

Press Release

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Volvo Car Canada Ltd. Reports Growth of 16.4% in 2017

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Swedish Brand Reports 54.3% Growth in December and 27th Consecutive Month of Year-Over-Year Growth

RICHMOND HILL, ON. (January 3rd, 2018.) In 2017, Volvo Car Canada Ltd. sold a total of 7102 vehicles compared to 6103 vehicles sold in 2016 representing an increase of 16.4%.

Volvo Canada reported sales of 668 units in December 2017 compared to 433 sales in December 2016, representing an increase of 54.3%. This marks the twenty-seventh consecutive month of year-over-year sales growth for the brand.

“We are thrilled with the double-digit growth of the Volvo Canada brand in 2017,” said Alexander Lvovich, Managing Director, Volvo Car Canada Ltd. “The XC90 continued to account for our best-selling model, but sales of the all-new XC60 and its predecessor were also significant contributors to 2017 sales. With the arrival of the XC40 this March, and two more models launching in the second half of the year, our brand is poised to have a strong 2018. We would like to thank our retailer network for their efforts and their commitment to customer satisfaction throughout the year.”

For more information please refer to the Volvo Car Canada media website at:
<https://www.media.volvocars.com/ca/en-ca>

About Volvo Car Canada

Volvo Car Canada Ltd. is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCCL provides marketing, sales, parts, service, technology and training support to the 37 Volvo automobile retailers across Canada. To learn more about the Volvo Car product, please visit:
<http://www.volvocars.com/ca>

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