



# CANADA: AUTOMOTIVE SECTOR

STEFAN POPESCU  
ANYA YABLONSKA  
SONIA HUKIL

## MARKET OVERVIEW - MARCH 2015

- Canada represents the second largest automotive market in North America
- New record 1.85 million light vehicles sold in Canada during 2014, up 6% from 2013
- Canadian imports of vehicles (cars, light and heavy duty trucks) totaled US\$41.1 billion in 2014, an increase of 3% from 2013
- Production of light vehicles decreased by 5% in 2014 in Canada.
- Canada imported parts and components totaling US\$24.9 billion
- Canadian automotive-aftermarket retail sales are estimated at approximately US\$19 billion in 2014
- Oil price impact/consumer spending availabilities expected to drive further sales (except in Alberta)

## OPPORTUNITIES - PROGRAMS/PROJECTS

- U.S. light vehicles maintain a dominant share of 45% of the Canadian market
- OEMs' capital investment in 2014 over \$900 million
- Federal and provincial governments further support with over \$100 million
- General Motors moved some of its production south of the border
- Large Canadian Tier 1 suppliers combined investments over \$500 million in 2014

## BEST PROSPECTS

Total sector imports in 2013 same as 2012, with increase for import of assembled vehicles. Opportunity segments for imports of components:

- |   |                   |
|---|-------------------|
| Motor Vehicle Brake System Manufacturing              | US\$1,944 million |
| Motor Vehicle Electrical and Electronic Equipment     | US\$3,555 million |
| Motor Vehicle Seating and Interior Trim Manufacturing | US\$ 901 million  |

## EVENTS

- Truck World – Multi Company Trade Show, April 2015, Toronto, ON
- Canadian International Auto Show - Multi Company Promotion, February 2016, Toronto, ON

## CONTACT

[Stefan.Popescu@trade.gov](mailto:Stefan.Popescu@trade.gov), Commercial Specialist, ext. 223  
[Anya.Yablonska@trade.gov](mailto:Anya.Yablonska@trade.gov), Commercial Assistant, ext. 229

U.S. Commercial Service Toronto  
Telephone: (416) 595-5412

<http://www.export.gov/Canada>

Updated March 2014