### SECTION 1: THE CANADIAN MARKET

**Canada**
- New Light Vehicle Sales by Nameplate (2007-2011) .......................................................... 10
- New Light Vehicle Sales by Segmentation (2007-2011) ......................................................... 12
- Top 10 Passenger Car & Light Truck Sales (2008-2011) ....................................................... 14
- Canadian Light Vehicles in Operation ..................................................................................... 16
  - Passenger Cars and Light Trucks ......................................................................................... 17
  - Domestic and Import Nameplates .......................................................................................... 18
  - Canadian Passenger Car Registrations (2000-2010) .......................................................... 19
- Canadian Light Truck Registrations (2000-2010) ................................................................. 20

**Retail Sales**
- New Car Dealers (2007-2011) .............................................................................................. 21
- Used & Recreational Motor Vehicle and Parts Dealers (2007-2011) ....................................... 22

**Vehicle Finance**
- Canadian Retail Finance Market - New Light Vehicles ......................................................... 23
- Canadian Light Vehicle Residual Value Summary (2000-2010) ............................................. 24
  - Passenger Cars and Light Trucks ......................................................................................... 24

### SECTION 2: THE USED VEHICLE MARKET

- New and Used Vehicle Sales in Canada (2001-2011) ........................................................... 25
- Used Vehicle Sales by Channel (2001-2011) ........................................................................... 26
- Canadian Used Vehicle Market (2008-2009) ........................................................................ 27
- Canadian Used Vehicle Market (2010-2011) ....................................................................... 28
- Used Vehicle Retail Market Size - by Channel (2003-2011) .................................................... 29
- Used Vehicle Wholesale Market Size - by Channel (2003-2011) ......................................... 30
- Used Vehicle Exports (2001-2010) ........................................................................................ 31
- Canadian Retail Finance Market - Used Light Vehicles ......................................................... 32
- Dealership Gross Profit in Canada (2007-2011) ..................................................................... 34
- Dealership Revenue in Canada (2007-2011) ......................................................................... 35

### SECTION 3: REGIONAL OVERVIEW

**Regional Analysis**
- Used Vehicle Sales (2003-2011) .......................................................................................... 37
- New Light Vehicle Sales by Nameplate (2007-2011) ............................................................. 39
  - Top Ten Sales (2011-2009) ................................................................................................. 40

**British Columbia**
- Used Vehicle Sales (2003-2011) .......................................................................................... 38
- New Light Vehicle Sales by Nameplate (2007-2011) ............................................................. 39
  - Top Ten Sales (2011-2009) ................................................................................................. 40

**Prairies**
- Used Vehicle Sales (2003-2011) .......................................................................................... 41
- New Light Vehicle Sales by Nameplate - Alberta (2007-2011) ............................................... 44
- New Light Vehicle Sales by Nameplate - Saskatchewan (2007-2011) ................................... 45
  - Top Ten Sales (2011-2009) ................................................................................................. 49

**Ontario**
- Used Vehicle Sales (2003-2011) .......................................................................................... 50
- New Light Vehicle Sales by Nameplate (2007-2011) ............................................................. 51
  - Top Ten Sales (2011-2009) ................................................................................................. 52

**Quebec**
- Used Vehicle Sales (2003-2011) .......................................................................................... 53
- New Light Vehicle Sales by Nameplate (2007-2011) ............................................................. 54
  - Top Ten Sales (2011-2009) ................................................................................................. 55
Atlantic
Used Vehicle Sales (2003-2011) ................................................................. 56
New Light Vehicle Sales by Nameplate - New Brunswick (2007-2011) ............. 57
New Light Vehicle Sales by Nameplate - Prince Edward Island (2007-2011) ... 59
Top Ten Sales (2011-2009) ........................................................................ 61

SECTION 4: VEHICLE PRICING
Black Book Data
- Forecasted Residual Values - Passenger Car and Light Truck ............................ 62
- Passenger Cars - Segment ............................................................................... 63
- Light Trucks - Segment .................................................................................... 71
Vehicle Affordability
Average Price of New Vehicles in Canada (1982-2011) ....................................... 80
Number of Units and Average Price of Motor Vehicles in Canada (2003-2011) .... 81

SECTION 5: THE CONSUMER
EnerGuide Fuel Economy
Fuel Consumption Guide - 2012 Model Year .................................................. 82

SECTION 6: RETAINED VALUE AWARD WINNERS
Passenger Cars by Segment (2011) .................................................................. 97
Light Trucks by Segment (2011) ...................................................................... 100

SECTION 7: DEALERS & OUTLETs
New Vehicle Dealers
Canadian Used Vehicle Retail Market (2003-2011) ......................................... 106
Aftermarket
Aftermarket Wholesalers, Installers/Retailers Location Counts by Province - 2011 108
Aftermarket Wholesalers, Installers/Retailers By Province Location Counts by Province (2010-2009) ................................................................. 109

SECTION 8: SELECTED REFERENCE DIRECTORY
Automotive Associations ................................................................................. 110
Warranty ........................................................................................................ 112
Auctions ......................................................................................................... 112

Advertisements within the Canadian Used Vehicle Report provide the funding for this book. We thank these advertisers for their support, and wish them the best of luck in 2013.

The Canadian Used Vehicle Report was researched and produced by DesRosiers Automotive Consultants Inc., along with valuable information from Canadian Black Book. For more information on this publication, and how your company can take advantage of unique advertising opportunities, please contact Pina Vaccaro at (905) 881-0400 ext. 18, or send an e-mail to pina@desrosiers.ca

DesRosiers Automotive Consultants Inc. (DAC) specializes in automotive industry consulting and market research. Founded in 1985 by Dennis DesRosiers, DAC has accumulated over two decades of knowledge and experience in the automotive industry. Our unique automotive focus strengthens our capabilities for diversified projects.