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# Canada Autos Report Q4 2015

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## Abstracts

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With growth of 7.5% y-o-y in 8M15, Canada's light truck segment is still the driving force of the overall market. This has negative connotations, however, when it also makes up the majority of sales in provinces hit by the drop in oil income. Alberta is the most obvious example, underperforming both the national market and other provinces in H115 (latest available sub-national data) with a total sales decline of 9.2% yo- y. In June alone, truck sales (including SUVs, minivans, trucks and buses), which account for around 77% of total sales due to their dual industrial and private use, fell 16.3% y-o-y.

Alberta has the third highest sales in the national market, and as such, disruptions on a provincial level will eventually filter through to the wider market. As such we have revised down our already conservative growth forecasts for 2016. We now expect a further decline of 2.0% in passenger car sales, which have been on a downtrend on the back of low fuel prices in favour of bigger vehicles. However, we have also slightly lowered our light truck forecast to growth of 2.0% compared with the previous 3.0% growth forecast, as the impact on the oil sector becomes more prominent. Overall, this results in growth of 0.5% for the total light vehicle market.

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## Contents

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