



# Auto News Flash

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## Canadian and U.S. Vehicle Sales — January 2010

### Canada

Car & light truck purchases remained above a year earlier for the second consecutive month. However, we estimate that seasonally adjusted sales softened to an annualized 1.45 million units in January, down from a full-year 2009 total of 1.46 million, and an average of 1.55 million during the July to October period. Much of the weakness was driven by double-digit declines at Toyota and Honda.

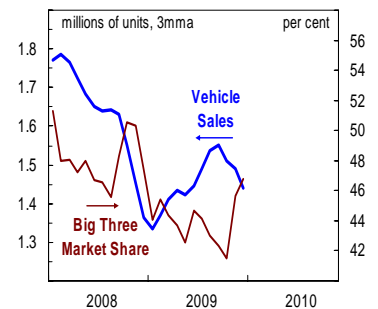
In contrast, each of the North American automakers posted year-over-year gains in the 5-6% range. This lifted the market share of North American brands to 46.8% — the highest level of the past year, and a jump of more than 5 percentage points during the past two months.

### United States

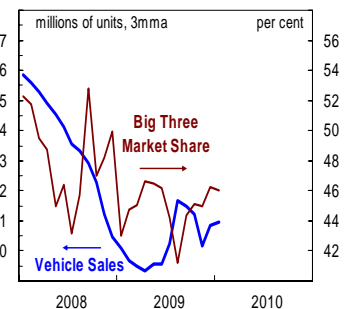
Auto sales advanced 6% above a year earlier, climbing to an annualized 10.7 million units in January, up from a full-year 2009 total of 10.4 million. As in Canada, North American automakers outperformed, with both Ford and General Motors posting double-digit gains. The increase at Ford was driven by a rebound in fleet volumes. However, the strength at General Motors was partly due to a pick-up in consumer purchases — primarily of the company's new launch products, such as the Canadian-made Chevrolet Equinox and Camaro, as well as the GMC Terrain.

Inventories for the popular new Canadian-made crossovers — the Equinox and Terrain — fell to only 12 days' supply, suggesting that autoworkers at the CAMI plant will be putting in significant overtime. Given strengthening sales, General Motors lifted the bottom end of its U.S. sales forecast from 11.0 to 11.5 million units. The company now expects total U.S. sales of 11.5 to 12.0 million for 2010.

Vehicle Sales & Detroit Three Market Share — Canada



Vehicle Sales & Detroit Three Market Share — United States



### Canada/U.S. Motor Vehicle Sales Outlook

	1991-01	2002-07	2008	2009	2010	
	Average		Average		Jan *	Annual f
(thousands of units, annualized)						
<b>CANADA</b>	1,323	1,614	1,642	1,461 *	1,450 *	1,525
Cars	772	864	898	748 *	745 *	775
Light Trucks	551	750	744	713 *	705 *	750
(millions of units, annualized)						
<b>UNITED STATES</b>	15.0	16.6	13.2	10.4	10.7	11.5
Cars	8.5	7.7	6.8	5.4	5.3	5.8
Light Trucks	6.5	8.9	6.4	5.0	5.4	5.7
(millions of units, annualized)						
<b>NORTH AMERICAN PRODUCTION**</b>	15.30	16.10	12.90	8.53	11.20	11.10

\*Includes Scotiabank estimates for Dec 2009 and Jan 2010. \*\*Canada, USA and Mexico; cars, light, medium and heavy trucks.

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