,511	31.9%	33.1%	8.3%	❍
Intermediate Sport Utility	77,860	71,032	12.3%	10.8%	-8.8%	●
Large Sport Utility	15,341	14,837	2.4%	2.3%	-3.3%	●
Luxury Compact Sport Utility	57,833	57,923	9.2%	8.8%	0.2%	❍
Luxury Intermediate Sport Utility	26,994	28,428	4.3%	4.3%	5.3%	❍
Luxury Large Sport Utility	9,779	9,094	1.5%	1.4%	-7.0%	●
Small Pickup	16,778	22,153	2.7%	3.4%	32.0%	❍
Large Pickup	121,024	112,373	19.2%	17.0%	-7.1%	●
Small Van	16,353	23,631	2.6%	3.6%	44.5%	❍
Large Van	22,011	22,583	3.5%	3.4%	2.6%	❍

Note: Historical revisions are due to model segmentation change

❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

QUEBEC

Top 10 Passenger Car and Light Truck Sales

	PASSENGER CAR	SALES	LIGHT TRUCK	SALES
1	Toyota Corolla	8,038	Ford F-Series	25,354
2	Hyundai Elantra	5,932	Toyota RAV4	16,581
3	Honda Civic	5,550	Subaru Crosstrek	12,692
4	Kia K4	4,510	Hyundai KONA	12,517
5	Volkswagen Jetta	3,904	Chevrolet Silverado	12,066
6	Mazda3	3,466	Hyundai Tucson	11,766
7	Toyota Prius	3,434	GMC Sierra	11,289
8	Nissan Sentra	2,765	Kia Sportage	9,127
9	Toyota Camry	1,578	Honda CR-V	7,803
10	Subaru Impreza	1,452	Kia Seltos	7,674

Quebec Light Vehicle Sales Profile - by Company

	QUEBEC		MARKET SHARE		PERCENT CHANGE	QC PERFORMANCE 2025
	2024	2025	2024	2025		
Acura	2,121	2,196	0.5%	0.5%	3.5%	❍
Alfa Romeo	273	155	0.1%	0.0%	-43.2%	●
Audi	9,946	10,214	2.1%	2.3%	2.7%	❍
BMW	7,551	7,835	1.6%	1.7%	3.8%	❍
Fiat	930	1,337	0.2%	0.3%	43.8%	❍
Ford	49,748	53,105	10.7%	11.8%	6.7%	❍
General Motors	71,951	63,580	15.5%	14.2%	-11.6%	●
Genesis	1,564	1,886	0.3%	0.4%	20.6%	❍
Honda	21,370	23,145	4.6%	5.2%	8.3%	❍
Hyundai	45,503	44,463	9.8%	9.9%	-2.3%	●
Infiniti	1,514	1,366	0.3%	0.3%	-9.8%	●
Jaguar	174	167	0.0%	0.0%	-4.0%	●
Kia	33,304	35,838	7.2%	8.0%	7.6%	❍
Land Rover	1,564	1,944	0.3%	0.4%	24.3%	❍
Lexus	4,560	5,131	1.0%	1.1%	12.5%	❍
Maserati	171	93	0.0%	0.0%	-45.6%	●
Mazda	22,072	24,071	4.8%	5.4%	9.1%	❍
Mercedes-Benz	7,641	8,225	1.6%	1.8%	7.6%	❍
MINI	1,353	1,470	0.3%	0.3%	8.6%	❍
Mitsubishi	14,129	12,111	3.0%	2.7%	-14.3%	●
Nissan	27,842	28,571	6.0%	6.4%	2.6%	❍
Porsche	2,365	2,295	0.5%	0.5%	-3.0%	●
Stellantis	17,450	14,488	3.8%	3.2%	-17.0%	●
Subaru	22,778	23,786	4.9%	5.3%	4.4%	❍
Tesla	17,683	3,229	3.8%	0.7%	-81.7%	●
Toyota	50,337	51,318	10.9%	11.4%	1.9%	❍
Volkswagen	23,418	22,344	5.1%	5.0%	-4.6%	●
Volvo	4,222	4,193	0.9%	0.9%	-0.7%	●
TOTAL LIGHT VEHICLE	**463,534**	**448,556**	**100%**	**100%**	**-3.2%**	●

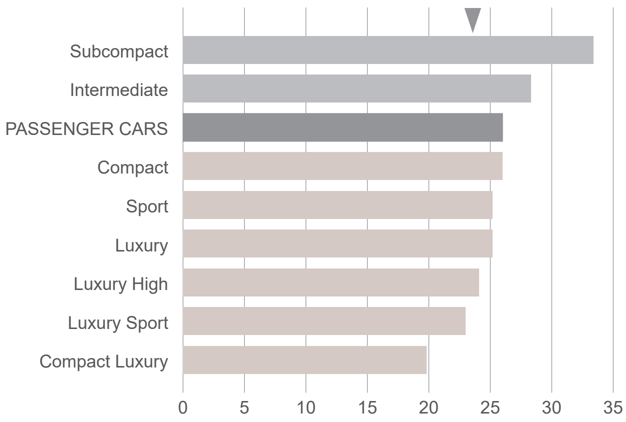
❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

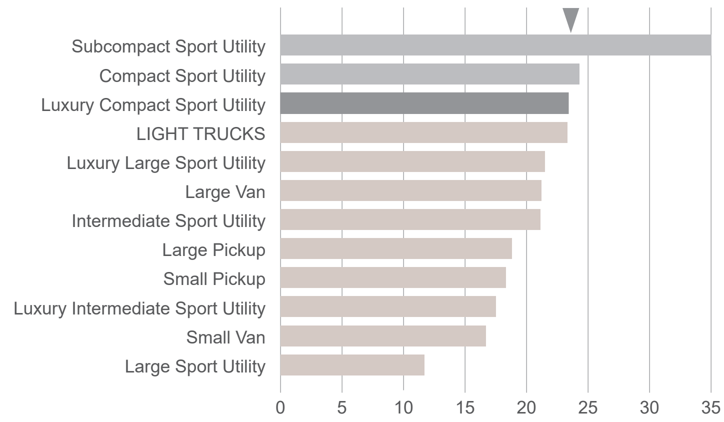
QUEBEC

Quebec's Share of Canadian Sales by Segment | *Light Vehicle Market Share = 23.6%*

PASSENGER CARS



LIGHT TRUCKS



Quebec Light Vehicle Sales Profile - by Segment

	QUEBEC 2024	2025	MARKET SHARE 2024	2025	PERCENT CHANGE	QC PERFORMANCE 2025
LIGHT VEHICLE SALES	**463,534**	**448,556**			**-3.2%**	●
PASSENGER CAR	**67,842**	**61,229**	**100.0%**	**100%**	**-9.7%**	●
Subcompact	2,642	2,667	3.9%	4.4%	0.9%	❍
Compact	34,247	35,982	50.5%	58.8%	5.1%	❍
Sport	5,231	4,264	7.7%	7.0%	-18.5%	●
Intermediate	8,468	7,952	12.5%	13.0%	-6.1%	●
Luxury Compact	1,250	1,571	1.8%	2.6%	25.7%	❍
Luxury	12,907	5,295	19.0%	8.6%	-59.0%	●
Luxury High	1,367	1,691	2.0%	2.8%	23.7%	❍
Luxury Sport	1,730	1,807	2.6%	3.0%	4.5%	❍
LIGHT TRUCKS	**395,692**	**387,327**	**100.0%**	**100%**	**-2.1%**	●
Subcompact Sport Utility	68,281	80,368	17.3%	20.7%	17.7%	❍
Compact Sport Utility	152,172	134,657	38.5%	34.8%	-11.5%	●
Intermediate Sport Utility	43,725	37,817	11.1%	9.8%	-13.5%	●
Large Sport Utility	2,998	3,752	0.8%	1.0%	25.2%	❍
Luxury Compact Sport Utility	33,897	28,749	8.6%	7.4%	-15.2%	●
Luxury Intermediate Sport Utility	9,850	10,518	2.5%	2.7%	6.8%	❍
Luxury Large Sport Utility	4,124	4,108	1.0%	1.1%	-0.4%	●
Small Pickup	8,447	11,557	2.1%	3.0%	36.8%	❍
Large Pickup	55,621	59,110	14.1%	15.3%	6.3%	❍
Small Van	5,606	7,281	1.4%	1.9%	29.9%	❍
Large Van	10,971	9,410	2.8%	2.4%	-14.2%	●

Note: Historical revisions are due to model segmentation change

❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

NEW BRUNSWICK

Top 10 Passenger Car and Light Truck Sales

	PASSENGER CAR	SALES	LIGHT TRUCK	SALES
1	Honda Civic	837	Ford F-Series	2,911
2	Toyota Corolla	682	Toyota RAV4	2,101
3	Hyundai Elantra	500	Honda CR-V	1,614
4	Volkswagen Jetta	291	GMC Sierra	1,522
5	Nissan Sentra	263	Chevrolet Silverado	1,510
6	Mazda3	197	Ram Pickup	1,437
7	Toyota Camry	187	Nissan Rogue	875
8	Kia Forte	136	Hyundai Tucson	862
9	Tesla Model 3	111	Ford Escape	859
10	Mitsubishi Mirage	110	Subaru Crosstrek	799

New Brunswick Light Vehicle Sales Profile - by Company

	NEW BRUNSWICK		MARKET SHARE		PERCENT CHANGE	NB PERFORMANCE 2025
	2024	2025	2024	2025		
Acura	145	155	0.4%	0.4%	6.9%	❍
Alfa Romeo	-	-	0.0%	0.0%	n.a.	
Audi	241	295	0.6%	0.7%	22.4%	❍
BMW	300	295	0.7%	0.7%	-1.7%	●
Fiat	11	18	0.0%	0.0%	63.6%	❍
Ford	6,575	6,871	16.2%	15.8%	4.5%	❍
General Motors	7,497	8,446	18.4%	19.4%	12.7%	❍
Genesis	-	-	0.0%	0.0%	n.a.	
Honda	3,240	3,342	8.0%	7.7%	3.1%	❍
Hyundai	3,138	3,343	7.7%	7.7%	6.5%	❍
Infiniti	124	179	0.3%	0.4%	44.4%	❍
Jaguar	-	-	0.0%	0.0%	n.a.	
Kia	1,474	1,652	3.6%	3.8%	12.1%	❍
Land Rover	79	62	0.2%	0.1%	-21.5%	●
Lexus	183	230	0.5%	0.5%	25.7%	❍
Maserati	-	-	0.0%	0.0%	n.a.	
Mazda	1,544	1,627	3.8%	3.7%	5.4%	❍
Mercedes-Benz	137	111	0.3%	0.3%	-19.0%	●
MINI	56	70	0.1%	0.2%	25.0%	❍
Mitsubishi	1,754	1,777	4.3%	4.1%	1.3%	❍
Nissan	2,292	2,512	5.6%	5.8%	9.6%	❍
Porsche	-	-	0.0%	0.0%	n.a.	
Stellantis	2,662	2,710	6.5%	6.2%	1.8%	❍
Subaru	1,882	2,020	4.6%	4.6%	7.3%	❍
Tesla	258	114	0.6%	0.3%	-55.8%	●
Toyota	5,149	5,593	12.7%	12.8%	8.6%	❍
Volkswagen	1,690	1,875	4.2%	4.3%	10.9%	❍
Volvo	218	274	0.5%	0.6%	25.7%	❍
TOTAL LIGHT VEHICLE	**40,649**	**43,571**	**100%**	**100%**	**7.2%**	❍

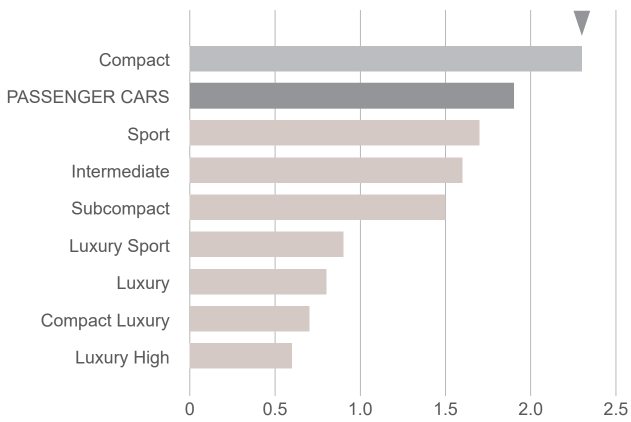
❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

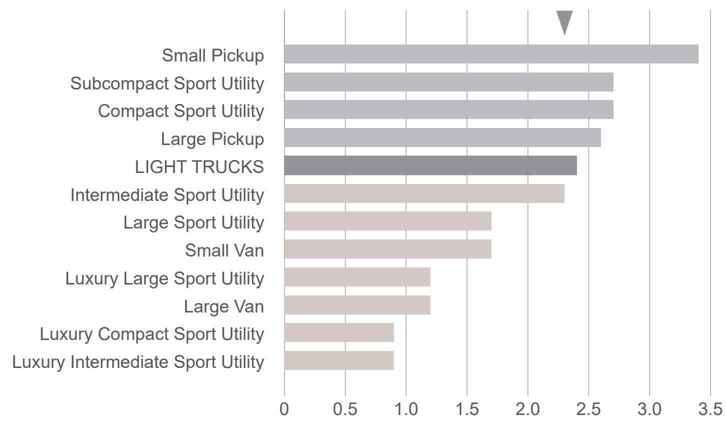
NEW BRUNSWICK

New Brunswick's Share of Canadian Sales by Segment | *Light Vehicle Market Share = 2.3%*

PASSENGER CARS



LIGHT TRUCKS



New Brunswick Light Vehicle Sales Profile - by Segment

	NEW BRUNSWICK 2024	NEW BRUNSWICK 2025	MARKET SHARE 2024	MARKET SHARE 2025	PERCENT CHANGE	NB PERFORMANCE 2025
LIGHT VEHICLE SALES	**40,649**	**43,571**			**7.2%**	❍
PASSENGER CAR	**4,556**	**4,374**	**100.0%**	**100%**	**-4.0%**	●
Subcompact	165	122	3.6%	2.8%	-26.1%	●
Compact	3,087	3,179	67.8%	72.7%	3.0%	❍
Sport	358	289	7.9%	6.6%	-19.3%	●
Intermediate	477	443	10.5%	10.1%	-7.1%	●
Luxury Compact	46	52	1.0%	1.2%	13.0%	❍
Luxury	306	175	6.7%	4.0%	-42.8%	●
Luxury High	48	42	1.1%	1.0%	-12.5%	●
Luxury Sport	69	72	1.5%	1.6%	4.3%	❍
LIGHT TRUCKS	**36,093**	**39,197**	**100.0%**	**100%**	**8.6%**	❍
Subcompact Sport Utility	5,197	6,267	14.4%	16.0%	20.6%	❍
Compact Sport Utility	13,547	14,904	37.5%	38.0%	10.0%	❍
Intermediate Sport Utility	4,585	4,146	12.7%	10.6%	-9.6%	●
Large Sport Utility	439	534	1.2%	1.4%	21.6%	❍
Luxury Comapct Sport Utility	1,056	1,088	2.9%	2.8%	3.0%	❍
Luxury Intermediate Sport Utility	484	570	1.3%	1.5%	17.8%	❍
Luxury Large Sport Utility	208	224	0.6%	0.6%	7.7%	❍
Small Pickup	1,537	2,130	4.3%	5.4%	38.6%	❍
Large Pickup	7,898	8,068	21.9%	20.6%	2.2%	❍
Small Van	433	730	1.2%	1.9%	68.6%	❍
Large Van	709	536	2.0%	1.4%	-24.4%	●

Note: Historical revisions are due to model segmentation change

❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

NOVA SCOTIA

Top 10 Passenger Car and Light Truck Sales

	PASSENGER CAR	SALES	LIGHT TRUCK	SALES
1	Honda Civic	1,273	Ford F-Series	3,219
2	Hyundai Elantra	904	Honda CR-V	2,712
3	Toyota Corolla	762	Toyota RAV4	2,355
4	Volkswagen Jetta	743	Nissan Rogue	1,526
5	Mazda3	517	Chevrolet Silverado	1,378
6	Kia K4	383	Hyundai Tucson	1,361
7	Nissan Sentra	371	GMC Sierra	1,346
8	Toyota Camry	217	Ram Pickup	1,276
9	Toyota Prius	213	Hyundai KONA	1,184
10	Nissan Versa	116	Volkswagen Taos	1,097

Nova Scotia Light Vehicle Sales Profile - by Company

	NOVA SCOTIA 2024	2025	MARKET SHARE 2024	2025	PERCENT CHANGE	NS PERFORMANCE 2025
Acura	209	212	0.4%	0.4%	1.4%	❍
Alfa Romeo	-	-	0.0%	0.0%	n.a.	
Audi	390	481	0.8%	0.9%	23.3%	❍
BMW	284	282	0.6%	0.5%	-0.7%	●
Fiat	10	21	0.0%	0.0%	110.0%	❍
Ford	6,252	7,320	13.3%	13.9%	17.1%	❍
General Motors	6,528	7,361	13.9%	14.0%	12.8%	❍
Genesis	91	90	0.2%	0.2%	-1.1%	●
Honda	5,328	5,657	11.3%	10.8%	6.2%	❍
Hyundai	4,082	5,060	8.7%	9.6%	24.0%	❍
Infiniti	148	116	0.3%	0.2%	-21.6%	●
Jaguar	50	36	0.1%	0.1%	-28.0%	●
Kia	2,069	2,161	4.4%	4.1%	4.4%	❍
Land Rover	197	219	0.4%	0.4%	11.2%	❍
Lexus	332	393	0.7%	0.7%	18.4%	❍
Maserati	-	-	0.0%	0.0%	n.a.	
Mazda	2,290	2,524	4.9%	4.8%	10.2%	❍
Mercedes-Benz	252	268	0.5%	0.5%	6.3%	❍
MINI	92	100	0.2%	0.2%	8.7%	❍
Mitsubishi	1,658	1,586	3.5%	3.0%	-4.3%	●
Nissan	3,382	4,017	7.2%	7.6%	18.8%	❍
Porsche	136	142	0.3%	0.3%	4.4%	❍
Stellantis	2,462	2,724	5.2%	5.2%	10.6%	❍
Subaru	1,603	1,750	3.4%	3.3%	9.2%	❍
Tesla	425	196	0.9%	0.4%	-53.9%	●
Toyota	5,820	6,377	12.4%	12.1%	9.6%	❍
Volkswagen	2,657	3,221	5.7%	6.1%	21.2%	❍
Volvo	269	223	0.6%	0.4%	-17.1%	●
TOTAL LIGHT VEHICLE	**47,016**	**52,537**	**100%**	**100%**	**11.7%**	❍

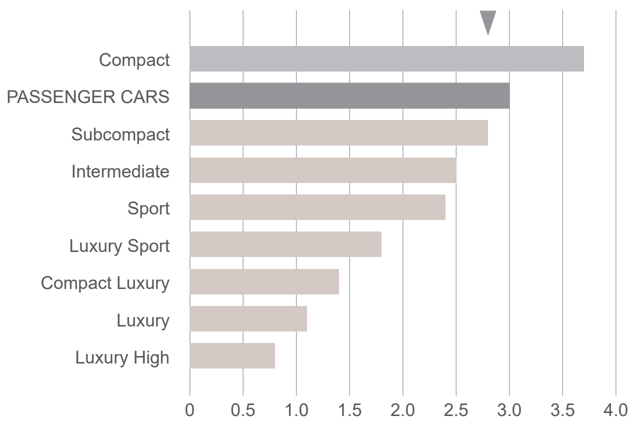
❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

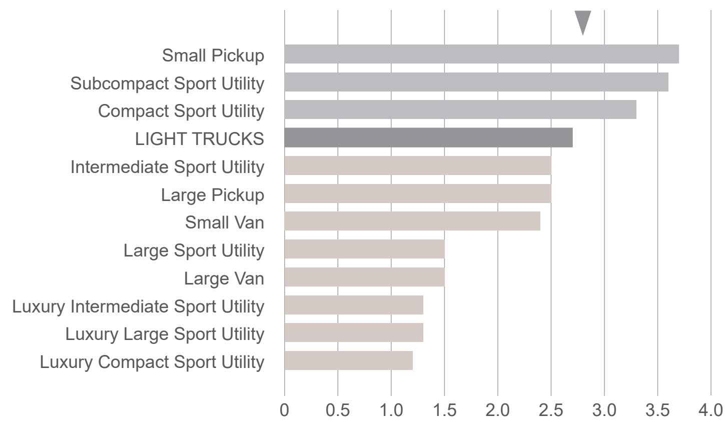
NOVA SCOTIA

Nova Scotia's Share of Canadian Sales by Segment | *Light Vehicle Market Share = 2.8%*

PASSENGER CARS



LIGHT TRUCKS



Nova Scotia Light Vehicle Sales Profile - by Segment

	NOVA SCOTIA 2024	NOVA SCOTIA 2025	MARKET SHARE 2024	MARKET SHARE 2025	PERCENT CHANGE	NS PERFORMANCE 2025
LIGHT VEHICLE SALES	**47,016**	**52,537**			**11.7%**	❍
PASSENGER CAR	**6,920**	**6,952**	**100.0%**	**100%**	**0.5%**	❍
Subcompact	341	222	4.9%	3.2%	-34.9%	●
Compact	4,593	5,084	66.4%	73.1%	10.7%	❍
Sport	470	409	6.8%	5.9%	-13.0%	●
Intermediate	885	699	12.8%	10.1%	-21.0%	●
Luxury Compact	71	109	1.0%	1.6%	53.5%	❍
Luxury	390	226	5.6%	3.3%	-42.1%	●
Luxury High	48	58	0.7%	0.8%	20.8%	❍
Luxury Sport	122	145	1.8%	2.1%	18.9%	❍
LIGHT TRUCKS	**40,096**	**45,585**	**100.0%**	**100%**	**13.7%**	❍
Subcompact Sport Utility	6,533	8,273	16.3%	18.1%	26.6%	❍
Compact Sport Utility	16,186	18,131	40.4%	39.8%	12.0%	❍
Intermediate Sport Utility	4,446	4,480	11.1%	9.8%	0.8%	❍
Large Sport Utility	470	478	1.2%	1.0%	1.7%	❍
Luxury Compact Sport Utility	1,451	1,464	3.6%	3.2%	0.9%	❍
Luxury Intermediate Sport Utility	683	760	1.7%	1.7%	11.3%	❍
Luxury Large Sport Utility	270	244	0.7%	0.5%	-9.6%	●
Small Pickup	1,541	2,324	3.8%	5.1%	50.8%	❍
Large Pickup	7,325	7,717	18.3%	16.9%	5.4%	❍
Small Van	551	1,060	1.4%	2.3%	92.4%	❍
Large Van	640	654	1.6%	1.4%	2.2%	❍

Note: Historical revisions are due to model segmentation change

❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

PRINCE EDWARD ISLAND

Top 10 Passenger Car and Light Truck Sales

	PASSENGER CAR	SALES	LIGHT TRUCK	SALES
1	Honda Civic	215	Toyota RAV4	518
2	Toyota Corolla	189	Honda CR-V	489
3	Volkswagen Jetta	133	Ford F-Series	395
4	Hyundai Elantra	108	GMC Sierra	336
5	Nissan Sentra	81	Nissan Rogue	303
6	Kia K4	73	Ram Pickup	302
7	Tesla Model 3	48	Chevrolet Silverado	265
8	Toyota Camry	46	Chevrolet Trax	264
9	Mazda3	44	Nissan Kicks	205
10	Toyota Prius	34	Hyundai Tucson	192

Prince Edward Island Light Vehicle Sales Profile - by Company

	PRINCE EDWARD ISLAND		MARKET SHARE		PERCENT CHANGE	PE PERFORMANCE
	2024	2025	2024	2025		2025
Acura	-	-	0.0%	0.0%	n.a.	
Alfa Romeo	-	-	0.0%	0.0%	n.a.	
Audi	-	-	0.0%	0.0%	n.a.	
BMW	-	-	0.0%	0.0%	n.a.	
Fiat	7	16	0.1%	0.2%	128.6%	❍
Ford	976	1,017	11.1%	10.9%	4.2%	❍
General Motors	1,453	1,607	16.6%	17.2%	10.6%	❍
Genesis	-	-	0.0%	0.0%	n.a.	
Honda	965	1,017	11.0%	10.9%	5.4%	❍
Hyundai	550	607	6.3%	6.5%	10.4%	❍
Infiniti	-	-	0.0%	0.0%	n.a.	
Jaguar	-	-	0.0%	0.0%	n.a.	
Kia	448	496	5.1%	5.3%	10.7%	❍
Land Rover	-	-	0.0%	0.0%	n.a.	
Lexus	-	-	0.0%	0.0%	n.a.	
Maserati	-	-	0.0%	0.0%	n.a.	
Mazda	269	317	3.1%	3.4%	17.8%	❍
Mercedes-Benz	-	-	0.0%	0.0%	n.a.	
MINI	-	-	0.0%	0.0%	n.a.	
Mitsubishi	444	427	5.1%	4.6%	-3.8%	●
Nissan	737	842	8.4%	9.0%	14.2%	❍
Porsche	-	-	0.0%	0.0%	n.a.	
Stellantis	586	558	6.7%	6.0%	-4.8%	●
Subaru	389	374	4.4%	4.0%	-3.9%	●
Tesla	68	79	0.8%	0.8%	16.2%	❍
Toyota	1,297	1,370	14.8%	14.7%	5.6%	❍
Volkswagen	572	605	6.5%	6.5%	5.8%	❍
Volvo			0.0%	0.0%	n.a.	
TOTAL LIGHT VEHICLE	**8,761**	**9,332**	**100%**	**100%**	**6.5%**	❍

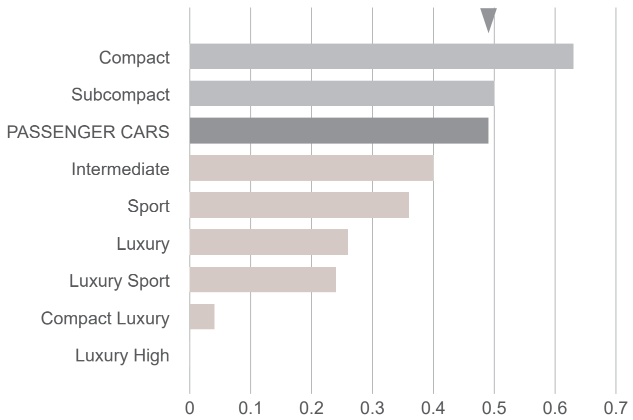
❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

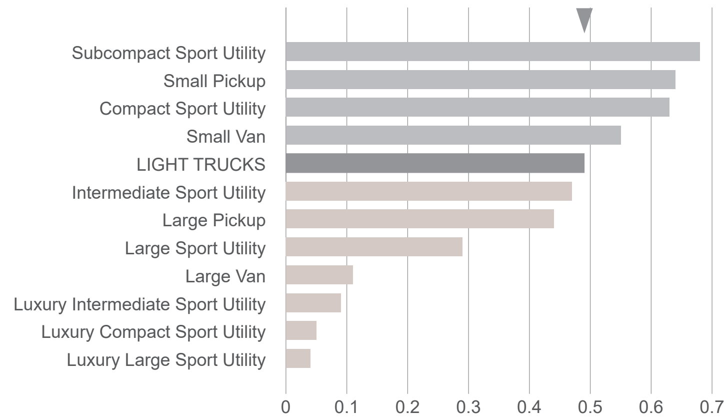
PRINCE EDWARD ISLAND

PEI's Share of Canadian Sales by Segment | *Light Vehicle Market Share = 0.49%*

PASSENGER CARS



LIGHT TRUCKS



Prince Edward Island Light Vehicle Sales Profile - by Segment

	PRINCE EDWARD ISLAND 2024	PRINCE EDWARD ISLAND 2025	MARKET SHARE 2024	MARKET SHARE 2025	PERCENT CHANGE	PE PERFORMANCE 2025
LIGHT VEHICLE SALES	**8,761**	**9,332**			**6.5%**	❍
PASSENGER CAR	**1,104**	**1,157**	**100.0%**	**100%**	**4.8%**	❍
Subcompact	41	40	3.7%	3.5%	-2.4%	●
Compact	812	869	73.6%	75.1%	7.0%	❍
Sport	77	60	7.0%	5.2%	-22.1%	●
Intermediate	109	112	9.9%	9.7%	2.8%	❍
Luxury Compact	1	3	0.1%	0.3%	200.0%	❍
Luxury	46	54	4.2%	4.7%	17.4%	❍
Luxury High	-	-	0.0%	0.0%	n.a.	
Luxury Sport	18	19	1.6%	1.6%	5.6%	❍
LIGHT TRUCKS	**7,657**	**8,175**	**100.0%**	**100%**	**6.8%**	❍
Subcompact Sport Utility	1,306	1,573	17.1%	19.2%	20.4%	❍
Compact Sport Utility	3,276	3,481	42.8%	42.6%	6.3%	❍
Intermediate Sport Utility	934	836	12.2%	10.2%	-10.5%	●
Large Sport Utility	90	94	1.2%	1.1%	4.4%	❍
Luxury Compact Sport Utility	75	67	1.0%	0.8%	-10.7%	●
Luxury Intermediate Sport Utility	40	53	0.5%	0.6%	32.5%	❍
Luxury Large Sport Utility	13	8	0.2%	0.1%	-38.5%	●
Small Pickup	293	407	3.8%	5.0%	38.9%	❍
Large Pickup	1,456	1,371	19.0%	16.8%	-5.8%	●
Small Van	136	238	1.8%	2.9%	75.0%	❍
Large Van	38	47	0.5%	0.6%	23.7%	❍

Note: Historical revisions are due to model segmentation change

❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

NEWFOUNDLAND

Top 10 Passenger Car and Light Truck Sales

	PASSENGER CAR	SALES	LIGHT TRUCK	SALES
1	Honda Civic	565	Ford F-Series	2,608
2	Toyota Corolla	525	Honda CR-V	1,762
3	Hyundai Elantra	455	Toyota RAV4	1,659
4	Kia K4	339	Nissan Rogue	1,349
5	Nissan Sentra	204	Chevrolet Silverado	1,337
6	Volkswagen Jetta	178	GMC Sierra	1,081
7	Mazda3	162	Ford Bronco Sport	1,043
8	Toyota Camry	121	Nissan Kicks	773
9	Subaru Impreza	59	Hyundai Tucson	768
10	Nissan Versa	56	Kia Sportage	750

Newfoundland Light Vehicle Sales Profile - by Company

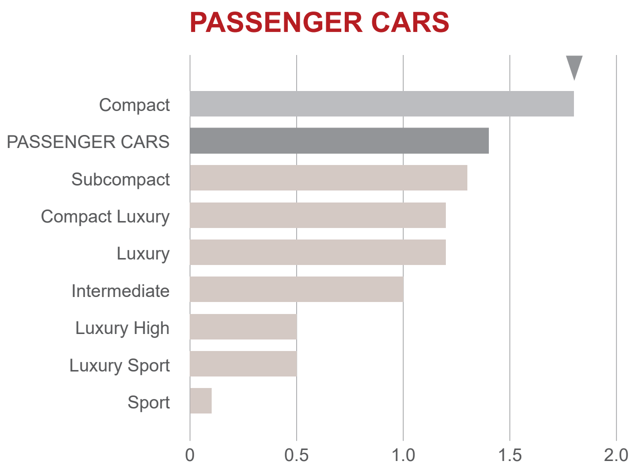
	NEWFOUNDLAND 2024	2025	MARKET SHARE 2024	2025	PERCENT CHANGE	NL PERFORMANCE 2025
Acura	102	119	0.3%	0.3%	16.7%	❍
Alfa Romeo	-	-	0.0%	0.0%	n.a.	
Audi	224	255	0.7%	0.7%	13.8%	❍
BMW	192	264	0.6%	0.8%	37.5%	❍
Fiat	1	3	0.0%	0.0%	200.0%	❍
Ford	5,586	5,765	17.6%	16.7%	3.2%	❍
General Motors	5,751	6,621	18.1%	19.1%	15.1%	❍
Genesis	53	65	0.2%	0.2%	22.6%	❍
Honda	3,163	3,342	10.0%	9.7%	5.7%	❍
Hyundai	2,456	2,603	7.7%	7.5%	6.0%	❍
Infiniti	37	37	0.1%	0.1%	0.0%	
Jaguar	6	1	0.0%	0.0%	-83.3%	●
Kia	2,258	2,375	7.1%	6.9%	5.2%	❍
Land Rover	56	65	0.2%	0.2%	16.1%	❍
Lexus	-	-	0.0%	0.0%	n.a.	
Maserati	-	-	0.0%	0.0%	n.a.	
Mazda	1,110	1,280	3.5%	3.7%	15.3%	❍
Mercedes-Benz	148	185	0.5%	0.5%	25.0%	❍
MINI	58	84	0.2%	0.2%	44.8%	❍
Mitsubishi	593	630	1.9%	1.8%	6.2%	❍
Nissan	2,711	3,174	8.5%	9.2%	17.1%	❍
Porsche	-	-	0.0%	0.0%	n.a.	
Stellantis	815	843	2.6%	2.4%	3.4%	❍
Subaru	1,127	1,152	3.5%	3.3%	2.2%	❍
Tesla	92	65	0.3%	0.2%	-29.3%	●
Toyota	4,106	4,455	12.9%	12.9%	8.5%	❍
Volkswagen	1,028	1,114	3.2%	3.2%	8.4%	❍
Volvo	84	101	0.3%	0.3%	20.2%	❍
TOTAL LIGHT VEHICLE	**31,757**	**34,598**	**100.0%**	**100.0%**	**8.9%**	❍

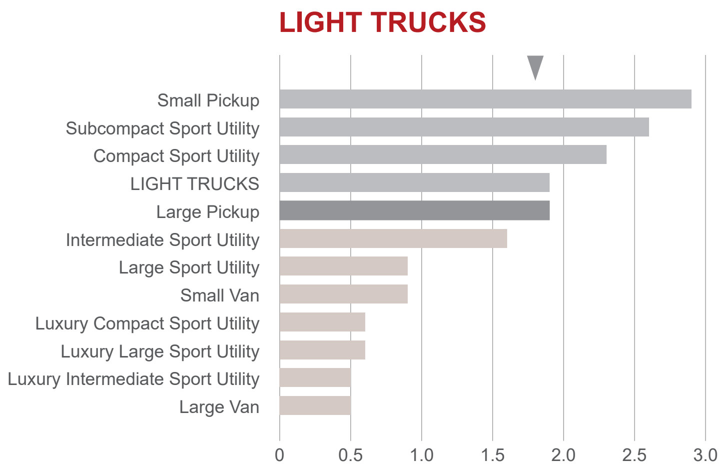
❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

NEWFOUNDLAND

Newfoundland's Share of Canadian Sales by Segment | *Light Vehicle Market Share = 1.8%*





Newfoundland Light Vehicle Sales Profile - by Segment

	NEWFOUNDLAND 2024	NEWFOUNDLAND 2025	MARKET SHARE 2024	MARKET SHARE 2025	PERCENT CHANGE	NL PERFORMANCE 2025
LIGHT VEHICLE SALES	**31,757**	**34,598**			**8.9%**	❍
PASSENGER CAR	**3,527**	**3,248**	**100.0%**	**100%**	**-7.9%**	●
Subcompact	142	103	4.0%	3.2%	-27.5%	●
Compact	2,578	2,514	73.1%	77.4%	-2.5%	●
Sport	182	162	5.2%	5.0%	-11.0%	●
Luxury Compact	47	41	1.3%	1.3%	-12.8%	●
Luxury	127	97	3.6%	3.0%	-23.6%	●
Intermediate	409	259	11.6%	8.0%	-36.7%	●
Luxury High	16	33	0.5%	1.0%	106.3%	❍
Luxury Sport	26	39	0.7%	1.2%	50.0%	❍
LIGHT TRUCKS	**28,230**	**31,350**	**100.0%**	**100%**	**11.1%**	❍
Subcompact Sport Utility	4,686	5,940	16.6%	18.9%	26.8%	❍
Compact Sport Utility	11,519	12,620	40.8%	40.3%	9.6%	❍
Intermediate Sport Utility	3,186	2,937	11.3%	9.4%	-7.8%	●
Large Sport Utility	247	283	0.9%	0.9%	14.6%	❍
Luxury Compact Sport Utility	674	796	2.4%	2.5%	18.1%	❍
Luxury Intermediate Sport Utility	223	276	0.8%	0.9%	23.8%	❍
Luxury Large Sport Utility	106	120	0.4%	0.4%	13.2%	❍
Small Pickup	1,199	1,834	4.2%	5.9%	53.0%	❍
Large Pickup	5,918	5,910	21.0%	18.9%	-0.1%	●
Small Van	253	392	0.9%	1.3%	54.9%	❍
Large Van	219	242	0.8%	0.8%	10.5%	❍

Note: Historical revisions are due to model segmentation change

❍ Above YE 2024
● Below YE 2024

Source: DesRosiers Automotive Consultants Inc., CVMA & GAC

PASSENGER CAR SEGMENT SALES

GAC SEGMENTATION	COMPANY	MODEL	YEAR END 2025	PERCENT SHARE	YEAR END 2024	PERCENT SHARE	PERCENT CHANGES
Subcompact	Chevrolet	Spark	-	0.0%	7	0.1%	0.0%
	Fiat	Fiat 500E	2,423	30.4%	1,275	16.8%	90.0%
	Kia	Rio	3	0.0%	657	8.7%	-99.5%
	Mitsubishi	Mirage	1,776	22.3%	2,932	38.7%	-39.4%
	Nissan	Micra	1	0.0%	-	0.0%	0.0%
	Nissan	Versa	3,776	47.3%	2,710	35.7%	39.3%
	TOTAL		7,979		7,581		5.2%
Compact	Chevrolet	Bolt EV	3	0.0%	286	0.2%	-99.0%
	Honda	Civic	31,054	22.5%	31,774	24.5%	-2.3%
	Honda	Insight	-	0.0%	1	0.0%	0.0%
	Hyundai	Elantra	24,248	17.5%	20,427	15.8%	18.7%
	Kia	Soul	704	0.5%	1,919	1.5%	-63.3%
	Kia	Forte	55	0.0%	8,764	6.8%	-99.4%
	Kia	K4	13,984	10.1%	1,906	1.5%	633.7%
	Mazda	Mazda3	14,042	10.2%	10,263	7.9%	36.8%
	Nissan	Leaf	177	0.1%	1,664	1.3%	-89.4%
	Nissan	Sentra	9,592	6.9%	11,541	8.9%	-16.9%
	Subaru	Impreza	3,446	2.5%	3,276	2.5%	5.2%
	Toyota	Corolla	25,105	18.2%	25,988	20.1%	-3.4%
	Volkswagen	Jetta	15,849	11.5%	11,769	9.1%	34.7%
	TOTAL		138,259		129,578		6.7%
Intermediate	Chevrolet	Malibu	588	2.1%	4,523	14.6%	-87.0%
	Chrysler	Chrysler 300	30	0.1%	265	0.9%	-88.7%
	Dodge	Charger	753	2.7%	893	2.9%	-15.7%
	Honda	Accord	3,739	13.3%	3,038	9.8%	23.1%
	Honda	Clarity	1	0.0%	-	0.0%	0.0%
	Hyundai	Sonata	2,611	9.3%	2,135	6.9%	22.3%
	Hyundai	Ioniq 6	2,235	8.0%	2,671	8.6%	-16.3%
	Kia	K5	1	0.0%	33	0.1%	-97.0%
	Nissan	Altima	1,155	4.1%	1,387	4.5%	-16.7%
	Nissan	Maxima	-	0.0%	83	0.3%	0.0%
	Subaru	Legacy	1	0.0%	138	0.4%	-99.3%
	Toyota	Prius Liftback	8,691	30.9%	5,721	18.5%	51.9%
	Toyota	Camry	8,268	29.4%	10,026	32.4%	-17.5%
	Toyota	Mirai	32	0.1%	26	0.1%	23.1%
	TOTAL		28,105		30,939		-9.2%
Sport	Chevrolet	Camaro	73	0.4%	528	2.5%	-86.2%
	Dodge	Challenger	35	0.2%	1,409	6.7%	-97.5%
	Ford	Mustang	3,695	21.9%	3,818	18.1%	-3.2%
	Honda	Prelude	73	0.4%	-	0.0%	0.0%
	Mazda	MX-5/Miata	1,054	6.2%	1,042	5.0%	1.2%
	MINI	Cooper/Cooper S	2,311	13.7%	2,152	10.2%	7.4%
	Subaru	WRX	2,626	15.5%	2,851	13.6%	-7.9%
	Subaru	BRZ	772	4.6%	775	3.7%	-0.4%
	Toyota	GR86	578	3.4%	801	3.8%	-27.8%
	Volkswagen	GTI	2,306	13.7%	3,625	17.2%	-36.4%
	Volkswagen	Golf R	3,365	19.9%	4,039	19.2%	-16.7%
	TOTAL		16,888		21,040		-19.7%

GAC SEGMENTATION	COMPANY	MODEL	YEAR END 2025	PERCENT SHARE	YEAR END 2024	PERCENT SHARE	PERCENT CHANGES
Compact Luxury	Acura	Integra	772	9.7%	840	13.8%	-8.1%
	Audi	A3	2,829	35.6%	1,318	21.7%	114.6%
	BMW	2-Series	1,063	13.4%	1,463	24.1%	-27.3%
	Cadillac	CT4	419	5.3%	402	6.6%	4.2%
	Mercedes-Benz	CLA/A-Class	2,862	36.0%	2,039	33.6%	40.4%
	TOTAL		**7,945**		**6,065**		**31.0%**
Luxury	Acura	TLX	583	2.8%	840	2.1%	-30.6%
	Alfa Romeo	Giulia	127	0.6%	103	0.3%	23.3%
	Audi	A4	237	1.1%	1,840	4.7%	-87.1%
	Audi	A5	3,255	15.5%	2,739	6.9%	18.8%
	BMW	3-Series	2,545	12.1%	2,046	5.2%	24.4%
	BMW	i4	2,248	10.7%	2,300	5.8%	-2.3%
	BMW	4-Series	1,654	7.9%	1,942	4.9%	-14.8%
	Cadillac	CT5	957	4.5%	926	2.3%	3.3%
	Genesis	G70	598	2.8%	818	2.1%	-26.9%
	Genesis	G80	170	0.8%	193	0.5%	-11.9%
	Infinit	Q50/Q60	48	0.2%	892	2.3%	-94.6%
	Kia	Stinger	-	0.0%	27	0.1%	0.0%
	Lexus	IS	1,565	7.4%	1,759	4.5%	-11.0%
	Lexus	RC	81	0.4%	121	0.3%	-33.1%
	Lexus	ES	914	4.3%	1,072	2.7%	-14.7%
	Mercedes-Benz	C Class	1,762	8.4%	1,981	5.0%	-11.1%
	Tesla	Model 3	3,565	16.9%	18,186	46.1%	-80.4%
	Toyota	Crown	361	1.7%	739	1.9%	-51.2%
	Volvo	S60	123	0.6%	551	1.4%	-77.7%
	Volvo	V60	259	1.2%	406	1.0%	-36.2%
	TOTAL		**21,052**		**39,481**		**-46.7%**
Luxury High	Audi	A6	883	12.6%	583	9.1%	51.5%
	Audi	A6 e-tron	129	1.8%	-	0.0%	0.0%
	Audi	e-tron GT	53	0.8%	93	1.5%	-43.0%
	Audi	A7	238	3.4%	175	2.7%	36.0%
	Audi	A8	40	0.6%	44	0.7%	-9.1%
	BMW	5-Series	1,109	15.8%	471	7.4%	135.5%
	BMW	7-Series	146	2.1%	137	2.1%	6.6%
	BMW	i5	343	4.9%	373	5.8%	-8.0%
	BMW	i7	86	1.2%	117	1.8%	-26.5%
	Genesis	G90	38	0.5%	22	0.3%	72.7%
	Jaguar	XF	55	0.8%	71	1.1%	-22.5%
	Lexus	LS	28	0.4%	28	0.4%	0.0%
	Maserati	Ghibli	6	0.1%	16	0.3%	-62.5%
	Maserati	Quattroporte	1	0.0%	10	0.2%	-90.0%
	Mercedes-Benz	EQE Sedan	138	2.0%	288	4.5%	-52.1%
	Mercedes-Benz	CLE Class	1,401	20.0%	552	8.6%	153.8%
	Mercedes-Benz	E Class	966	13.8%	1,259	19.7%	-23.3%
	Mercedes-Benz	S Class	331	4.7%	352	5.5%	-6.0%
	Mercedes-Benz	EQS	56	0.8%	146	2.3%	-61.6%
	Porsche	Panamera	321	4.6%	248	3.9%	29.4%
	Porsche	All Taycan	250	3.6%	360	5.6%	-30.6%
	Tesla	Model S	250	3.6%	845	13.2%	-70.4%
	Volvo	S90	2	0.0%	31	0.5%	-93.5%
	Volvo	V90	143	2.0%	164	2.6%	-12.8%
	TOTAL		**7,013**		**6,385**		**9.8%**

GAC SEGMENTATION	COMPANY	MODEL	YEAR END 2025	PERCENT SHARE	YEAR END 2024	PERCENT SHARE	PERCENT CHANGES
Luxury Sport	Acura	NSX	-	0.0%	1	0.0%	0.0%
	Audi	TT	-	0.0%	18	0.2%	0.0%
	Audi	R8	10	0.1%	138	1.8%	-92.8%
	BMW	Z4	244	3.1%	155	2.0%	57.4%
	BMW	8-Series	179	2.3%	203	2.7%	-11.8%
	Chevrolet	Corvette	2,711	34.4%	2,842	37.2%	-4.6%
	Jaguar	F-Type	92	1.2%	111	1.5%	-17.1%
	Lexus	LC	143	1.8%	128	1.7%	11.7%
	Maserati	GranTurismo	30	0.4%	30	0.4%	0.0%
	Maserati	MC20	16	0.2%	29	0.4%	-44.8%
	Mercedes-Benz	GT	445	5.7%	292	3.8%	52.4%
	Nissan	Z	556	7.1%	298	3.9%	86.6%
	Nissan	GTR	9	0.1%	36	0.5%	-75.0%
	Porsche	Boxster	468	5.9%	502	6.6%	-6.8%
	Porsche	Cayman	506	6.4%	328	4.3%	54.3%
	Porsche	911 Series	2,037	25.9%	2,208	28.9%	-7.7%
	Toyota	GR Supra	427	5.4%	314	4.1%	36.0%
	TOTAL		**7,873**		**7,633**		**3.1%**
TOTAL PASSENGER CAR			**235,114**		**248,702**		**-5.5%**

LIGHT TRUCK SEGMENT SALES

GAC SEGMENTATION	COMPANY	MODEL	YEAR END 2025	PERCENT SHARE	YEAR END 2024	PERCENT SHARE	PERCENT CHANGES
Subcompact SUV	Chevrolet	Trax	22,280	9.7%	16,575	8.6%	34.4%
	Chevrolet	Trailblazer	9,567	4.2%	10,433	5.4%	-8.3%
	Fiat	500X	16	0.0%	41	0.0%	-61.0%
	Honda	HR-V	16,128	7.0%	15,076	7.8%	7.0%
	Hyundai	Venue	14,629	6.4%	11,323	5.9%	29.2%
	Hyundai	Kona	31,745	13.8%	30,020	15.6%	5.7%
	Jeep	RENEGADE	7	0.0%	84	0.0%	-91.7%
	Kia	Seltos	21,276	9.3%	18,706	9.7%	13.7%
	Kia	Niro	10,021	4.4%	6,867	3.6%	45.9%
	MINI	Countryman	2,711	1.2%	1,956	1.0%	38.6%
	Mitsubishi	RVR	8,042	3.5%	7,402	3.8%	8.6%
	Nissan	Kicks Play	18,470	8.0%	20,153	10.5%	-8.4%
	Nissan	Kicks	22,486	9.8%	3,931	2.0%	472.0%
	Nissan	Qashqai	-	0.0%	4,774	2.5%	0.0%
	Nissan	New Leaf	418	0.2%	-	0.0%	0.0%
	Subaru	Crosstrek	32,534	14.2%	28,303	14.7%	14.9%
	Toyota	Corolla Cross	19,457	8.5%	16,848	8.8%	15.5%
	TOTAL		**229,787**		**192,492**		**19.4%**
Compact SUV	Buick	Envision	9,703	1.8%	6,541	1.2%	48.3%
	Buick	Encore GX	7,799	1.4%	7,526	1.4%	3.6%
	Buick	Envista	8,001	1.4%	6,738	1.3%	18.7%
	Chevrolet	Bolt EUV	21	0.0%	964	0.2%	-97.8%
	Chevrolet	Equinox	15,139	2.7%	11,510	2.1%	31.5%
	Chevrolet	Equinox EV	10,059	1.8%	16,989	3.2%	-40.8%
	Dodge	Hornet	1,690	0.3%	2,371	0.4%	-28.7%
	Ford	Escape	32,956	6.0%	31,037	5.8%	6.2%
	Ford	Bronco Sport	21,839	3.9%	18,924	3.5%	15.4%
	Ford	Bronco	9,747	1.8%	9,909	1.8%	-1.6%
	Honda	CR-V	55,987	10.1%	55,363	10.3%	1.1%
	Hyundai	IONIQ 5 EV	4,773	0.9%	13,484	2.5%	-64.6%
	Hyundai	Tucson	41,840	7.6%	29,837	5.5%	40.2%
	Hyundai	Santa Cruz	1,643	0.3%	2,574	0.5%	-36.2%
	Hyundai	Nexo	7	0.0%	-	0.0%	0.0%
	Jeep	Wrangler	12,952	2.3%	14,219	2.6%	-8.9%
	Jeep	Compass	11,017	2.0%	8,888	1.6%	24.0%
	Jeep	Cherokee	43	0.0%	822	0.2%	-94.8%
	Kia	Sportage	23,906	4.3%	17,985	3.3%	32.9%
	Kia	Sorento	11,545	2.1%	10,741	2.0%	7.5%
	Kia	EV6	1,191	0.2%	6,671	1.2%	-82.1%
	Mazda	CX-5	28,288	5.1%	24,644	4.6%	14.8%
	Mazda	CX-30	16,521	3.0%	14,260	2.6%	15.9%
	Mazda	MX-30	12	0.0%	272	0.1%	-95.6%
	Mazda	CX-50	8,044	1.5%	10,759	2.0%	-25.2%
	Mitsubishi	Outlander	12,688	2.3%	9,005	1.7%	40.9%
	Mitsubishi	Outlander PHEV	8,899	1.6%	14,290	2.7%	-37.7%

GAC SEGMENTATION	COMPANY	MODEL	YEAR END 2025	PERCENT SHARE	YEAR END 2024	PERCENT SHARE	PERCENT CHANGES
Compact SUV	Mitsubishi	Eclipse Cross	5,930	1.1%	5,292	1.0%	12.1%
	Nissan	Rogue	36,034	6.5%	32,737	6.1%	10.1%
	Nissan	Ariya	2,059	0.4%	3,964	0.7%	-48.1%
	Subaru	Forester	21,968	4.0%	16,376	3.0%	34.1%
	Subaru	Solterra	1,348	0.2%	2,468	0.5%	-45.4%
	Toyota	RAV4	75,573	13.7%	77,556	14.4%	-2.6%
	Toyota	bZ	3,501	0.6%	6,720	1.2%	-47.9%
	Volkswagen	Taos	24,286	4.4%	20,420	3.8%	18.9%
	Volkswagen	Tiguan	21,548	3.9%	18,397	3.4%	17.1%
	Volkswagen	ID4	4,629	0.8%	8,673	1.6%	-46.6%
	TOTAL		553,186		538,926		2.6%
Intermediate SUV	Buick	Enclave	3,023	1.7%	2,133	1.1%	41.7%
	Chevrolet	Blazer EV	2,139	1.2%	5,810	3.0%	-63.2%
	Chevrolet	BLAZER	2,610	1.5%	3,983	2.1%	-34.5%
	Chevrolet	Traverse	9,481	5.3%	5,158	2.7%	83.8%
	Ford	Explorer	15,718	8.8%	11,379	5.9%	38.1%
	Ford	Edge	615	0.3%	9,511	4.9%	-93.5%
	Ford	Mach E	8,647	4.8%	10,658	5.5%	-18.9%
	GMC	Acadia	5,503	3.1%	3,321	1.7%	65.7%
	GMC	Terrain	12,753	7.1%	16,795	8.7%	-24.1%
	Honda	Prologue	1,063	0.6%	532	0.3%	99.8%
	Honda	Passport	4,584	2.6%	2,725	1.4%	68.2%
	Honda	Pilot	7,720	4.3%	7,163	3.7%	7.8%
	Hyundai	Ioniq 9	1,433	0.8%	-	0.0%	0.0%
	Hyundai	Santa Fe	11,794	6.6%	11,334	5.9%	4.1%
	Hyundai	Palisade	9,226	5.2%	7,910	4.1%	16.6%
	Jeep	Grand Cherokee	9,093	5.1%	12,584	6.5%	-27.7%
	Kia	EV9	4,121	2.3%	4,502	2.3%	-8.5%
	Kia	Telluride	2,170	1.2%	3,414	1.8%	-36.4%
	Mazda	CX-70	5,291	3.0%	3,134	1.6%	68.8%
	Mazda	CX-9	-	0.0%	29	0.0%	0.0%
	Mazda	CX-90	8,494	4.7%	7,823	4.0%	8.6%
	Nissan	Pathfinde	3,267	1.8%	7,120	3.7%	-54.1%
	Nissan	Murano	3,542	2.0%	3,271	1.7%	8.3%
	Subaru	Outback	6,494	3.6%	11,101	5.7%	-41.5%
	Subaru	Ascent	1,764	1.0%	2,755	1.4%	-36.0%
	Toyota	Crown Signia	2,460	1.4%	648	0.3%	279.6%
	Toyota	Highlander	6,408	3.6%	9,232	4.8%	-30.6%
	Toyota	Grand Highlander	9,371	5.2%	5,031	2.6%	86.3%
	Toyota	4Runner	6,854	3.8%	3,483	1.8%	96.8%
	Toyota	Venza	15	0.0%	3,980	2.1%	-99.6%
	Toyota	Land Cruiser	2,506	1.4%	2,059	1.1%	21.7%
	Volkswagen	Atlas	7,593	4.2%	10,637	5.5%	-28.6%
	Volkswagen	Atlas Cross Sport	3,297	1.8%	4,065	2.1%	-18.9%
	TOTAL		179,049		193,280		-7.4%

GAC SEGMENTATION	COMPANY	MODEL	YEAR END 2025	PERCENT SHARE	YEAR END 2024	PERCENT SHARE	PERCENT CHANGES
Large SUV	Chevrolet	Tahoe	4,676	14.6%	4,366	14.0%	7.1%
	Chevrolet	Suburban	2,986	9.3%	2,393	7.7%	24.8%
	Dodge	Durango	8,206	25.6%	9,384	30.1%	-12.6%
	Ford	Expedition	4,125	12.9%	3,436	11.0%	20.1%
	GMC	Yukon	4,693	14.6%	4,740	15.2%	-1.0%
	GMC	Yukon XL	2,932	9.1%	3,201	10.3%	-8.4%
	Jeep	Wagoneer	983	3.1%	1,734	5.6%	-43.3%
	Jeep	Wagoneer S	690	2.2%	13	0.0%	5207.7%
	Nissan	Armada	1,157	3.6%	482	1.5%	140.0%
	Toyota	Sequoia	1,017	3.2%	1,001	3.2%	1.6%
	Toyota	LC70	623	1.9%	387	1.2%	61.0%
	TOTAL		**32,088**		**31,137**		**3.1%**
Compact Luxury SUV	Acura	RDX	5,178	4.2%	6,167	4.7%	-16.0%
	Acura	ADX	2,375	1.9%	-	0.0%	0.0%
	Alfa Romeo	Stelvio	267	0.2%	250	0.2%	6.8%
	Alfa Romeo	Tonale	266	0.2%	534	0.4%	-50.2%
	Audi	Q3	8,154	6.6%	7,680	5.8%	6.2%
	Audi	Q4 e-tron	1,042	0.8%	4,205	3.2%	-75.2%
	Audi	Q5	14,998	12.2%	10,790	8.2%	39.0%
	BMW	X2	1,761	1.4%	1,322	1.0%	33.2%
	BMW	X3	6,316	5.1%	7,128	5.4%	-11.4%
	BMW	X1	5,698	4.6%	3,915	3.0%	45.5%
	BMW	X4	651	0.5%	1,098	0.8%	-40.7%
	Cadillac	Optiq EV	3,518	2.9%	-	0.0%	0.0%
	Cadillac	XT4	2,438	2.0%	4,464	3.4%	-45.4%
	Cadillac	Lyriq EV	2,237	1.8%	3,556	2.7%	-37.1%
	Genesis	GV60	160	0.1%	254	0.2%	-37.0%
	Genesis	GV70	5,355	4.4%	4,340	3.3%	23.4%
	Infiniti	QX50	2,200	1.8%	800	0.6%	175.0%
	Infiniti	QX55	345	0.3%	320	0.2%	7.8%
	Jaguar	E-Pace	31	0.0%	74	0.1%	-58.1%
	Land Rover	Range Rover Evoque	865	0.7%	854	0.7%	1.3%
	Land Rover	Discovery Sport	239	0.2%	351	0.3%	-31.9%
	Lexus	UX	3,185	2.6%	2,978	2.3%	7.0%
	Lexus	NX	11,674	9.5%	9,196	7.0%	26.9%
	Lincoln	Corsair	2,781	2.3%	2,722	2.1%	2.2%
	Maserati	Grecale	325	0.3%	436	0.3%	-25.5%
	Mercedes-Benz	GLA	3,543	2.9%	1,590	1.2%	122.8%
	Mercedes-Benz	GLB Class	1,638	1.3%	1,460	1.1%	12.2%
	Mercedes-Benz	EQB	428	0.3%	1,347	1.0%	-68.2%
	Mercedes-Benz	GLC Class	8,747	7.1%	7,004	5.3%	24.9%
	Porsche	Macan	3,877	3.1%	3,779	2.9%	2.6%
	Tesla	Model Y	13,057	10.6%	33,140	25.2%	-60.6%
	Volvo	XC60	4,731	3.8%	4,690	3.6%	0.9%
	Volvo	C40 BEV	116	0.1%	496	0.4%	-76.6%
	Volvo	XC40	3,974	3.2%	3,420	2.6%	16.2%
	Volvo	EX30 BEV	918	0.7%	968	0.7%	-5.2%
	TOTAL		**123,088**		**131,328**		**-6.3%**

GAC SEGMENTATION	COMPANY	MODEL	YEAR END 2025	PERCENT SHARE	YEAR END 2024	PERCENT SHARE	PERCENT CHANGES
Intermediate Luxury SUV	Acura	MDX	3,940	6.5%	4,015	7.2%	-1.9%
	Acura	ZDX	260	0.4%	115	0.2%	126.1%
	Audi	Q6 e-tron	1,376	2.3%	148	0.3%	829.7%
	BMW	X5	4,343	7.2%	4,489	8.1%	-3.3%
	BMW	X6	884	1.5%	1,084	1.9%	-18.5%
	BMW	iX	996	1.7%	1,355	2.4%	-26.5%
	Cadillac	Vistiq EV	669	1.1%	-	0.0%	0.0%
	Cadillac	XT5	2,735	4.5%	2,901	5.2%	-5.7%
	Cadillac	XT6	1,167	1.9%	1,382	2.5%	-15.6%
	Genesis	GV80	1,900	3.2%	1,413	2.5%	34.5%
	Jaguar	F-Pace	847	1.4%	972	1.7%	-12.9%
	Jaguar	I-Pace	70	0.1%	44	0.1%	59.1%
	Land Rover	Discovery	201	0.3%	319	0.6%	-37.0%
	Land Rover	Range Rover Sport	2,350	3.9%	1,902	3.4%	23.6%
	Land Rover	Range Rover	1,804	3.0%	1,880	3.4%	-4.0%
	Land Rover	Velar	908	1.5%	804	1.4%	12.9%
	Lexus	RX	10,766	17.9%	10,387	18.7%	3.6%
	Lexus	GX	1,236	2.1%	663	1.2%	86.4%
	Lexus	LX	716	1.2%	658	1.2%	8.8%
	Lexus	TX	2,575	4.3%	2,160	3.9%	19.2%
	Lexus	RZ	304	0.5%	554	1.0%	-45.1%
	Lincoln	Aviator	2,274	3.8%	2,027	3.6%	12.2%
	Lincoln	Nautilus	4,497	7.5%	3,351	6.0%	34.2%
	Maserati	Levante	17	0.0%	90	0.2%	-81.1%
	Mercedes-Benz	GLE	6,239	10.4%	6,266	11.3%	-0.4%
	Mercedes-Benz	EQE SUV	308	0.5%	1,033	1.9%	-70.2%
	Porsche	Cayenne	2,551	4.2%	2,949	5.3%	-13.5%
	Volvo	XC90	4,083	6.8%	2,626	4.7%	55.5%
	Volvo	EX90 BEV	151	0.3%	52	0.1%	190.4%
	TOTAL		**60,167**		**55,639**		**8.1%**
Large Luxury SUV	Audi	Q7	2,423	12.7%	1,589	7.8%	52.5%
	Audi	Q8 e-tron	28	0.1%	1,000	4.9%	-97.2%
	Audi	Q8	1,506	7.9%	1,284	6.3%	17.3%
	BMW	X7	1,018	5.3%	932	4.6%	9.2%
	BMW	XM	70	0.4%	93	0.5%	-24.7%
	Cadillac	Escalade	1,963	10.3%	1,883	9.2%	4.2%
	Cadillac	Escalade ESV	948	5.0%	965	4.7%	-1.8%
	Cadillac	Escalade IQ EV	754	3.9%	81	0.4%	830.9%
	Cadillac	Escalade IQL EV	34	0.2%	-	0.0%	0.0%
	GMC	Hummer EV SUV	479	2.5%	950	4.7%	-49.6%
	Infiniti	QX80	1,053	5.5%	946	4.6%	11.3%
	Infiniti	QX60	1,726	9.0%	3,342	16.4%	-48.4%
	Land Rover	Defender	3,108	16.3%	2,839	13.9%	9.5%
	Lincoln	Navigator	1,145	6.0%	978	4.8%	17.1%
	Mercedes-Benz	G Class	2,353	12.3%	2,209	10.8%	6.5%
	Mercedes-Benz	EQS SUV	82	0.4%	258	1.3%	-68.2%
	Tesla	Model X	415	2.2%	1,040	5.1%	-60.1%
	TOTAL		**19,105**		**20,389**		**-6.3%**

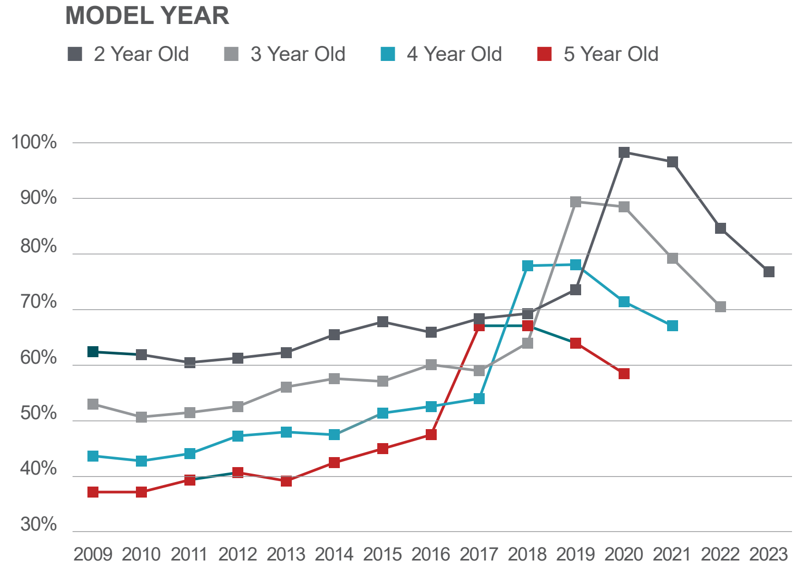
GAC SEGMENTATION	COMPANY	MODEL	YEAR END 2025	PERCENT SHARE	YEAR END 2024	PERCENT SHARE	PERCENT CHANGES
Small Pickup	Chevrolet	Colorado	8,873	14.0%	8,138	17.1%	9.0%
	Ford	Maverick	16,308	25.8%	8,092	17.0%	101.5%
	Ford	Ranger	8,063	12.7%	5,316	11.2%	51.7%
	GMC	Canyon	7,119	11.2%	6,781	14.3%	5.0%
	Honda	Ridgeline	3,314	5.2%	3,435	7.2%	-3.5%
	Jeep	Gladiator	1,428	2.3%	2,368	5.0%	-39.7%
	Nissan	Frontier 4wd	1,668	2.6%	2,641	5.6%	-36.8%
	Toyota	Tacoma	16,526	26.1%	10,728	22.6%	54.0%
	TOTAL		**63,299**		**47,499**		**33.3%**
Large Pickup	Chevrolet	Silverado EV	2,756	0.9%	1,938	0.6%	42.2%
	Chevrolet	Silverado	54,068	17.2%	52,078	16.1%	3.8%
	Ford	F-Series	138,470	44.1%	133,857	41.3%	3.4%
	GMC	Sierra EV	1,438	0.5%	276	0.1%	421.0%
	GMC	Sierra	59,962	19.1%	59,912	18.5%	0.1%
	GMC	Hummer EV Pickup	395	0.1%	610	0.2%	-35.2%
	Nissan	Titan 4x4	3	0.0%	-	0.0%	0.0%
	Ram	Ram Pickup	42,759	13.6%	56,992	17.6%	-25.0%
	Tesla	Cybertruck	1,072	0.3%	1,977	0.6%	-45.8%
	Toyota	Tundra	13,267	4.2%	16,098	5.0%	-17.6%
	TOTAL		**314,190**		**323,738**		**-2.9%**
Small Van	Chrysler	New Grand Caravan	6,017	13.8%	4,643	14.9%	29.6%
	Chrysler	Pacific	10,671	24.5%	5,486	17.6%	94.5%
	Honda	Odyssey	4,786	11.0%	4,604	14.8%	4.0%
	Kia	Carnival	5,645	13.0%	4,465	14.3%	26.4%
	Toyota	Sienna	15,218	35.0%	11,843	38.0%	28.5%
	Volkswagen	ID. Buzz	1,157	2.7%	117	0.4%	888.9%
	TOTAL		**43,494**		**31,158**		**39.6%**
Large Van	BrightDrop	Zevo 400	19	0.0%	146	0.3%	-87.0%
	BrightDrop	Zevo 600	80	0.2%	281	0.6%	-71.5%
	Chevrolet	Express	3,990	9.0%	5,586	12.3%	-28.6%
	Chevrolet	BrightDrop 400	470	1.1%	43	0.1%	993.0%
	Chevrolet	BrightDrop 600	556	1.2%	37	0.1%	1402.7%
	Ford	Transit Connect	-	0.0%	181	0.4%	0.0%
	Ford	Econoline	3,813	8.6%	3,210	7.1%	18.8%
	Ford	Transit Van	19,201	43.2%	20,165	44.6%	-4.8%
	GMC	Savana	5,029	11.3%	3,617	8.0%	39.0%
	Mercedes-Benz	Metris	-	0.0%	525	1.2%	0.0%
	Mercedes-Benz	Sprinter	6,083	13.7%	5,883	13.0%	3.4%
	Ram	Ram Promaster City	-	0.0%	1	0.0%	0.0%
	Ram	Ram Promaster	5,247	11.8%	5,586	12.3%	-6.1%
	TOTAL		**44,488**		**45,261**		**-1.7%**
	TOTAL LIGHT TRUCK		**1,661,941**		**1,610,847**		**3.2%**

Canadian Residual Value Summary - as of January 2025

(Percent of Original MSRP - Sales Weighted)

Light Vehicle

MODEL YEAR	2 YEAR OLD	3 YEAR OLD	4 YEAR OLD	5 YEAR OLD
2012	61.3%	52.6%	47.3%	40.7%
2013	62.3%	56.1%	48.0%	39.2%
2014	65.5%	57.6%	47.5%	42.5%
2015	67.8%	57.1%	51.4%	45.0%
2016	65.9%	60.1%	52.6%	47.5%
2017	68.4%	59.0%	54.0%	67.1%
2018	69.3%	64.0%	77.9%	67.1%
2019	73.6%	89.4%	78.1%	64.0%
2020	98.3%	88.5%	71.4%	58.5%
2021	96.6%	79.2%	67.1%	
2022	84.6%	70.5%		
2023	76.8%			



Passenger Car

MODEL YEAR	2 YEAR OLD	3 YEAR OLD	4 YEAR OLD	5 YEAR OLD
2012	61.2%	49.2%	40.8%	34.7%
2013	58.4%	48.5%	41.0%	33.0%
2014	58.2%	50.3%	40.6%	36.2%
2015	61.9%	50.8%	45.1%	39.1%
2016	60.9%	54.3%	46.7%	42.1%
2017	64.9%	55.5%	50.3%	64.1%
2018	64.2%	59.3%	73.5%	71.6%
2019	69.9%	83.9%	81.7%	71.1%
2020	93.2%	92.4%	79.5%	63.3%
2021	101.4%	91.7%	74.6%	
2022	99.2%	83.8%		
2023	85.4%			

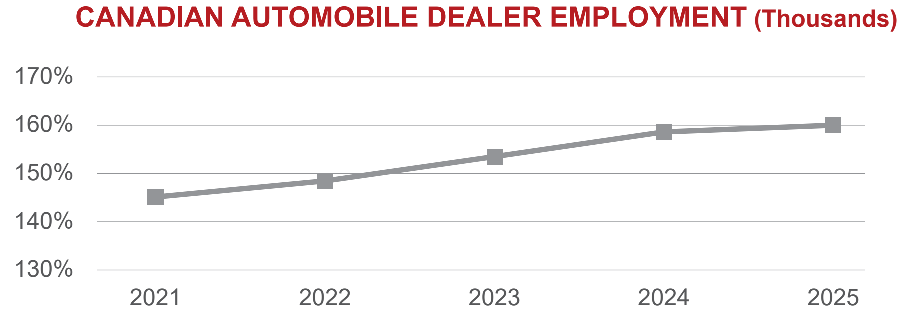
Light Truck

MODEL YEAR	2 YEAR OLD	3 YEAR OLD	4 YEAR OLD	5 YEAR OLD
2012	61.4%	55.4%	52.6%	45.6%
2013	65.2%	62.1%	53.5%	44.1%
2014	70.7%	62.7%	52.3%	47.0%
2015	71.4%	60.9%	55.1%	48.6%
2016	68.5%	63.1%	55.6%	50.2%
2017	70.0%	60.6%	55.7%	67.9%
2018	69.6%	64.4%	79.1%	66.2%
2019	74.9%	90.7%	77.4%	62.9%
2020	99.6%	87.7%	70.1%	57.6%
2021	95.7%	77.1%	65.8%	
2022	82.2%	68.1%		
2023	75.3%			

Source: DesRosiers Automotive Consultants Inc. using Canadian Black Book data.

Canadian Automobile Dealer Employment (Thousands)

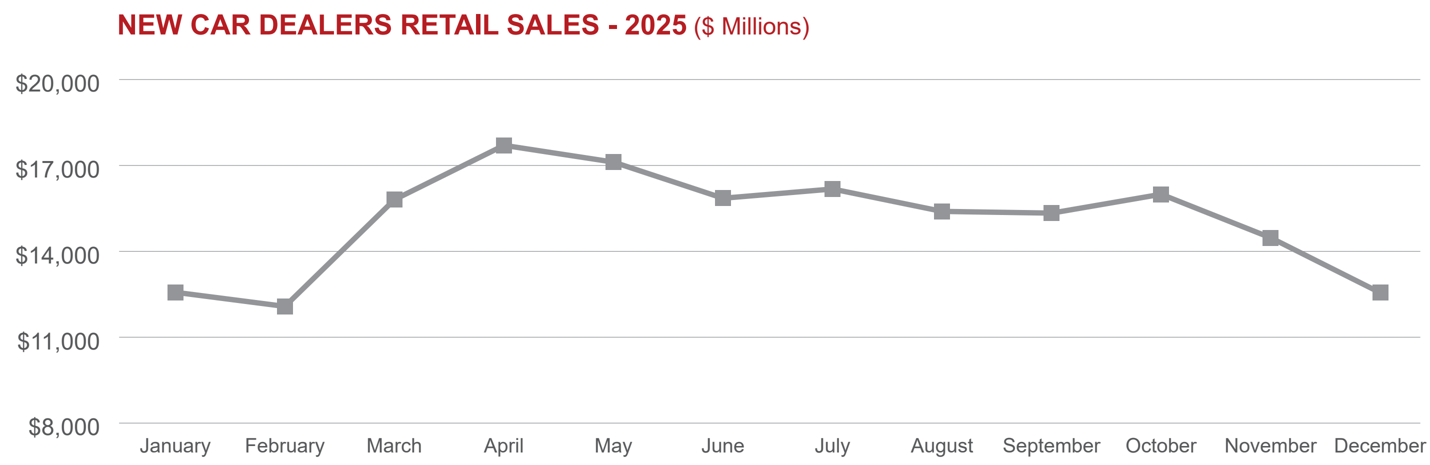
	2021	2022	2023	2024	2025	2025/2024
AUTOMOBILE DEALERS	145.13	148.46	153.50	158.61	160.00	0.9%



New Car Dealers Retail Sales ($ Millions)

MONTH	2021	2022	2023	2024	2025	2025/2024
January	$8,374	$9,843	$11,173	$11,543	$12,569	8.9%
February	$9,440	$10,271	$11,584	$12,115	$12,077	-0.3%
March	$13,689	$13,403	$14,719	$14,118	$15,804	11.9%
April	$13,889	$13,197	$14,286	$15,541	$17,702	13.9%
May	$13,695	$14,376	$15,983	$16,330	$17,117	4.8%
June	$14,074	$14,582	$15,819	$14,571	$15,855	8.8%
July	$13,430	$13,216	$14,054	$15,246	$16,177	6.1%
August	$13,274	$13,735	$14,703	$15,098	$15,395	2.0%
September	$12,888	$13,323	$14,598	$14,704	$15,335	4.3%
October	$12,771	$13,035	$14,724	$16,518	$15,993	-3.2%
November	$12,362	$13,120	$14,341	$15,792	$14,473	-8.4%
December	$10,586	$10,940	$11,710	$13,139	$12,554	-4.4%
FULL YEAR	**$148,472**	**$153,041**	**$167,695**	**$174,715**	**$181,051**	**3.6%**

Note: Historical data is seasonally adjusted by Statistics Canada.



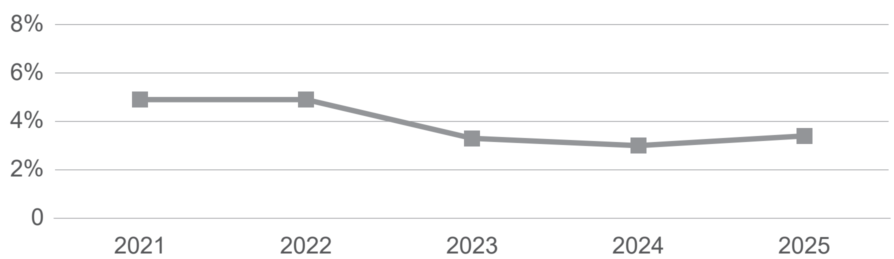
Source: DesRosiers Automotive Consultants Inc. using Canadian Black Book data.

SUBCOMPACT

Top Three Subcompact Cars of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Nissan	Versa	3,776	47.3%
2	Fiat	500E	2,423	30.4%
3	Mitsubishi	Mirage	1,776	22.3%
		TOTAL	7,975	99.9%

SUBCOMPACT SHARE OF THE PASSENGER CAR MARKET



Subcompact Car Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	SUBCOMPACT CAR	15,925	13,064	8,530	7,581	7,979	5.2%	-15.9%
1	Nissan Versa	2,897	1,286	1,634	2,710	3,776	39.3%	6.8%
2	Fiat 500E	-	-	-	1,275	2,423	90.0%	n.a.
3	Mitsubishi Mirage	911	1,626	2,639	2,932	1,776	-39.4%	18.2%
	Other Subcompact	12,117	10,152	4,257	664	4	-99.4%	-86.5%

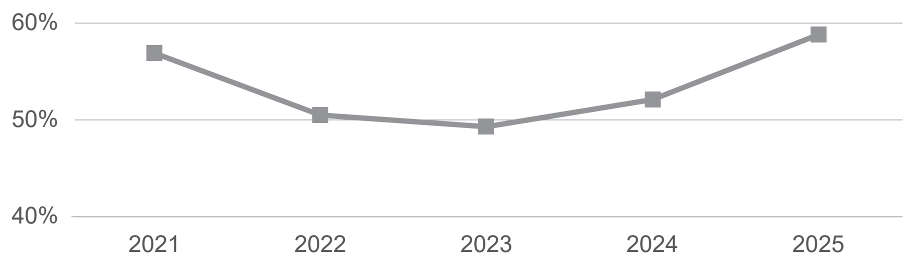
**Note: The top three order is based on Year End 2025*
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

COMPACT

Top Ten Compact Cars of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Honda	Civic	31,054	22.5%
2	Toyota	Corolla	25,105	18.2%
3	Hyundai	Elantra	24,248	17.5%
4	Volkswagen	Jetta	15,849	11.5%
5	Mazda	Mazda3	14,042	10.2%
6	Kia	K4	13,984	10.1%
7	Nissan	Sentra	9,592	6.9%
8	Subaru	Impreza	3,446	2.5%
9	Kia	Soul	704	0.5%
10	Nissan	Leaf	177	0.1%
		TOTAL	138,201	100.0%

COMPACT SHARE OF THE PASSENGER CAR MARKET



Compact Car Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	COMPACT CAR	185,654	133,383	126,123	129,578	138,259	6.7%	-7.1%
1	Honda Civic	43,556	29,722	27,803	31,774	31,054	-2.3%	-8.1%
2	Toyota Corolla	40,019	33,096	28,260	25,988	25,105	-3.4%	-11.0%
3	Hyundai Elantra	26,312	24,559	20,459	20,427	24,248	18.7%	-2.0%
4	Volkswagen Jetta	12,585	5,745	8,153	11,769	15,849	34.7%	5.9%
5	Mazda3	11,804	8,044	10,880	10,263	14,042	36.8%	4.4%
6	Kia K4	-	-	-	1,906	13,984	633.7%	n.a.
7	Nissan Sentra	10,017	8,257	8,328	11,541	9,592	-16.9%	-1.1%
8	Subaru Impreza	4,416	2,444	2,243	3,276	3,446	5.2%	-6.0%
9	Kia Soul	6,141	4,215	2,975	1,919	704	-63.3%	-41.8%
10	Nissan Leaf	1,224	1,542	2,002	1,664	177	-89.4%	-38.3%
	Other Compact	29,580	15,759	15,020	9,051	58	-99.4%	-79.0%

Note: The top ten order is based on Year End 2025

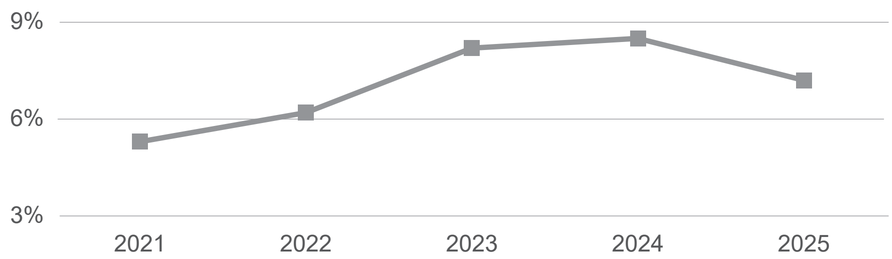
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

SPORT

Top Ten Sport Cars of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Ford	Mustang	3,695	21.9%
2	Volkswagen	Golf R	3,365	19.9%
3	Subaru	WRX/STi	2,626	15.5%
4	MINI	Cooper/Cooper S	2,311	13.7%
5	Volkswagen	GTI	2,306	13.7%
6	Mazda	MX-5/Miata	1,054	6.2%
7	Subaru	BRZ	772	4.6%
8	Toyota	86	578	3.4%
9	Chevrolet	Camaro	73	0.4%
10	Honda	Prelude	73	0.4%
		TOTAL	**16,853**	**99.8%**

SPORT SHARE OF THE PASSENGER CAR MARKET



Sport Car Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	SPORT CAR	**17,231**	**16,488**	**21,029**	**21,040**	**16,888**	**-19.7%**	**-0.5%**
1	Ford Mustang	4,224	3,808	3,491	3,818	3,695	-3.2%	-3.3%
2	Volkswagen Golf R	182	622	1,415	4,039	3,365	-16.7%	107.4%
3	Subaru WRX/STi	3,278	2,195	3,756	2,851	2,626	-7.9%	-5.4%
4	MINI Cooper/Cooper S	2,500	2,279	2,626	2,152	2,311	7.4%	-1.9%
5	Volkswagen GTI	1,969	1,734	2,831	3,625	2,306	-36.4%	4.0%
6	Mazda MX-5/Miata	1,016	673	1,038	1,042	1,054	1.2%	0.9%
7	Subaru BRZ	438	623	1,095	775	772	-0.4%	15.2%
8	Toyota 86	76	713	414	801	578	-27.8%	66.1%
9	Chevrolet Camaro	1,196	1,410	1,761	528	73	-86.2%	-50.3%
10	Honda Prelude	-	-	-	-	73	n.a.	n.a.
	Other Sport	2,352	2,431	2,602	1,409	35	-97.5%	-65.1%

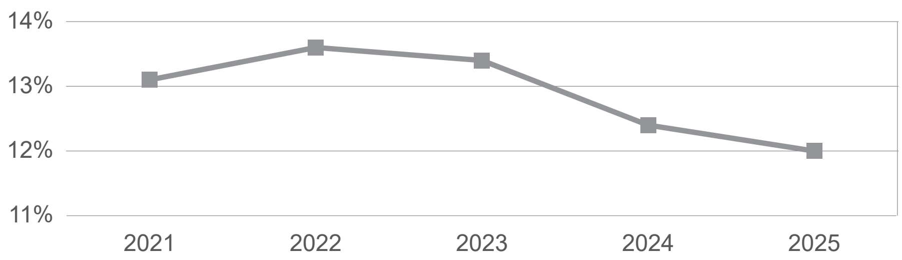
**Note: The top ten order is based on Year End 2025*
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

INTERMEDIATE

Top Ten Intermediate Cars of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Toyota	Prius Liftback	8,691	30.9%
2	Toyota	Camry	8,268	29.4%
3	Honda	Accord	3,739	13.3%
4	Hyundai	Sonata	2,611	9.3%
5	Hyundai	Ioniq 6	2,235	8.0%
6	Nissan	Altima	1,155	4.1%
7	Dodge	Charger	753	2.7%
8	Chevrolet	Malibu	588	2.1%
9	Toyota	Mirai	32	0.1%
10	Chrysler	300	30	0.1%
		TOTAL	28,102	100.0%

INTERMEDIATE SHARE OF THE PASSENGER CAR MARKET



Intermediate Car Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	INTERMEDIATE CAR	42,643	35,788	34,393	30,939	28,105	-9.2%	-9.9%
1	Toyota Prius Liftback	6,718	4,313	3,592	5,721	8,691	51.9%	6.6%
2	Toyota Camry	11,896	10,226	8,547	10,026	8,268	-17.5%	-8.7%
3	Honda Accord	6,403	3,706	3,899	3,038	3,739	23.1%	-12.6%
4	Hyundai Sonata	4,121	2,744	1,606	2,135	2,611	22.3%	-10.8%
5	Hyundai Ioniq 6	-	-	2,873	2,671	2,235	-16.3%	n.a.
6	Nissan Altima	1,218	1,828	1,577	1,387	1,155	-16.7%	-1.3%
7	Dodge Charger	1,924	3,156	3,591	893	753	-15.7%	-20.9%
8	Chevrolet Malibu	1,615	5,271	5,238	4,523	588	-87.0%	-22.3%
9	Toyota Mirai	128	62	16	26	32	23.1%	-29.3%
10	Chrysler 300	795	2,306	1,522	265	30	-88.7%	-55.9%
	Other Intermediate	7,825	2,176	1,932	254	3	-98.8%	-86.0%

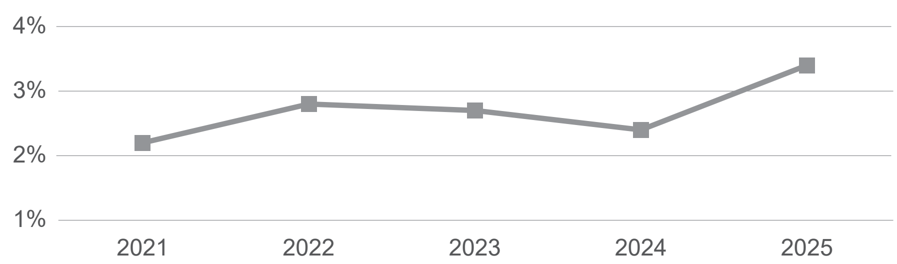
**Note: The top ten order is based on Year End 2025*
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

COMPACT LUXURY

Top Five Compact Luxury Cars of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Mercedes-Benz	MB Compact Car	2,862	36.0%
2	Audi	A3	2,829	35.6%
3	BMW	2-Series	1,063	13.4%
4	Acura	Integra	772	9.7%
5	Cadillac	CT4	419	5.3%
		TOTAL	**7,945**	**100.0%**

COMPACT LUXURY SHARE OF THE PASSENGER CAR MARKET



Compact Luxury Car Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	COMPACT LUXURY CAR	**7,062**	**7,528**	**6,840**	**6,065**	**7,945**	**31.0%**	**3.0%**
1	Mercedes-Benz MB Compact Car	2,995	2,853	2,302	2,039	2,862	40.4%	-1.1%
2	Audi A3	425	2,145	1,758	1,318	2,829	114.6%	60.6%
3	BMW 2-Series	2,045	721	1,020	1,463	1,063	-27.3%	-15.1%
4	Acura Integra	-	613	1,144	840	772	-8.1%	n.a.
5	Cadillac CT4	727	612	576	402	419	4.2%	-12.9%
	Other Compact Luxury	870	584	40	3	-	-100.0%	-100.0%

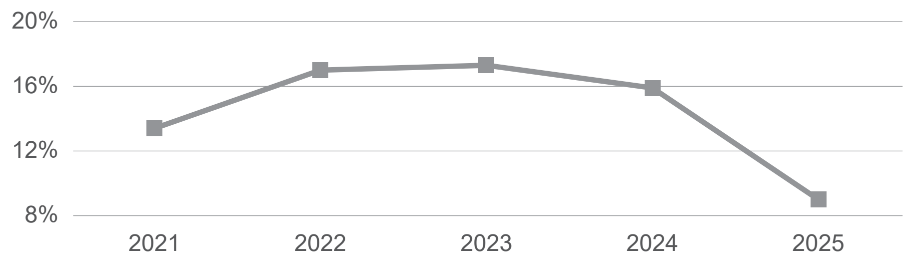
**Note: The top five order is based on Year End 2025*
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

LUXURY

Top Ten Luxury Cars of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Tesla	Model 3	3,565	16.9%
2	Audi	A5	3,255	15.5%
3	BMW	3-Series	2,545	12.1%
4	BMW	i4	2,248	10.7%
5	Mercedes-Benz	C Class	1,762	8.4%
6	BMW	4-Series	1,654	7.9%
7	Lexus	IS	1,565	7.4%
8	Cadillac	CT5	957	4.5%
9	Lexus	ES	914	4.3%
10	Genesis	G70	598	2.8%
		TOTAL	19,063	90.6%

LUXURY SHARE OF THE PASSENGER CAR MARKET



Luxury Car Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	LUXURY CAR	43,909	44,833	44,293	39,481	21,052	-46.7%	-16.8%
1	Tesla Model 3	17,460	22,518	19,107	18,186	3,565	-80.4%	-32.8%
2	Audi A5	2,620	2,949	2,884	2,739	3,255	18.8%	5.6%
3	BMW 3-Series	4,348	3,471	3,256	2,046	2,545	24.4%	-12.5%
4	BMW i4	-	758	1,965	2,300	2,248	-2.3%	n.a.
5	Mercedes-Benz C Class	3,010	1,463	2,462	1,981	1,762	-11.1%	-12.5%
6	BMW 4-Series	1,798	2,035	1,760	1,942	1,654	-14.8%	-2.1%
7	Lexus IS	2,118	1,962	1,889	1,759	1,565	-11.0%	-7.3%
8	Cadillac CT5	925	1,038	1,038	926	957	3.3%	0.9%
9	Lexus ES	1,699	1,483	1,316	1,072	914	-14.7%	-14.4%
10	Genesis G70	1,160	1,129	1,019	818	598	-26.9%	-15.3%
	Other Luxury	8,771	6,027	7,597	5,712	1,989	-65.2%	-31.0%

**Note: The top ten order is based on Year End 2025*

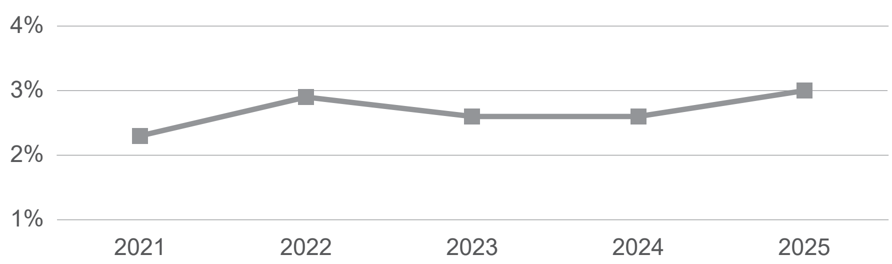
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

LUXURY HIGH

Top Ten Luxury High Cars of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Mercedes-Benz	CLE Class	1,401	20.0%
2	BMW	5-Series	1,109	15.8%
3	Mercedes-Benz	E Class	966	13.8%
4	Audi	A6	883	12.6%
5	BMW	i5	343	4.9%
6	Mercedes-Benz	S Class	331	4.7%
7	Porsche	Panamera	321	4.6%
8	Tesla	Model S	250	3.6%
9	Porsche	All Taycan	250	3.6%
10	Audi	A7	238	3.4%
		TOTAL	**6,092**	**86.9%**

LUXURY HIGH SHARE OF THE PASSENGER CAR MARKET



Luxury High Car Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	LUXURY HIGH CAR	**7,499**	**7,543**	**6,779**	**6,385**	**7,013**	**9.8%**	**-1.7%**
1	Mercedes-Benz CLE Class	-	-	-	552	1,401	153.8%	n.a.
2	BMW 5-Series	940	871	448	471	1,109	135.5%	4.2%
3	Mercedes-Benz E Class	1,828	1,420	1,417	1,259	966	-23.3%	-14.7%
4	Audi A6	763	615	623	583	883	51.5%	3.7%
5	BMW i5	-	-	136	373	343	-8.0%	n.a.
6	Mercedes-Benz S Class	543	794	593	352	331	-6.0%	-11.6%
7	Porsche Panamera	305	354	280	248	321	29.4%	1.3%
8	Tesla Model S	840	1,341	634	845	250	-70.4%	-26.1%
9	Porsche All Taycan	732	596	817	360	250	-30.6%	-23.6%
10	Audi A7	390	217	159	175	238	36.0%	-11.6%
	Other Luxury High	1,158	1,335	1,672	1,167	921	-21.1%	-5.6%

**Note: The top ten order is based on Year End 2025*

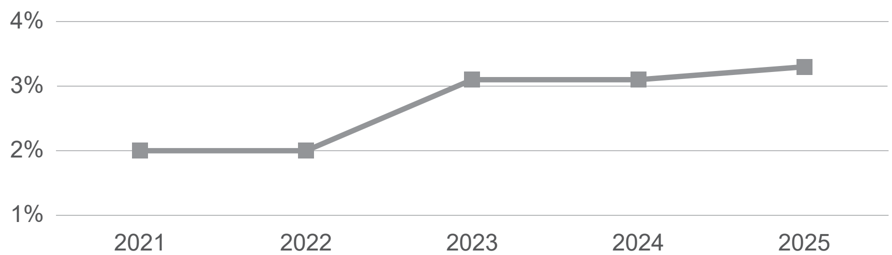
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

LUXURY SPORT

Top Ten Luxury Sport Cars of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	GM	Corvette	2,711	34.4%
2	Porsche	911 Series	2,037	25.9%
3	Nissan	Z	556	7.1%
4	Porsche	Cayman	506	6.4%
5	Porsche	Boxster	468	5.9%
6	Mercedes-Benz	GT	445	5.7%
7	Toyota	Supra	427	5.4%
8	BMW	Z4	244	3.1%
9	BMW	8-series	179	2.3%
10	Lexus	LC	143	1.8%
		TOTAL	7,716	98.0%

LUXURY SPORT SHARE OF THE PASSENGER CAR MARKET



Luxury Sport Car Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	LUXURY SPORT CAR	6,546	5,360	7,946	7,633	7,873	3.1%	4.7%
1	Chevrolet Corvette	2,262	1,561	2,784	2,842	2,711	-4.6%	4.6%
2	Porsche 911 Series	1,364	1,444	2,033	2,208	2,037	-7.7%	10.5%
3	Nissan Z	19	4	410	298	556	86.6%	132.6%
4	Porsche Cayman	250	268	327	328	506	54.3%	19.3%
5	Porsche Boxster	390	285	340	502	468	-6.8%	4.7%
6	Mercedes-Benz GT	250	325	397	292	445	52.4%	15.5%
7	Toyota Supra	410	423	438	314	427	36.0%	1.0%
8	BMW Z4	209	149	136	155	244	57.4%	3.9%
9	BMW 8-series	532	357	236	203	179	-11.8%	-23.8%
10	Lexus LC	194	170	158	128	143	11.7%	-7.3%
	Other Luxury Sport	666	374	687	363	157	-56.7%	-30.3%

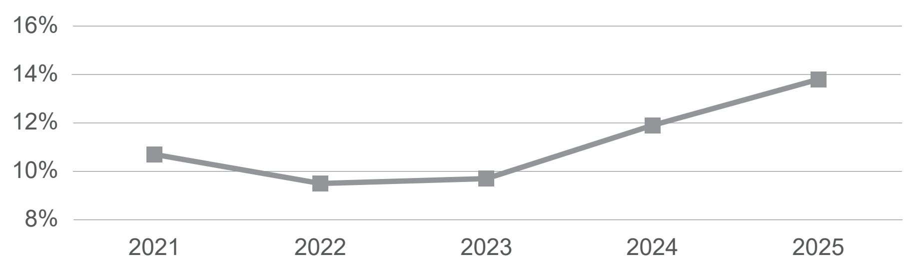
**Note: The top ten order is based on Year End 2025*
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

SUBCOMPACT SPORT UTILITY

Top Ten Subcompact Sport Utilities of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Subaru	Crosstrek	32,534	14.2%
2	Hyundai	Kona	31,745	13.8%
3	Nissan	Kicks	22,486	9.8%
4	Chevrolet	Trax	22,280	9.7%
5	Kia	Seltos	21,276	9.3%
6	Toyota	Corolla Cross	19,457	8.5%
7	Nissan	Kicks Play	18,470	8.0%
8	Honda	HR-V	16,128	7.0%
9	Hyundai	Venue	14,629	6.4%
10	Kia	Niro	10,021	4.4%
		TOTAL	209,026	91.0%

SUBCOMPACT SPORT UTILITY SHARE OF THE LIGHT TRUCK MARKET



Subcompact Sport Utility Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	SUBCOMPACT SPORT UTILITY	166,994	136,129	164,138	192,491	229,787	19.4%	8.3%
1	Subaru Crosstrek	23,342	15,452	22,867	28,302	32,534	15.0%	8.7%
2	Hyundai Kona	31,101	24,579	22,443	30,020	31,745	5.7%	0.5%
3	Nissan Kicks	-	-	-	3,931	22,486	472.0%	n.a.
4	Chevrolet Trax	2,395	651	6,469	16,575	22,280	34.4%	74.6%
5	Kia Seltos	14,436	16,165	19,378	18,706	21,276	13.7%	10.2%
6	Toyota Corolla Cross	867	9,263	13,140	16,848	19,457	15.5%	117.7%
7	Nissan Kicks Play	18,750	13,115	13,621	20,153	18,470	-8.4%	-0.4%
8	Honda HR-V	11,616	11,031	11,896	15,076	16,128	7.0%	8.6%
9	Hyundai Venue	11,548	11,944	13,592	11,323	14,629	29.2%	6.1%
10	Kia Niro	4,403	1,234	5,581	6,867	10,021	45.9%	22.8%
	Other Subcompact Sport Utilities	48,536	32,695	35,151	24,690	20,761	-15.9%	-19.1%

**Note: The top ten order is based on Year End 2025*

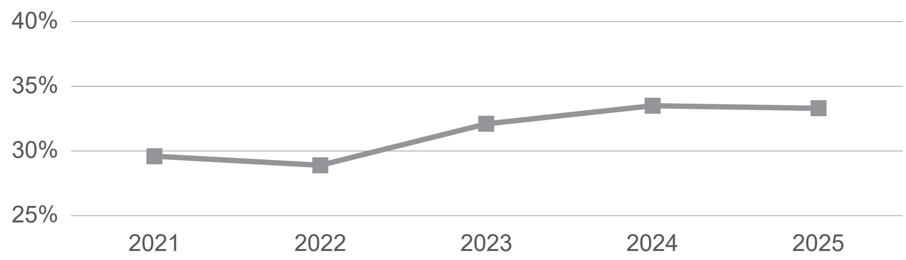
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

COMPACT SPORT UTILITY

Top Ten Compact Sport Utilities of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Toyota	RAV4	75,573	13.7%
2	Honda	CR-V	55,987	10.1%
3	Hyundai	Tucson	41,840	7.6%
4	Nissan	Rogue	36,034	6.5%
5	Ford	Escape	32,956	6.0%
6	Mazda	CX-5	28,288	5.1%
7	Volkswagen	Taos	24,286	4.4%
8	Kia	Sportage	23,906	4.3%
9	Subaru	Forester	21,968	4.0%
10	Ford	Bronco Sport	21,839	3.9%
		TOTAL	362,677	65.6%

COMPACT SPORT UTILITY SHARE OF THE LIGHT TRUCK MARKET



Compact Sport Utility Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	COMPACT SPORT UTILITY	374,244	351,731	446,158	538,927	553,186	2.6%	10.3%
1	Toyota RAV4	61,934	55,921	74,688	77,556	75,573	-2.6%	5.1%
2	Honda CR-V	50,935	32,096	52,146	55,363	55,987	1.1%	2.4%
3	Hyundai Tucson	25,487	21,884	26,110	29,837	41,840	40.2%	13.2%
4	Nissan Rogue	29,926	20,144	26,665	32,737	36,034	10.1%	4.8%
5	Ford Escape	25,960	23,848	19,546	31,037	32,956	6.2%	6.1%
6	Mazda CX-5	26,571	23,954	22,846	24,644	28,288	14.8%	1.6%
7	Volkswagen Taos	3,619	10,180	15,818	20,420	24,286	18.9%	61.0%
8	Kia Sportage	11,837	12,033	18,191	17,985	23,906	32.9%	19.2%
9	Subaru Forester	9,823	8,161	7,043	16,376	21,968	34.1%	22.3%
10	Ford Bronco Sport	11,094	11,958	16,121	18,924	21,839	15.4%	18.5%
	Other Compact Sport Utilities	117,058	131,552	166,984	214,048	190,509	-11.0%	12.9%

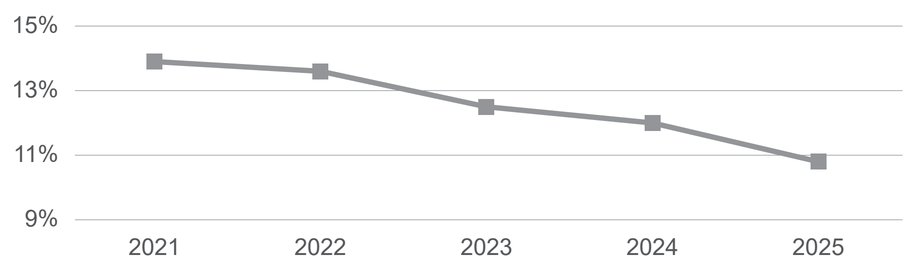
**Note: The top ten order is based on Year End 2025*
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

INTERMEDIATE SPORT UTILITY

Top Ten Intermediate Sport Utilities of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Ford	Explorer	15,718	8.8%
2	GMC	Terrain	12,753	7.1%
3	Hyundai	Santa Fe	11,794	6.6%
4	Chevrolet	Traverse	9,481	5.3%
5	Toyota	Grand Highlander	9,371	5.2%
6	Hyundai	Palisade	9,226	5.2%
7	Jeep	Grand Cherokee	9,093	5.1%
8	Ford	Mach E	8,647	4.8%
9	Mazda	CX-90	8,494	4.7%
10	Honda	Pilot	7,720	4.3%
		TOTAL	102,297	57.1%

INTERMEDIATE SPORT UTILITY SHARE OF THE LIGHT TRUCK MARKET



Intermediate Sport Utility Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	INTERMEDIATE SPORT UTILITY	187,508	172,955	182,976	193,280	179,049	-7.4%	-1.1%
1	Ford Explorer	16,388	15,766	10,667	11,379	15,718	38.1%	-1.0%
2	GMC Terrain	7,235	14,224	14,238	16,795	12,753	-24.1%	15.2%
3	Hyundai Santa Fe	15,946	11,028	12,765	11,334	11,794	4.1%	-7.3%
4	Chevrolet Traverse	4,704	3,510	5,676	5,158	9,481	83.8%	19.2%
5	Toyota Grand Highlander	-	-	4,383	5,031	9,371	86.3%	n.a.
6	Hyundai Palisade	6,739	6,324	7,173	7,910	9,226	16.6%	8.2%
7	Jeep Grand Cherokee	19,442	16,682	14,753	12,584	9,093	-27.7%	-17.3%
8	Ford Mach E	4,352	6,048	5,026	10,658	8,647	-18.9%	18.7%
9	Mazda CX-90	-	-	4,692	7,823	8,494	8.6%	n.a.
10	Honda Pilot	7,398	6,445	6,619	7,163	7,720	7.8%	1.1%
	Other Intermediate Sport Utilities	105,304	92,928	96,984	97,445	76,752	-21.2%	-7.6%

Note: The top ten order is based on Year End 2025

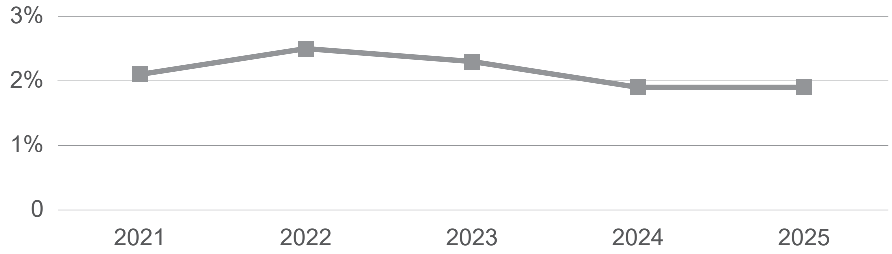
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

LARGE SPORT UTILITY

Top Five Large Sport Utilities of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Dodge	Durango	8,206	25.6%
2	GMC	Yukon	4,693	14.6%
3	Chevrolet	Tahoe	4,676	14.6%
4	Ford	Expedition	4,128	12.9%
5	Chevrolet	Suburban	2,986	9.3%
		TOTAL	24,689	76.9%

LARGE SPORT UTILITY SHARE OF THE LIGHT TRUCK MARKET



Large Sport Utility Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	LARGE SPORT UTILITY	27,294	30,617	33,367	31,137	32,088	3.1%	4.1%
1	Dodge Durango	5,764	7,765	7,739	9,384	8,206	-12.6%	9.2%
2	GMC Yukon	5,220	5,431	5,354	4,740	4,693	-1.0%	-2.6%
3	Chevrolet Tahoe	4,593	4,674	4,776	4,366	4,676	7.1%	0.4%
4	Ford Expedition	4,876	3,516	3,336	3,436	4,125	20.1%	-4.1%
5	Chevrolet Suburban	2,381	2,433	2,846	2,393	2,986	24.8%	5.8%
	Other Large Sport Utilities	4,460	6,798	9,316	6,818	7,402	8.5%	13.5%

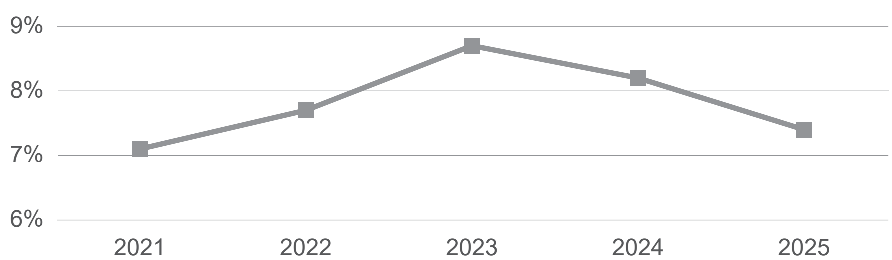
**Note: The top five order is based on Year End 2025*
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

LUXURY COMPACT SPORT UTILITY

Top Ten Luxury Compact Sport Utilities of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Audi	Q5	14,998	12.2%
2	Tesla	Model Y	13,057	10.6%
3	Lexus	NX	11,674	9.5%
4	Mercedes-Benz	GLC Class	8,747	7.1%
5	Audi	Q3	8,154	6.6%
6	BMW	X3	6,316	5.1%
7	BMW	X1	5,698	4.6%
8	Genesis	GV70	5,355	4.4%
9	Acura	RDX	5,178	4.2%
10	Volvo	XC60	4,731	3.8%
		TOTAL	83,908	68.2%

LUXURY COMPACT SPORT UTILITY SHARE OF THE LIGHT TRUCK MARKET



Luxury Compact Sport Utility Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	LUXURY COMPACT SPORT UTILITY	96,103	97,969	127,883	131,328	123,088	-6.3%	6.4%
1	Audi Q5	9,969	9,745	12,200	10,790	14,998	39.0%	10.8%
2	Tesla Model Y	13,802	20,281	34,028	33,140	13,057	-60.6%	-1.4%
3	Lexus NX	7,283	9,406	10,800	9,196	11,674	26.9%	12.5%
4	Mercedes-Benz GLC Class	6,887	8,661	6,786	7,004	8,747	24.9%	6.2%
5	Audi Q3	7,666	5,538	5,734	7,680	8,154	6.2%	1.6%
6	BMW X3	7,506	7,387	6,934	7,128	6,316	-11.4%	-4.2%
7	BMW X1	2,602	1,304	4,773	3,915	5,698	45.5%	21.6%
8	Genesis GV70	1,522	2,665	3,598	4,340	5,355	23.4%	37.0%
9	Acura RDX	7,976	4,786	6,090	6,167	5,178	-16.0%	-10.2%
10	Volvo XC60	3,397	3,587	4,347	4,690	4,731	0.9%	8.6%
	Other Luxury Compact Sport Utilities	27,493	24,609	32,593	37,278	39,180	5.1%	9.3%

**Note: The top ten order is based on Year End 2025*

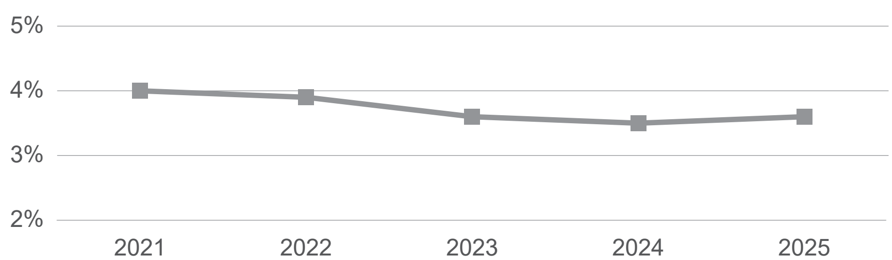
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

LUXURY INTERMEDIATE SPORT UTILITY

Top Ten Luxury Intermediate Sport Utilities of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Lexus	RX	10,766	17.9%
2	Mercedes-Benz	GLE	6,239	10.4%
3	Lincoln	Nautilus	4,497	7.5%
4	BMW	X5	4,343	7.2%
5	Volvo	XC90	4,083	6.8%
6	Acura	MDX	3,940	6.5%
7	Cadillac	XT5	2,735	4.5%
8	Lexus	TX	2,575	4.3%
9	Porsche	Cayenne	2,551	4.2%
10	Land Rover	Range Rover Sport	2,350	3.9%
		TOTAL	44,079	73.3%

LUXURY INTERMEDIATE SPORT UTILITY SHARE OF THE LIGHT TRUCK MARKET



Luxury Intermediate Sport Utility Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	LUXURY INT. SPORT UTILITY	53,961	49,045	53,121	55,639	60,167	8.1%	2.8%
1	Lexus RX	10,332	9,231	11,169	10,387	10,766	3.6%	1.0%
2	Mercedes-Benz GLE	6,998	6,582	5,431	6,266	6,239	-0.4%	-2.8%
3	Lincoln Nautilus	1,625	2,175	2,189	3,351	4,497	34.2%	29.0%
4	BMW X5	5,686	6,067	5,035	4,489	4,343	-3.3%	-6.5%
5	Volvo XC90	2,855	2,206	2,365	2,626	4,083	55.5%	9.4%
6	Acura MDX	5,082	4,012	3,842	4,015	3,940	-1.9%	-6.2%
7	Cadillac XT5	4,341	4,223	3,708	2,901	2,735	-5.7%	-10.9%
8	Lexus TX	-	-	576	2,160	2,575	19.2%	n.a.
9	Porsche Cayenne	2,443	2,872	2,940	2,949	2,551	-13.5%	1.1%
10	Land Rover Range Rover Sport	2,561	1,166	1,261	1,902	2,350	23.6%	-2.1%
	Other Luxury Int. Sport Utilities	12,038	10,511	14,605	14,593	16,088	10.2%	7.5%

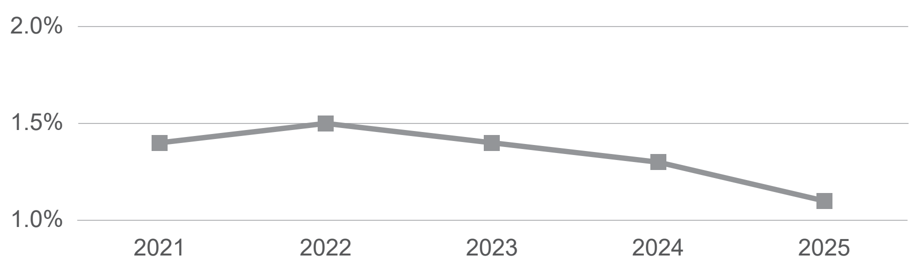
**Note: The top ten order is based on Year End 2025*
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

LUXURY LARGE SPORT UTILITY

Top Five Luxury Large Sport Utilities of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Land Rover	Defender	3,108	16.3%
2	Audi	Q7	2,423	12.7%
3	Mercedes-Benz	G Class	2,353	12.3%
4	Cadillac	Escalade	1,963	10.3%
5	Infiniti	QX60	1,726	9.0%
		TOTAL	**11,573**	**60.6%**

LUXURY LARGE SPORT UTILITY SHARE OF THE LIGHT TRUCK MARKET



Luxury Large Sport Utility Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	LUXURY LARGE SPORT UTILITY	**18,955**	**19,661**	**21,090**	**20,389**	**19,105**	**-6.3%**	**0.2%**
1	Land Rover Defender	1,777	1,630	2,070	2,839	3,108	9.5%	15.0%
2	Audi Q7	2,638	2,508	1,972	1,589	2,423	52.5%	-2.1%
3	Mercedes-Benz G Class	3,496	2,677	2,611	2,209	2,353	6.5%	-9.4%
4	Cadillac Escalade	2,692	2,745	2,681	1,883	1,963	4.2%	-7.6%
5	Infiniti QX60	1,040	2,217	3,245	3,342	1,726	-48.4%	13.5%
	Other Luxury Large Sport Utilities	7,312	7,884	8,511	8,527	7,532	-11.7%	0.7%

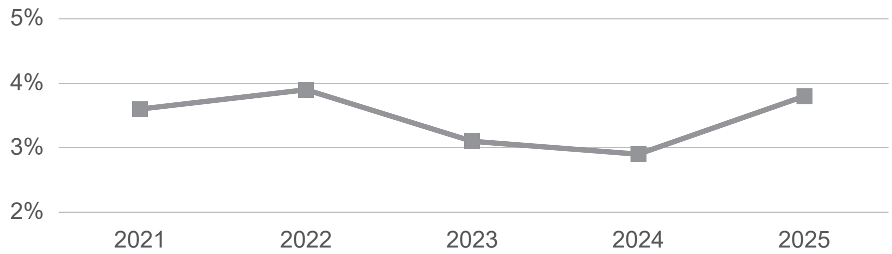
**Note: The top five order is based on Year End 2025*
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

SMALL PICKUP

Top Three Small Pickups of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Toyota	Tacoma	16,526	26.1%
2	Ford	Maverick	16,308	25.8%
3	Chevrolet	Colorado	8,873	14.0%
		TOTAL	41,707	65.9%

SMALL PICKUP SHARE OF THE LIGHT TRUCK MARKET



Small Pickup Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	SMALL PICKUP	45,854	47,949	49,719	45,825	47,499	3.7%	0.9%
1	Toyota Tacoma	14,878	12,738	16,433	10,728	16,526	54.0%	2.7%
2	Ford Maverick	1,504	7,071	7,145	8,092	16,308	101.5%	81.5%
3	Chevrolet Colorado	5,571	7,009	6,088	8,138	8,873	9.0%	12.3%
	Other Small Pickups	23,901	21,131	20,053	18,867	5,792	-69.3%	-29.8%

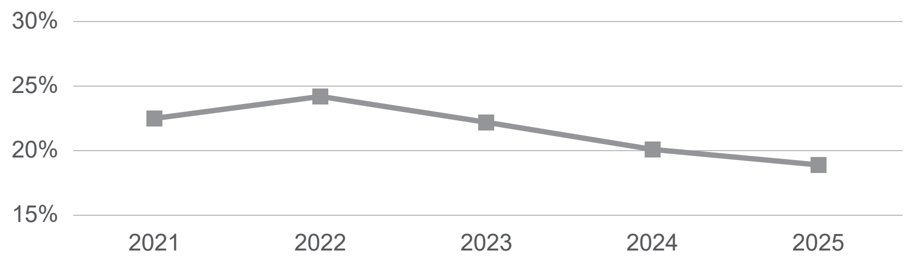
**Note: The top three order is based on Year End 2025*
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

LARGE PICKUP

Top Five Large Pickups of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Ford	F-Series	138,470	44.1%
2	GMC	Sierra	59,962	19.1%
3	Chevrolet	Silverado	54,068	17.2%
4	Ram	Ram Pickup	42,759	13.6%
5	Toyota	Tundra	13,267	4.2%
		TOTAL	**308,526**	**98.2%**

LARGE PICKUP SHARE OF THE LIGHT TRUCK MARKET



Large Pickup Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	LARGE PICKUP	**302,386**	**307,651**	**324,987**	**323,738**	**314,190**	**-2.9%**	**1.0%**
1	Ford F-Series	116,401	114,729	123,267	133,857	138,470	3.4%	4.4%
2	GMC Sierra	53,757	52,318	59,696	52,078	59,962	15.1%	2.8%
3	Chevrolet Silverado	51,684	53,281	53,266	59,912	54,068	-9.8%	1.1%
4	Ram Pickup	73,477	75,740	75,257	56,992	42,759	-25.0%	-12.7%
5	Toyota Tundra	6,653	11,561	13,365	16,098	13,267	-17.6%	18.8%
	Other Large Pickups	414	22	136	4,801	5,664	18.0%	92.3%

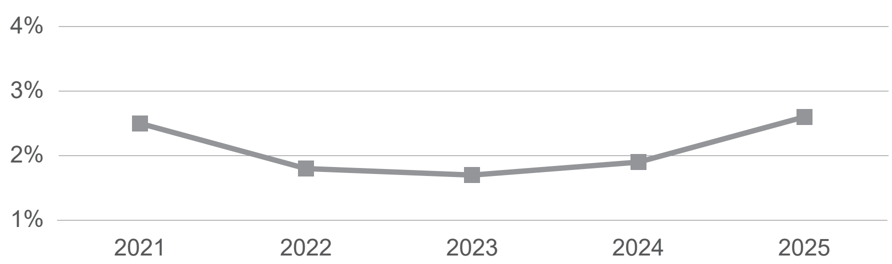
**Note: The top five order is based on Year End 2025*
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

SMALL VAN

Top Five Small Vans of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Toyota	Sienna	15,218	35.0%
2	Chrysler	Pacific	10,671	24.5%
3	Chrysler	New Grand Caravan	6,017	13.8%
4	Kia	Carnival	5,645	13.0%
5	Honda	Odyssey	4,786	11.0%
		TOTAL	42,337	97.3%

SMALL VAN SHARE OF THE LIGHT TRUCK MARKET



Small Van Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	SMALL VAN	33,658	22,385	24,168	31,158	43,494	39.6%	6.6%
1	Toyota Sienna	11,868	5,883	4,482	11,843	15,218	28.5%	6.4%
2	Chrysler Pacific	4,505	7,692	6,993	5,486	10,671	94.5%	24.1%
3	Chrysler New Grand Caravan	2,722	3,693	2,013	4,643	6,017	29.6%	21.9%
4	Kia Carnival	4,125	2,307	6,406	4,465	5,645	26.4%	8.2%
5	Honda Odyssey	4,126	2,809	4,274	4,604	4,786	4.0%	3.8%
	Other Small Vans	6,312	1	-	117	1,157	888.9%	-34.6%

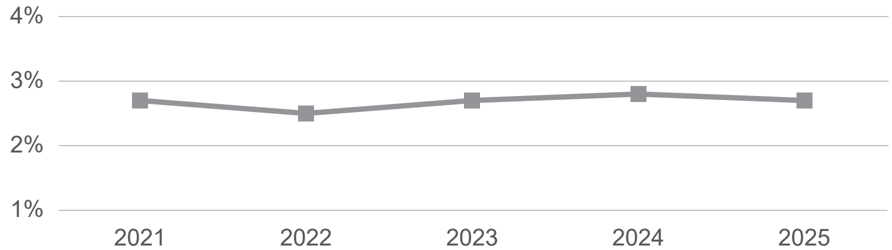
**Note: The top five order is based on Year End 2025*
Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

LARGE VAN

Top Five Large Vans of 2025

	MAKE	MODEL	SALES	SHARE OF SEGMENT
1	Ford	Transit Van	19,201	43.2%
2	Mercedes-Benz	Sprinter	6,083	13.7%
3	RAM	Ram Promaster	5,247	11.8%
4	GMC	Savana	5,029	11.3%
5	Chevrolet	Express	3,990	9.0%
		TOTAL	39,550	88.9%

LARGE VAN SHARE OF THE LIGHT TRUCK MARKET



Large Van Sales - 2021 to 2025*

	MODEL	2021	2022	2023	2024	2025	PERCENT CHANGE	AVERAGE RATE
	LARGE VAN	35,842	31,952	38,827	45,261	44,488	-1.7%	5.6%
1	Ford Transit Van	14,328	10,685	15,274	20,165	19,201	-4.8%	7.6%
2	Mercedes-Benz Sprinter	4,070	5,422	6,459	5,883	6,083	3.4%	10.6%
3	RAM Ram Promaster	3,008	5,137	3,866	5,586	5,247	-6.1%	14.9%
4	GMC Savana	2,382	2,489	3,609	3,617	5,029	39.0%	20.5%
5	Chevrolet Express	1,814	2,459	3,856	5,586	3,990	-28.6%	21.8%
	Other Large Vans	10,240	5,760	5,763	4,424	4,938	11.6%	-16.7%

**Note: The top five order is based on Year End 2025*

Source: DesRosiers Automotive Consultants Inc., GAC and CVMA.

CANADA

- Total retail sales for both parts and labour reached $23.41 billion in 2023 for Canada as a whole, a decrease from 2022 when retail sales of parts and labour was 23.43 billion. This total was comprised of $13.28 billion for parts, which was itself comprised of $3.01 billion for DIY and $10.27 billion for installed. Labour accounted for $10.12 billion of this total. New vehicle dealers accounted for $6.08 billion of total retail sales, $3.13 billion for parts and $2.96 billion for labour. Overall, new vehicle dealer share across Canada as a whole settled at 26.0% of the total, up 0.2 percent from 2022.
- Looking regionally, British Columbia's new vehicle dealers accounted for 23.7% of parts and service sales. In the prairie region, this figure was 28.3%. For Ontario, new vehicle dealers accounted for 25.6% with Quebec at 26.3%. In the Atlantic region, new vehicle dealer share was 24.7%.

Vehicles on the Road Profile by Region - 2023

	CANADA	B.C.	PRAIRIES	ONTARIO	QUEBEC	ATLANTIC
1 to 5 Years Old	7,104,383	870,149	1,194,323	2,833,235	1,676,557	530,119
% of Vehicles on the Road	26.7%	22.7%	21.8%	29.7%	28.6%	27.1%
6 to 10 Years Old	8,083,922	1,016,778	1,506,373	3,110,127	1,807,745	642,899
% of Vehicles on the Road	30.3%	26.5%	27.5%	32.7%	30.9%	32.9%
11+ Years Old	11,457,502	1,948,362	2,773,048	3,581,875	2,372,919	781,298
% of Vehicles on the Road	43.0%	50.8%	50.7%	37.6%	40.5%	40.0%
Vehicles on the Road	**26,645,807**	**3,835,289**	**5,473,744**	**9,525,237**	**5,857,221**	**1,954,316**
% Passenger Car	36.6%	35.5%	26.2%	37.3%	45.6%	36.8%
% Light Truck	63.4%	64.5%	73.8%	62.7%	54.4%	63.2%

Source: S&P Global Mobility Canadian Vehicles in Operation (VIO) data as of June 30 2023 for Light Duty Vehicles
Note: The age of vehicles with model years 1981 and newer is based on their VIN Model Year and is categorized into three age cohorts: Vehicles that are new to 5 years old have a model year of 2018 or newer. Vehicles that are 6 to 10 years old have model years ranging from 2017 to 2013. Vehicles that are 11 or more years old have a model year of 2012 or older.

Parts and Service Job Potential per Dealer by Region - 2023

	CANADA	B.C.	PRAIRIES	ONTARIO	QUEBEC	ATLANTIC
Air Conditioning	1,053	1,310	1,180	1,053	917	833
Air Filters	3,712	4,585	4,136	3,732	3,236	2,953
Belts	833	1,087	970	809	713	643
Brakes	1,978	2,475	2,245	1,964	1,713	1,573
Exhaust	1,013	1,310	1,176	988	871	789
Ignition Wire Sets	638	809	725	631	552	499
Oil Change	13,314	16,299	14,699	13,462	11,661	10,610
Shocks / Struts	561	721	646	550	483	437
Spark Plugs	3,825	4,892	4,399	3,759	3,293	3,000
Steering	675	856	768	667	585	529

Source: DesRosiers Automotive Consultants Inc., DesRosiers 2023 Light Vehicle Study, and CADA

CANADA

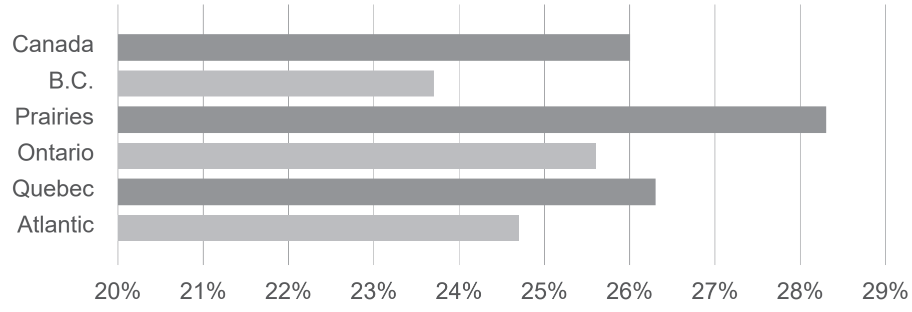
New Vehicle Dealer Parts and Service Sales by Region (000s) - 2023

	CANADA	B.C.	PRAIRIES	ONTARIO	QUEBEC	ATLANTIC
Total Retail Sales*	**$23,405,730**	**$3,823,346**	**$5,249,658**	**$8,070,926**	**$4,645,812**	**$1,615,988**
Total Parts	$13,281,110	$2,255,358	$3,052,416	$4,504,505	$2,526,005	$942,827
- DIY (Retail)	$3,013,745	$665,262	$824,196	$887,802	$376,311	$260,174
- Installed	$10,267,364	$1,590,095	$2,228,220	$3,616,703	$2,149,694	$682,652
Total Labour	$10,124,621	$1,567,989	$2,197,242	$3,566,421	$2,119,807	$673,162

	CANADA	B.C.	PRAIRIES	ONTARIO	QUEBEC	ATLANTIC
New Vehicle Dealer Sales	**$6,084,578**	**$908,013**	**$1,484,126**	**$2,068,901**	**$1,223,698**	**$399,841**
Total Parts	$3,125,212	$468,977	$772,219	$1,054,254	$623,792	$205,970
- DIY (Retail)	$124,123	$23,750	$50,276	$25,302	$15,429	$9,366
- Installed	$3,001,089	$445,227	$721,943	$1,028,952	$608,363	$196,604
Total Labour**	$2,959,366	$439,037	$711,906	$1,014,647	$599,905	$193,871

	CANADA	B.C.	PRAIRIES	ONTARIO	QUEBEC	ATLANTIC
New Vehicle Dealer Share	**26.0%**	**23.7%**	**28.3%**	**25.6%**	**26.3%**	**24.7%**
Total Parts	23.5%	20.8%	25.3%	23.4%	24.7%	21.8%
- DIY (Retail)	4.1%	3.6%	6.1%	2.9%	4.1%	3.6%
- Installed	29.2%	28.0%	32.4%	28.5%	28.3%	28.8%
Total Labour**	29.2%	28.0%	32.4%	28.5%	28.3%	28.8%

NEW VEHICLE DEALER SHARE



*Excludes paint, bodywork, equipment, heavy duty truck, bus, motorcycle
**May be underestimated due to new vehicle dealers having a higher labour rate than the market
Source: DesRosiers Automotive Consultants Inc., DesRosiers 2023 Light Vehicle Study, and CADA

BRITISH COLUMBIA

British Columbia Job Potential per Dealer - 2023

	TOTAL JOBS	SHARE OF CANADA	POTENTIAL JOBS PER DEALER	MKT. POTENTIAL VS. CAN.
Air Conditioning	572,607	14.6%	1,310	❍
Air Filters	2,003,851	14.5%	4,585	❍
Belts	475,141	15.4%	1,087	❍
Brake	1,081,543	14.7%	2,475	❍
Exhaust	572,351	15.2%	1,310	❍
Ignition Wire Sets	353,610	14.9%	809	❍
Oil Change	7,122,525	14.4%	16,299	❍
Shocks / Struts	314,998	15.1%	721	❍
Spark Plugs	2,137,723	15.0%	4,892	❍
Steering	373,931	14.9%	856	❍

Source: DesRosiers Automotive Consultants Inc., DesRosiers 2023 Light Vehicle Study, and CADA

British Columbia New Vehicle Dealer Parts and Service Sales - 2023 (000s)

RETAIL SALES*	TOTAL SALES	DEALER SALES	DEALER SHARE	VS. CANADA
Total Parts and Service	**$3,823,346**	**$908,013**	**23.7%**	●
Total Parts	$2,255,358	$468,977	20.8%	●
- Do-It-Yourself (DIY)	$665,262	$23,750	3.6%	●
- Mechanic Installed (MI)	$1,590,095	$445,227	28.0%	●
Total Labour**	$1,567,989	$439,037	28.0%	●

RETAIL SALES PER DEALER	POTENTIAL	DEALER SHARE	LOST SALES PER DEALER	VS. CANADA
Total Parts and Service	**$8,749**	**$2,078**	**$6,671**	❍
Total Parts	$5,161	$1,073	$4,088	❍
- Do-It-Yourself (DIY)	$1,522	$54	$1,468	❍
- Mechanic Installed (MI)	$3,639	$1,019	$2,620	❍
Total Labour**	$3,588	$1,005	$2,583	❍

**Excludes paint, bodywork, equipment, heavy duty truck, bus, motorcycle*
***May be underestimated due to new vehicle dealers having a higher labour rate than the market*
Source: DesRosiers Automotive Consultants Inc., DesRosiers 2023 Light Vehicle Study, and CADA

❍ Above National Average
● Below National Average

PRAIRIES

Prairies Job Potential per Dealer - 2023

	TOTAL JOBS	SHARE OF CANADA	POTENTIAL JOBS PER DEALER	MKT. POTENTIAL VS. CAN.
Air Conditioning	818,647	20.9%	1,180	❍
Air Filters	2,870,225	20.8%	4,136	❍
Belts	673,030	21.8%	970	❍
Brake	1,558,068	21.2%	2,245	❍
Exhaust	816,483	21.7%	1,176	❍
Ignition Wire Sets	503,332	21.3%	725	❍
Oil Change	10,201,355	20.6%	14,699	❍
Shocks / Struts	448,010	21.5%	646	❍
Spark Plugs	3,052,649	21.5%	4,399	❍
Steering	533,149	21.3%	768	❍

Source: DesRosiers Automotive Consultants Inc., DesRosiers 2023 Light Vehicle Study, and CADA

Prairies New Vehicle Dealer Parts and Service Sales - 2023 (000s)

RETAIL SALES*	TOTAL SALES	DEALER SALES	DEALER SHARE	VS. CANADA
Total Parts and Service	**$5,249,658**	**$1,484,126**	**28.3%**	❍
Total Parts	$3,052,416	$772,219	25.3%	❍
- Do-It-Yourself (DIY)	$824,196	$50,276	6.1%	❍
- Mechanic Installed (MI)	$2,228,220	$721,943	32.4%	❍
Total Labour**	$2,197,242	$711,906	32.4%	❍

RETAIL SALES PER DEALER	POTENTIAL	DEALER SHARE	LOST SALES PER DEALER	VS. CANADA
Total Parts and Service	**$7,564**	**$2,139**	**$5,426**	❍
Total Parts	$4,398	$1,113	$3,286	❍
- Do-It-Yourself (DIY)	$1,188	$72	$1,115	❍
- Mechanic Installed (MI)	$3,211	$1,040	$2,170	❍
Total Labour**	$3,166	$1,026	$2,140	❍

**Excludes paint, bodywork, equipment, heavy duty truck, bus, motorcycle*
***May be underestimated due to new vehicle dealers having a higher labour rate than the market*
Source: DesRosiers Automotive Consultants Inc., DesRosiers 2023 Light Vehicle Study, and CADA

❍ Above National Average
● Below National Average

ONTARIO

Ontario Job Potential per Dealer - 2023

	TOTAL JOBS	SHARE OF CANADA	POTENTIAL JOBS PER DEALER	MKT. POTENTIAL VS. CAN.
Air Conditioning	1,382,004	35.3%	1,053	❍
Air Filters	4,895,729	35.5%	3,732	❍
Belts	1,061,632	34.3%	809	●
Brake	2,576,341	35.1%	1,964	●
Exhaust	1,295,642	34.4%	988	●
Ignition Wire Sets	827,385	34.9%	631	●
Oil Change	17,662,542	35.7%	13,462	❍
Shocks / Struts	720,965	34.6%	550	●
Spark Plugs	4,931,560	34.7%	3,759	●
Steering	875,659	34.9%	667	●

Source: DesRosiers Automotive Consultants Inc., DesRosiers 2023 Light Vehicle Study, and CADA

Ontario New Vehicle Dealer Parts and Service Sales - 2023 (000s)

RETAIL SALES*	TOTAL SALES	DEALER SALES	DEALER SHARE	VS. CANADA
Total Parts and Service	**$8,070,926**	**$2,068,901**	**25.6%**	●
Total Parts	$4,504,505	$1,054,254	23.4%	●
- Do-It-Yourself (DIY)	$887,802	$25,302	2.9%	●
- Mechanic Installed (MI)	$3,616,703	$1,028,952	28.5%	●
Total Labour**	$3,566,421	$1,014,647	28.5%	●

RETAIL SALES PER DEALER	POTENTIAL	DEALER SHARE	LOST SALES PER DEALER	VS. CANADA
Total Parts and Service	**$6,152**	**$1,577**	**$4,575**	●
Total Parts	$3,433	$804	$2,630	●
- Do-It-Yourself (DIY)	$677	$19	$657	●
- Mechanic Installed (MI)	$2,757	$784	$1,972	❍
Total Labour**	$2,718	$773	$1,945	❍

**Excludes paint, bodywork, equipment, heavy duty truck, bus, motorcycle*
***May be underestimated due to new vehicle dealers having a higher labour rate than the market*
Source: DesRosiers Automotive Consultants Inc., DesRosiers 2023 Light Vehicle Study, and CADA

❍ Above National Average
● Below National Average

QUEBEC

Quebec Job Potential per Dealer - 2023

	TOTAL JOBS	SHARE OF CANADA	POTENTIAL JOBS PER DEALER	MKT. POTENTIAL VS. CAN.
Air Conditioning	852,314	21.8%	917	●
Air Filters	3,006,426	21.8%	3,236	●
Belts	662,706	21.4%	713	●
Brake	1,591,771	21.7%	1,713	●
Exhaust	809,213	21.5%	871	●
Ignition Wire Sets	513,145	21.7%	552	●
Oil Change	10,833,234	21.9%	11,661	●
Shocks / Struts	448,647	21.5%	483	●
Spark Plugs	3,059,417	21.5%	3,293	●
Steering	543,303	21.7%	585	●

Source: DesRosiers Automotive Consultants Inc., DesRosiers 2023 Light Vehicle Study, and CADA

Quebec New Vehicle Dealer Parts and Service Sales - 2023 (000s)

RETAIL SALES*	TOTAL SALES	DEALER SALES	DEALER SHARE	VS. CANADA
Total Parts and Service	**$4,645,812**	**$1,223,698**	**26.3%**	❍
Total Parts	$2,526,005	$623,792	24.7%	❍
- Do-It-Yourself (DIY)	$376,311	$15,429	4.1%	●
- Mechanic Installed (MI)	$2,149,694	$608,363	28.3%	●
Total Labour**	$2,119,807	$599,905	28.3%	●

RETAIL SALES PER DEALER	POTENTIAL	DEALER SHARE	LOST SALES PER DEALER	VS. CANADA
Total Parts and Service	**$5,001**	**$1,317**	**$3,684**	●
Total Parts	$2,719	$671	$2,048	●
- Do-It-Yourself (DIY)	$405	$17	$388	●
- Mechanic Installed (MI)	$2,314	$655	$1,659	●
Total Labour**	$2,282	$646	$1,636	●

**Excludes paint, bodywork, equipment, heavy duty truck, bus, motorcycle*
***May be underestimated due to new vehicle dealers having a higher labour rate than the market*
Source: DesRosiers Automotive Consultants Inc., DesRosiers 2023 Light Vehicle Study, and CADA

❍ Above National Average
● Below National Average

ATLANTIC

Atlantic Job Potential per Dealer - 2023

	TOTAL JOBS	SHARE OF CANADA	POTENTIAL JOBS PER DEALER	MKT. POTENTIAL VS. CAN.
Air Conditioning	284,802	7.3%	833	●
Air Filters	1,009,866	7.3%	2,953	●
Belts	220,055	7.1%	643	●
Brake	537,799	7.3%	1,573	●
Exhaust	269,844	7.2%	789	●
Ignition Wire Sets	170,660	7.2%	499	●
Oil Change	3,628,525	7.3%	10,610	●
Shocks / Struts	149,306	7.2%	437	●
Spark Plugs	1,026,150	7.2%	3,000	●
Steering	180,976	7.2%	529	●

Source: DesRosiers Automotive Consultants Inc., DesRosiers 2023 Light Vehicle Study, and CADA

Atlantic New Vehicle Dealer Parts and Service Sales - 2023 (000s)

RETAIL SALES*	TOTAL SALES	DEALER SALES	DEALER SHARE	VS. CANADA
Total Parts and Service	**$1,615,988**	**$399,841**	**24.7%**	●
Total Parts	$942,827	$205,970	21.8%	●
- Do-It-Yourself (DIY)	$260,174	$9,366	3.6%	●
- Mechanic Installed (MI)	$682,652	$196,604	28.8%	●
Total Labour**	$673,162	$193,871	28.8%	●

RETAIL SALES PER DEALER	POTENTIAL	DEALER SHARE	LOST SALES PER DEALER	VS. CANADA
Total Parts and Service	**$4,725**	**$1,169**	**$3,556**	●
Total Parts	$2,757	$602	$2,155	●
- Do-It-Yourself (DIY)	$761	$27	$733	●
- Mechanic Installed (MI)	$1,996	$575	$1,421	●
Total Labour**	$1,968	$567	$1,401	●

**Excludes paint, bodywork, equipment, heavy duty truck, bus, motorcycle*
***May be underestimated due to new vehicle dealers having a higher labour rate than the market*
Source: DesRosiers Automotive Consultants Inc., DesRosiers 2023 Light Vehicle Study, and CADA

❍ Above National Average
● Below National Average

TRENDSETTER 31

Dear Reader,

Each year as part of the CADA Year in Review, DesRosiers Automotive surveys dealers across the country in regard to a number of issues. Some highlights of this year's survey are outlined below. As usual the survey tracked ongoing changes in such issues as the sales process and provided data used throughout this publication. In addition, as always the survey focused on several new topics that were top-of-mind in 2025 and into 2026. Dealers were surveyed in regards to their opinion on the federal luxury vehicle tax, their use of AI, and vehicle counter-tariffs on some US built vehicles. As always the results are fascinating with some of the key highlights outlined below.

desrosiers
AUTOMOTIVE CONSULTANTS INC.

1. The Federal Government continues to impose a "luxury vehicle tax" on vehicles costing over $100,000. Do you think this tax is:

	OVERALL	BC	AB	MB/SK	ON	QC	ATLANTIC	TOTAL NEW & USED SALES 1-500	501-1000	1000+
Hurting sales of luxury vehicles	**82.6%**	87.5%	96.3%	80.0%	78.0%	75.0%	78.6%	87.2%	84.1%	79.8%
Having no impact on sales of luxury vehicles	**17.4%**	12.5%	3.7%	20.0%	22.0%	25.0%	21.4%	12.8%	15.9%	20.2%

When asked about the luxury vehicle tax on vehicles over $100,000, dealers largely believed that it was hurting the sales of luxury vehicles at 82.6% of responses. Only 17.4% believed this tax had no impact on the sales of luxury vehicles. The former option was the most popular across the regions with dealers in Alberta feeling particularly strongly, at 96.3%. Larger volume dealers were slightly more inclined to point to the luxury vehicle tax having no impact on luxury sales, at least in comparison to smaller dealers.

2. In response to US tariffs the Canadian government has put counter-tariffs on certain US built vehicles. Do you think this policy is:

	OVERALL	BC	AB	MB/SK	ON	QC	ATLANTIC	TOTAL NEW & USED SALES 1-500	501-1000	1000+
Reasonable given the situation	**50.0%**	62.5%	48.1%	44.0%	42.5%	59.4%	64.3%	53.8%	48.8%	49.4%
Unhelpful and should be removed	**50.0%**	37.5%	51.9%	56.0%	57.5%	40.6%	35.7%	46.2%	51.2%	50.6%

Dealers were asked about Canadian counter-tariffs on select US built vehicles in response to US tariffs. At the national level, dealers were split perfectly down the middle in regards to whether this policy was reasonable given the situation or unhelpful and should be removed. In British Columbia 62.5% of dealers saw this response as reasonable. In Alberta, 48.1% saw this response as reasonable. Dealers in Manitoba/Saskatchewan and Ontario were also more likely to find this policy unhelpful with only 44.0% and 42.5% finding it reasonable. The opposite was true in Quebec where 59.4% of dealers found the counter-tariffs to be reasonable with 64.3% of dealers in the Atlantic region also indicating that. From a volume perspective, smaller dealers (1-500 sales) were more likely to find the measures to be reasonable, at 53.8%. Dealers in the 501-1000 and 1000+ categories were slightly more likely to find the policy to be unhelpful

CADA

3. Do you believe Canadian consumers would benefit from allowing sales of vehicles in Canada that meet European, Japanese or South Korean standards?

	OVERALL	BC	AB	MB/SK	ON	QC	ATLANTIC	TOTAL NEW & USED SALES 1-500	501-1000	1000+
No	**39.2%**	56.2%	44.4%	28.0%	25.0%	34.4%	21.4%	48.7%	42.7%	30.1%
Yes	**60.8%**	43.8%	55.6%	72.0%	75.0%	65.6%	78.6%	51.3%	57.3%	69.9%

At the national level, the majority of dealers, at 61.3%, indicated that Canadian consumers would benefit from allowing the sales of vehicles which meet European, Japanese, or South Korean standards. British Columbia significantly deviated from the national average with only 37.5% of dealers in the province agreeing with the benefit against 62.5% which felt that this change would not benefit Canadian consumers. In Alberta, dealers were somewhat split with 55.6% indicating yes and 44.4% indicating no. In Manitoba as well as Ontario, dealers where overwhelmingly agreed that a change like this would benefit Canadian consumers, as did dealers in the Atlantic region, and Quebec—albeit to a slightly lesser extent. From a dealer size—or volume—perspective, larger dealers were more likely to see benefits from this potential change at 69.9% for the 1000+ category and 57.3% for the 501-1000 category. Smaller dealers (1-500 units) were more evenly split at 51.3% yes against 48.7% no.

4. Is AI Technology currently being widely deployed in your dealership:

	OVERALL	BC	AB	MB/SK	ON	QC	ATLANTIC	TOTAL NEW & USED SALES 1-500	501-1000	1000+
Limited	**63.7%**	81.3%	63.0%	72.0%	62.5%	50.0%	50.0%	61.5%	64.6%	61.4%
No	**19.5%**	12.5%	11.1%	20.0%	27.5%	21.9%	7.1%	35.9%	17.1%	15.7%
Yes	**16.7%**	6.3%	25.9%	8.0%	10.0%	28.1%	42.9%	2.6%	18.3%	22.9%

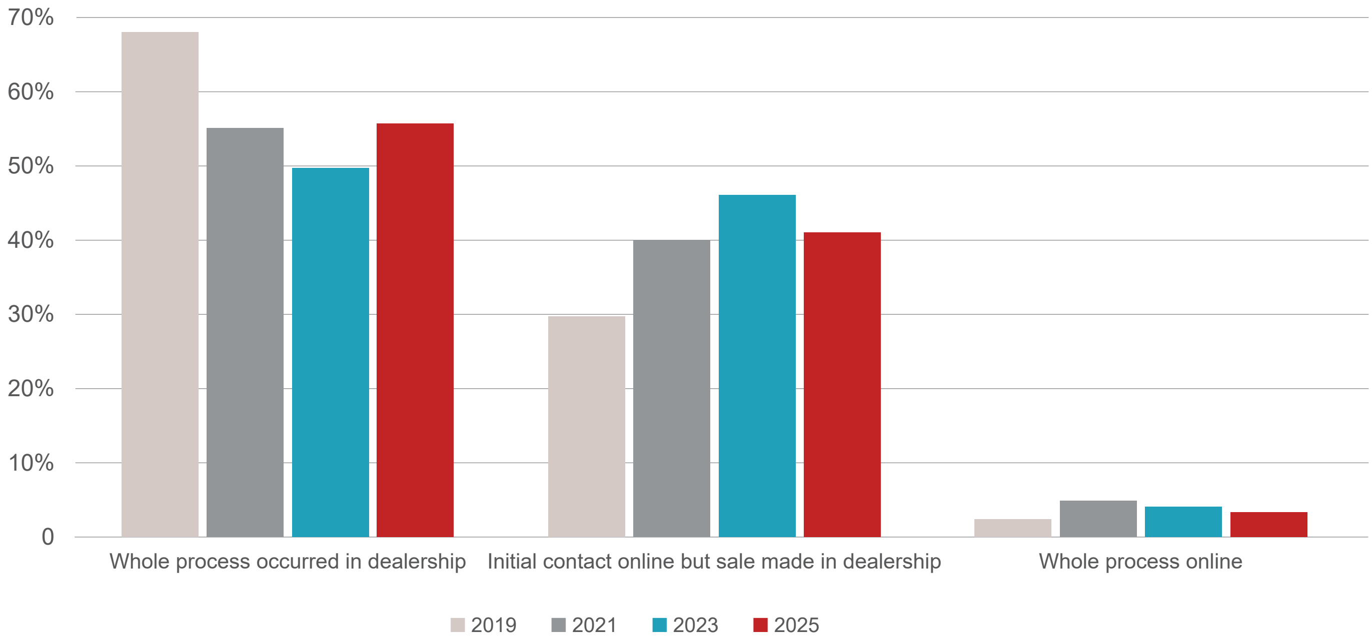
At the national level, the majority of dealers indicated that AI technology use has remained limited at their dealerships, accounting for 63.7% of responses. A further 16.7% cited that AI technology is 'widely deployed' in their dealership with the remaining 19.5% citing that it is not used at all. This ratio did see some notable variation across the regions. In British Columbia, 81.3% of dealers cited limited use with only 12.5% citing no use. In Alberta 63.0% of dealers cited limited use but a significant portion, at 25.9% of responses, cited wide deployment. In Manitoba/Saskatchewan 72.0% of dealers noted limited use with 8.0% seeing wide deployment and the remaining 20.0% noting no widespread use. Dealers in Ontario also largely pointed towards limited use of AI in their dealerships at 62.5% of responses and these dealers were also most likely to point to no widespread use, at 27.5% of responses. The Atlantic region and Quebec noted the largest response rate for widespread AI use at 42.9% and 28.1% of responses respectively. Larger dealers were more likely to cite already widespread AI use in their dealerships, rising from 2.6% for the 1-500 sales category, to 18.3% for the 501-1000 category, to 22.9% for the 1000+ category.

5. In the next 12 months, do you expect the use of AI technology in your dealership to:

	OVERALL	BC	AB	MB/SK	ON	QC	ATLANTIC	TOTAL NEW & USED SALES 1-500	501-1000	1000+
Decline	**0.5%**	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Increase rapidly	**33.5%**	12.5%	37.0%	24.0%	35.0%	53.1%	42.9%	24.2%	39.0%	32.5%
Increase slowly	**55.3%**	68.8%	51.9%	64.0%	60.0%	40.6%	57.1%	75.8%	47.6%	60.2%
Remain the same	**10.7%**	12.5%	11.1%	12.0%	5.0%	6.3%	0.0%	18.2%	12.2%	7.2%

Building on the previous question, dealers were also asked about their outlook for the next 12 months and whether they will see AI use decline, remain the same, increase slowly, or increase rapidly. At the national level, just 0.5% of dealers expected a decline in AI use. A further 10.7% expected usage to remain the same. The largest portion, at 55.3%, noted that they expect usage to increase slowly over the next 12 months. Finally, the second largest portion of responses, at 33.5%, pointed to rapid increases in AI usage over the next 12 months. This ratio remained relatively consistent across the regions. In British Columbia, 6.3% of dealers pointed towards declining AI use, breaking away from the responses across the rest of Canada. However, 68.8% of dealers in British Columbia still saw slow increases in AI use over the next 12 months. In Alberta, 37.0% of dealers expected rapid increases with 51.9% citing slow increases. Dealers in Manitoba/Saskatchewan and Ontario most commonly expected slow growth at 64.0% and 60.0% of responses. In Quebec, the largest portion od dealers at 52.1% noted rapid growth in AI use as their expectation for the net 12 months. In Atlantic Canada results were fairly split at 42.9% expecting rapid growth and 57.1% expecting slower increases in AI use. Larger dealers were less likely to expect AI use to remain the same as compared to smaller-volume dealers.

6. For new vehicle sales what percentage of sales were conducted by each of these methods:

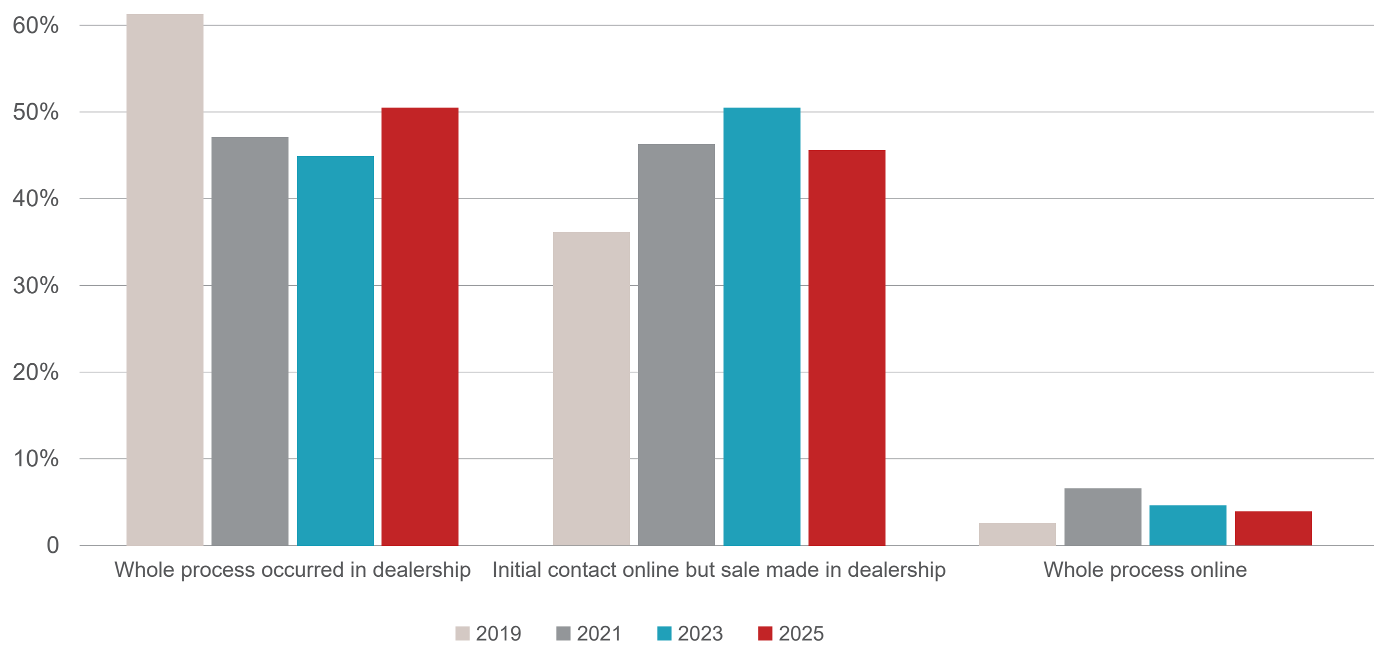


	OVERALL	BC	AB	MB/SK	ON	QC	ATLANTIC	TOTAL NEW & USED SALES 1-500	501-1000	1000+
Whole process occurred in dealership	**55.7%**	53.6%	54.9%	44.6%	59.0%	60.8%	48.4%	62.8%	53.9%	54.0%
Initial contact online but sale made in dealership	**41.0%**	42.1%	41.6%	52.0%	38.0%	36.0%	48.1%	33.9%	42.5%	43.1%
Whole process online	**3.3%**	4.3%	3.6%	3.4%	3.0%	3.2%	3.4%	3.3%	3.6%	2.9%

At the national level, dealers on average indicated that 55.7% of their new vehicle sales occurred entirely in the dealership with a further 41.0% that started online initially but were completed in a dealership. This represents a change in direction from the industry trend since 2019. The smallest share, at 3.3%, indicated that the entire process occurred online. In British Columbia this ratio was 53.6% in dealership, 42.1% initially online, and 4.3% entirely online, the largest online only share across the regions. Dealer in Alberta noted a similar ratio at 54.9% in dealership, 41.6% initially online, and 3.6% entirely online. In Manitoba/Saskatchewan, sales where the initial contact occurred online were most common, accounting for 52.0%. Ontario was more reflective of the national average at 59.0% in dealership, 38.0% initially online, and 3.0% entirely online. In Quebec, initial online contact was the least common, at 36.0%. Dealers in the Atlantic region noted a fairly even split at 48.4% in dealership against 48.1% initially online. From a volume perspective, smaller dealers (1-500 units) saw the highest share for entirely in-person transactions at 62.8%. Moderate-volume dealers saw the largest share for entirely online processes at 3.6%.

Note: Canadian total may not match regional data as not all dealers report location

7. For used vehicle sales what percentage of sales were conducted by each of these methods:



	OVERALL	BC	AB	MB/SK	ON	QC	ATLANTIC	TOTAL NEW & USED SALES 1-500	501-1000	1000+
Whole process occurred in dealership	**50.5%**	54.6%	53.7%	39.1%	57.5%	46.8%	44.0%	59.8%	48.2%	48.1%
Initial contact online but sale made in dealership	**45.6%**	41.1%	43.0%	57.6%	39.4%	48.8%	51.2%	36.8%	47.6%	48.0%
Whole process online	**3.3%**	4.3%	3.3%	3.3%	3.1%	4.4%	4.8%	3.4%	4.2%	3.8%

For specifically used vehicle sales, dealers at the national level indicated that an average of 50.5% of their used vehicle sales saw the whole process occur within the dealership. A further 45.6% of sales saw initial online contact, with the sales being completed in the dealership. The remaining 3.9% was comprised of sales that occurred entirely online. The share for entirely online sales remained low across all regions, but the highest share among them was noted in the Atlantic region at 4.8%. Quebec followed at 4.4% with British Columbia not far off at 4.3%. Dealers in Alberta as well as Manitoba/ Saskatchewan noted a share of 3.3% with Ontario the lowest at 3.1%. For sales where the initial contact occurred online, the largest share was noted by dealers in Manitoba/Saskatchewan at 57.6% followed by the Atlantic region at 51.2% with Quebec not far off at 48.8%. Dealers in Alberta noted a share of 43.0% and British Columbia followed at 41.1%. Dealers in Ontario noted the lowest share for sales with initial online contact at 39.4%. For entirely in-person transactions, the largest share was noted by dealers in Ontario at 57.5% followed by British Columbia at 54.6% and Alberta at 53.7%. Dealers in Quebec saw a lower share of 47.8% with the Atlantic similarly at 44.0%. The lowest share for this category was noted by dealers in Manitoba/Saskatchewan at 39.1%. In terms of volume, moderate-sized dealers (501-1000 units) saw the largest share of entirely online used vehicle sales at 4.2%. Smaller dealers (1-500 units) saw the largest share for entirely in-person transactions.

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