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Canada Autos Report Q1 2016

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Abstracts

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BMI View: Low oil prices will start to weigh on the light vehicle market from 2016 as major provinces such as Alberta see demand declining. The production landscape, meanwhile, will shift toward higher margin models such as sport utility vehicles.

Key Views

The market will be near flat in 2016 as the effects of low oil prices start to feed through.

Our five-year car production forecast has been revised down to reflect the Corolla's move out of the country.

Light truck production instead will be boosted by Toyota's extra RAV4 output.

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