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New motor vehicle sales

December 2004



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Statistics Canada
Marketing and Clients Services

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Note of appreciation

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Symbols

The following standard symbols are used in Statistics Canada publications:

- . not available for any reference period
- .. not available for a specific reference period
- ... not applicable
- 0 true zero or a value rounded to zero
- 0^s value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
- p preliminary
- r revised
- x confidential to meet secrecy requirements of the *Statistics Act*
- E use with caution
- F too unreliable to be published

Note

Components may not add to totals due to rounding.

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Table of contents

Highlights	5
Analysis – December 2004	6
Continued weakness in annual sales	6
Annual sales of trucks were almost unchanged, while car sales declined	7
Transplant automakers continue to increase their market share	7
Alberta and British Columbia come out ahead	7
Related products	10
Statistical tables	
1-1 Monthly sales of new motor vehicles, by type and origin, in units, 2002 to 2004	12
1-2 Monthly sales of new motor vehicles, by type and origin, in units, 2002 to 2004	13
2-1 Monthly sales of new motor vehicles, by type and origin, in dollars, 2002 to 2004	14
2-2 Monthly sales of new motor vehicles, by type and origin, in dollars, 2002 to 2004	15
3 Average monthly prices of passenger cars, by origin, 2002 to 2004	16
4 Monthly market share of new passenger car sales (units), by origin, Canada, 2002 to 2004	17
5-1 Provincial sales of new motor vehicles, by type and origin, in units and dollars, 2002 to 2004, December	18
5-2 Provincial sales of new motor vehicles, by type and origin, in units and dollars, 2002 to 2004, December	20
6-1 Year to date provincial sales of new motor vehicles, by type and origin, in units, January to December, 2002 to 2004	21
6-2 Year to date provincial sales of new motor vehicles, by type and origin, in units, January to December, 2002 to 2004	22
7-1 Year to date provincial sales of new motor vehicles, by type and origin, in dollars, January to December, 2002 to 2004	23
7-2 Year to date provincial sales of new motor vehicles, by type and origin, in dollars, January to December, 2002 to 2004	24
8 Annual sales of new motor vehicles, by type and origin, in units and dollars, Canada, 1982 to 2004	25
9 Canada, monthly sales of new motor vehicles, in units, by type and origin, seasonally adjusted , 2002 to 2004	26
10-1 Monthly sales of new motor vehicles, in units, by province, seasonally adjusted, 2002 to 2004	27
10-2 Monthly sales of new motor vehicles, in units, by province, seasonally adjusted, 2002 to 2004	28
Definitions	29

Table of contents – continued

Appendix

I.	Scope of the survey	30
II.	List of North American motor vehicle manufacturers	33

Charts

Chart 1.	New motor vehicle sales, seasonally adjusted, in units, 2002-2004	8
Chart 2.	Passenger car sales, seasonally adjusted, in units, 2002-2004	8
Chart 3.	Truck, van and bus sales, seasonally adjusted, in units, 2002-2004	8
Chart 4.	Monthly distribution of the Canadian motor vehicle market (passenger cars), by origin, 2002-2004	9
Chart 5.	Cumulative sales of new passenger cars, by origin, in units, 2002-2004	9

Highlights

December 2004

- After falling in November, new motor vehicles sales declined 3.1% in December. These two declines almost erased the significant 7.5% gain observed in October. As in 2003, incentives were not enough to spur sales which fell for a second consecutive year.

Analysis – December 2004

December 2004 and annual 2004

After falling in November, new motor vehicles sales declined 3.1% in December. These two declines almost erased the significant 7.5% gain observed in October. As in 2003, incentives were not enough to spur sales which fell for a second consecutive year.

Consumers purchased 127,586 new motor vehicles in December, approximately 4,110 fewer units compared with November with 80% of the decline attributable to trucks. Sales of trucks fell 5.1% in December compared with a decline of only 1.2% for passenger cars. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Sales of both passenger cars and trucks increased at the start of 2004, following a period of steep declines that became more pronounced in the second half of 2003. This downward movement first appeared in sales of passenger cars, which began to decline in the fall of 2002. For truck sales, the weakness began to appear in mid-2003.

Note to readers

At the end of each calendar year, seasonally adjusted monthly figures are revised to equal the sum of the unadjusted estimates. Revised seasonally adjusted figures are presented this month for September to November 2004. The complete revision of seasonally adjusted data for the 2004 calendar year will be released in April. All annual comparisons in this release use the sum of unadjusted monthly estimates.

All data referring to December are adjusted for seasonality. Seasonally adjusted provincial data back to January 1991 are available on CANSIM.

Passenger cars include those used for personal and commercial purposes, such as taxis or rental cars. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

North American-built new motor vehicles include vehicles manufactured or assembled in Canada, the United States or Mexico. All other new motor vehicles are considered to have been manufactured overseas.

Vehicles built by transplant automakers are vehicles built or assembled in North America by foreign automakers that have established themselves here.

For reasons of confidentiality, data for Yukon, the Northwest Territories and Nunavut are included with those for British Columbia.

The New Motor Vehicle Sales Survey is compiled on the basis of figures obtained from motor vehicle manufacturers and importers. These results may vary from those obtained directly from auto dealers, due to possible differences in record keeping.

Based on preliminary estimates from the auto industry, the number of new motor vehicles sold in January is estimated to have fallen approximately 1%, the third consecutive monthly decline.

Continued weakness in annual sales

After reaching a record high in 2002, new motor vehicle sales registered their second consecutive year-over-year decline in 2004.

New motor vehicle dealers sold 1,575,242 units in 2004, down 3.1% from 2003 and the lowest level since 1999. The drop in sales occurred despite various incentive programs. These have become the norm in the industry since the fall of 2001 and have been promoted most aggressively by North American automakers. Some macroeconomic indicators in 2004 were fairly positive, including the growth of full-time employment. However, the average pump price of gasoline in 2004 was also up in most urban centres.

Annual sales of trucks were almost unchanged, while car sales declined

The decline in overall sales of new vehicles in 2004 was mainly attributable to weak sales of passenger cars, which fell by 45,373 units compared with 2003, whereas truck sales declined by only 5,853 units.

New truck sales were down 0.8% to 755,140 units in 2004 following a 4.7% drop in 2003. The number of new North American-built trucks sold in 2004 fell by 0.4% while sales of overseas-built trucks fell 2.9%.

New passenger car sales were down (-5.2% to 820,102 units) compared with 2003 when sales fell 7.4%. The decline is attributable both to cars built overseas (-7.7%) and to those built in North America (-4.2%).

This was the second consecutive year that sales of overseas-built cars registered a lower growth rate than sales of North American-built cars, a contrast with the strong performance they had posted in previous years. In fact, between 1997 and 2002, sales of overseas-built cars posted double-digit growth rates.

Transplant automakers continue to increase their market share

The combined market share of transplant automakers to North America continued to grow in 2004, as seen in sales of both passenger cars and trucks.

They captured 31.0% of the market for new passenger cars in 2004, up from 24.2% in 2000. In 1992, their market share was 7.8%.

While the market for new trucks is largely dominated by the Big Three (71.8%), transplant automakers captured a 9.5% share in 2004 compared with 6.4% in 2000. In 1992, their share was only 0.7%.

Sales of vehicles built by transplant automakers to North America skyrocketed in the mid-1990s. It was not until 1999 that they started to register more moderate increases.

Alberta and British Columbia come out ahead

New motor vehicle sales declined in all provinces except Alberta and the region formed by British Columbia and the three territories in 2004. Except for Saskatchewan, the Western provinces were foremost among the provinces posting results above the national average.

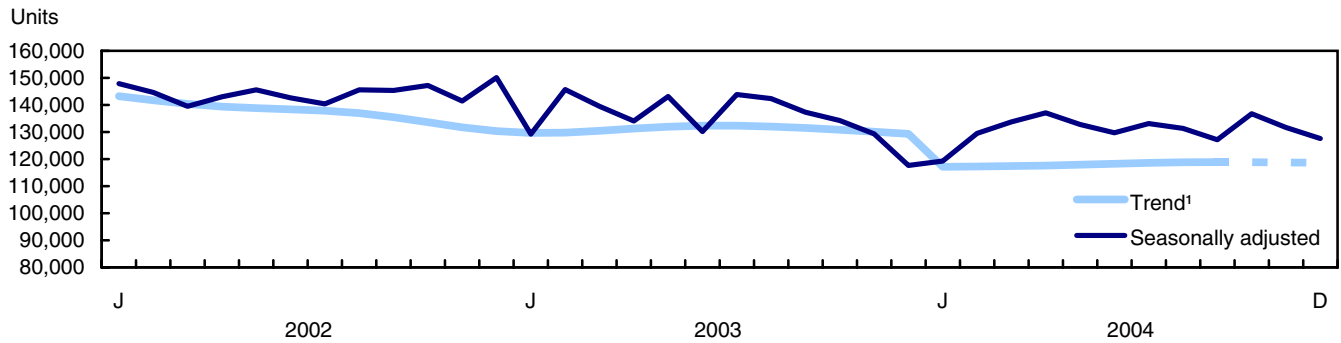
The advance in Alberta (+0.9%) was entirely attributable to truck sales, with car sales declining. The gain observed in the region formed by British Columbia and the three territories (+0.4%) was attributable to cars, with truck sales declining.

Prince Edward Island (-0.7%), Manitoba (-1.5%) and Nova Scotia (-2.5%) posted year-over-year declines below the national average (-3.1%).

Quebec (-3.6%), Ontario (-4.6%), and Saskatchewan (-5.6%) reported declines above the national average. The largest decreases were posted in Newfoundland and Labrador (-9.9%) and in New Brunswick (-7.7%).

Chart 1

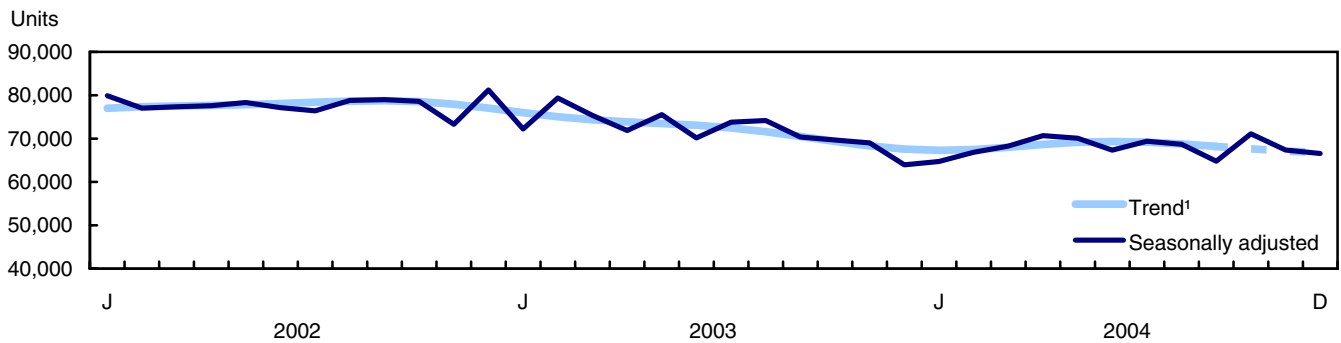
New motor vehicle sales, seasonally adjusted, in units, 2002-2004



1. Trends represent smoothed seasonally adjusted data.

Chart 2

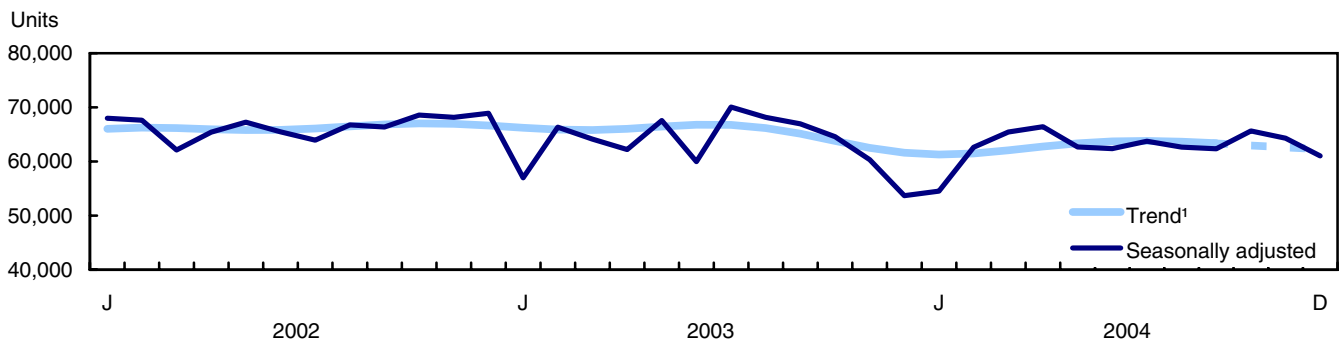
Passenger car sales, seasonally adjusted, in units, 2002-2004



1. Trends represent smoothed seasonally adjusted data.

Chart 3

Truck, van and bus sales, seasonally adjusted, in units, 2002-2004



1. Trends represent smoothed seasonally adjusted data.

Chart 4

Monthly distribution of the Canadian motor vehicle market (passenger cars), by origin, 2002-2004

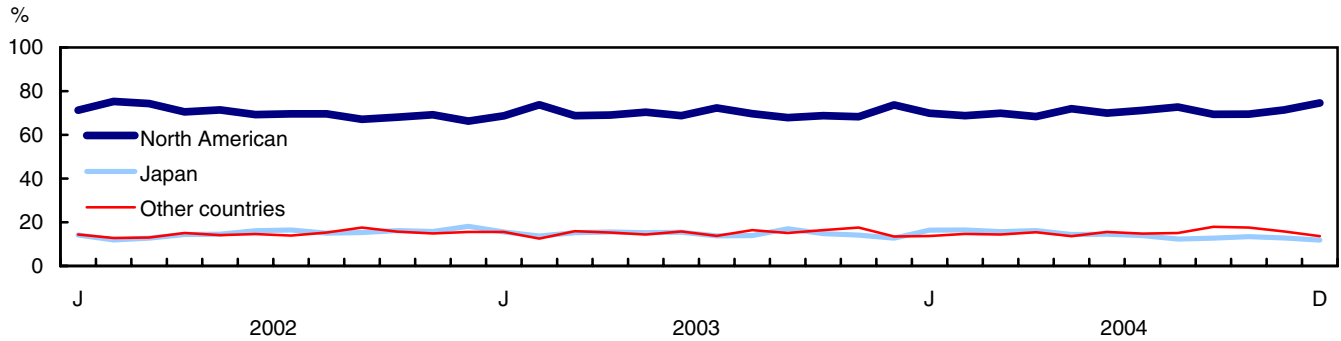
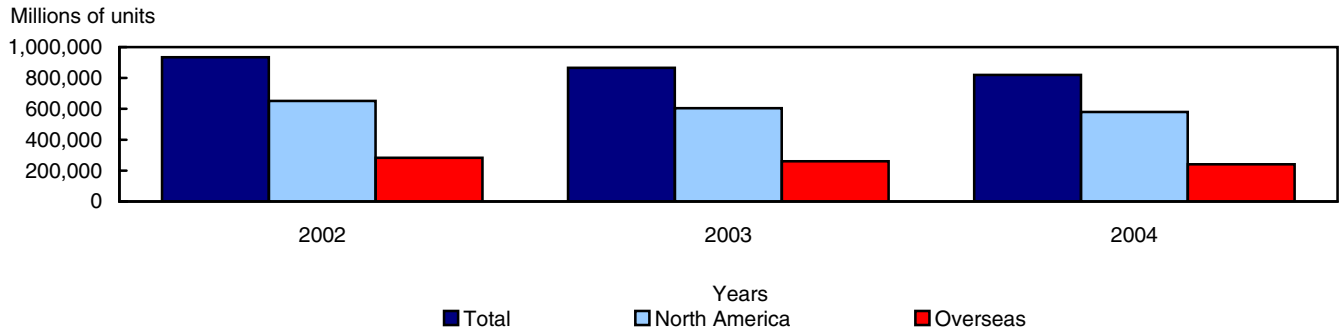


Chart 5

Cumulative sales of new passenger cars, by origin, in units, 2002-2004
January - December



Related products

Selected publications from Statistics Canada

63-005-X	Retail trade
63-541-X	Retail Commodity Survey, 1989
63F0006X	New motor vehicle sales seasonal factors

Selected CANSIM tables from Statistics Canada

079-0001	New motor vehicle sales, Canada, provinces and territories
079-0002	Other estimates of new motor vehicle sales, Canada, provinces and territories

Note on CANSIM

All current and historical statistics on New Motor Vehicle Sales (tables 0790001-0790002) as well as many other series are available to the public from Statistics Canada's computerized data bank CANSIM (Canadian Socio-Economic Information Management System) via terminal, on computer printouts, or in machine readable form.

For further information, please visit CANSIM.

Selected surveys from Statistics Canada

2402	New Motor Vehicle Sales Survey
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Selected tables of Canadian statistics from Statistics Canada

- *Canadian Statistics - New motor vehicle sales*
- *Economic indicators - Canada*
- *Canadian Statistics - New motor vehicle sales*
- *Canadian Statistics - New motor vehicle sales, provinces*

Statistical Tables

Table 1-1

Monthly sales of new motor vehicles, by type and origin, in units, 2002 to 2004

Period	Total new motor vehicles		Passenger cars							
			North America		Japan		Other countries		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	No.	%	No.	%	No.	%	No.	%	No.	%
2002										
January	112,105	15.8	41,820	11.0	7,153	47.9	7,297	16.2	56,270	15.3
February	103,981	16.6	37,067	10.4	7,556	43.7	7,965	15.9	52,588	15.1
March	150,286	5.0	57,955	4.3	11,730	20.1	11,433	9.3	81,118	7.0
April	167,558	11.6	66,005	11.7	15,387	32.3	13,912	12.8	95,304	14.8
May	166,313	10.2	74,074	3.7	17,586	25.6	14,837	3.8	106,497	6.8
June	168,305	4.5	62,931	-3.0	13,584	16.5	13,872	9.3	90,387	1.3
July	141,101	8.1	52,993	3.9	12,070	12.4	13,916	18.5	78,979	7.5
August	150,865	8.5	57,576	8.9	13,696	-2.2	13,239	9.4	84,511	7.0
September	144,297	13.6	54,782	17.6	12,536	1.3	11,807	18.6	79,125	14.8
October	137,951	11.1	49,822	5.4	13,594	24.7	11,681	11.4	75,097	9.4
November	127,244	-3.5	44,232	-11.5	10,058	1.0	10,060	-0.6	64,350	-8.1
December	143,312	5.5	52,048	4.3	9,646	22.7	8,784	3.6	70,478	6.4
Year	1,733,318	8.5	651,305	5.1	144,596	17.6	138,803	10.3	934,704	7.6
2003										
January	95,477	-14.8	34,345	-17.9	7,602	6.3	7,943	8.9	49,890	-11.3
February	105,391	1.4	37,734	1.8	8,533	12.9	8,371	5.1	54,638	3.9
March	148,922	-0.9	55,863	-3.6	12,065	2.9	11,457	0.2	79,385	-2.1
April	152,967	-8.7	59,729	-9.5	13,339	-13.3	13,725	-1.3	86,793	-8.9
May	185,419	-0.5	74,880	1.1	14,309	-18.6	14,318	-3.5	103,507	-2.8
June	149,816	-11.0	55,824	-11.3	11,164	-17.8	13,098	-5.6	80,086	-11.4
July	148,957	5.6	54,580	3.0	11,539	-4.4	12,269	-11.8	78,388	-0.7
August	145,108	-3.8	52,954	-8.0	13,297	-2.9	11,762	-11.2	78,013	-7.7
September	141,988	-1.6	50,433	-7.9	10,830	-13.6	12,023	1.8	73,286	-7.4
October	124,427	-9.8	44,518	-10.6	9,224	-32.1	11,484	-1.7	65,226	-13.1
November	115,126	-9.5	44,653	1.0	7,718	-23.3	8,185	-18.6	60,556	-5.9
December	112,870	-21.2	39,213	-24.7	7,288	-24.4	9,206	4.8	55,707	-21.0
Year	1,626,468	-6.2	604,726	-7.2	126,908	-12.2	133,841	-3.6	865,475	-7.4
2004										
January	85,238	-10.7	30,151	-12.2	7,074	-6.9	5,917	-25.5	43,142	-13.5
February	94,778	-10.1	31,676	-16.1	7,608	-10.8	6,745	-19.4	46,029	-15.8
March	149,624	0.5	52,775	-5.5	11,871	-1.6	10,904	-4.8	75,550	-4.8
April	160,195	4.7	59,271	-0.8	14,007	5.0	13,363	-2.6	86,641	-0.2
May	166,136	-10.4	67,222	-10.2	13,456	-6.0	12,650	-11.6	93,328	-9.8
June	154,134	2.9	56,132	0.6	11,601	3.9	12,504	-4.5	80,237	0.2
July	136,582	-8.3	51,686	-5.3	10,122	-12.3	10,762	-12.3	72,570	-7.4
August	136,187	-6.1	53,721	1.4	9,085	-31.7	11,137	-5.3	73,943	-5.2
September	130,699	-8.0	46,308	-8.2	8,504	-21.5	11,917	-0.9	66,729	-8.9
October	123,552	-0.7	44,405	-0.3	8,580	-7.0	10,913	-5.0	63,898	-2.0
November	120,295	4.5	43,188	-3.3	7,709	-0.1	9,565	16.9	60,462	-0.2
December ^P	117,822	4.4	42,932	9.5	6,809	-6.6	7,832	-14.9	57,573	3.3
Year	1,575,242	-3.1	579,467	-4.2	116,426	-8.3	124,209	-7.2	820,102	-5.2

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Note: Percentage change are year-over-year changes.

Table 1-2

Monthly sales of new motor vehicles, by type and origin, in units, 2002 to 2004

Period	Total new motor vehicles		Trucks ¹					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	No.	%	No.	%	No.	%	No.	%
2002								
January	112,105	15.8	48,802	12.1	7,033	56.9	55,835	16.3
February	103,981	16.6	45,464	17.4	5,929	25.5	51,393	18.3
March	150,286	5.0	61,640	1.1	7,528	17.0	69,168	2.6
April	167,558	11.6	63,785	4.9	8,469	33.7	72,254	7.6
May	186,313	10.2	70,834	14.6	8,982	19.0	79,816	15.1
June	168,305	4.5	69,010	7.0	8,908	22.0	77,918	8.5
July	141,101	8.1	53,444	6.4	8,678	28.4	62,122	9.0
August	150,865	8.5	57,466	9.4	8,888	17.8	66,354	10.5
September	144,297	13.6	56,855	11.1	8,317	19.5	65,172	12.2
October	137,951	11.1	53,476	10.0	9,378	34.6	62,854	13.1
November	127,244	-3.5	53,964	-0.8	8,930	19.3	62,894	1.7
December	143,312	5.5	64,130	5.6	8,704	-1.2	72,834	4.7
Year	1,733,318	8.5	698,870	7.9	99,744	22.6	798,614	9.5
2003								
January	95,477	-14.8	39,097	-19.9	6,490	-7.7	45,587	-18.4
February	105,391	1.4	43,530	-4.3	7,223	21.8	50,753	-1.2
March	148,922	-0.9	60,318	-2.1	9,219	22.5	69,537	0.5
April	152,967	-8.7	56,539	-11.4	9,635	13.8	66,174	-8.4
May	185,419	-0.5	71,005	0.2	10,907	21.4	81,912	2.6
June	149,816	-11.0	60,493	-12.3	9,237	3.7	69,730	-10.5
July	148,957	5.6	60,228	12.7	10,341	19.2	70,569	13.6
August	145,108	-3.8	57,732	0.5	9,363	5.3	67,095	1.1
September	141,988	-1.6	59,257	4.2	9,445	13.6	68,702	5.4
October	124,427	-9.8	49,342	-7.7	9,859	5.1	59,201	-5.8
November	115,126	-9.5	46,522	-13.8	8,048	-9.9	54,570	-13.2
December	112,870	-21.2	50,073	-21.9	7,090	-18.5	57,163	-21.5
Year	1,626,468	-6.2	654,136	-6.4	106,857	7.1	760,993	-4.7
2004								
January	85,238	-10.7	36,140	-7.6	5,956	-8.2	42,096	-7.7
February	94,778	-10.1	42,614	-2.1	6,135	-15.1	48,749	-3.9
March	149,624	0.5	65,555	8.7	8,519	-7.6	74,074	6.5
April	160,195	4.7	64,616	14.3	8,938	-7.2	73,554	11.2
May	166,136	-10.4	64,043	-9.8	8,765	-19.6	72,808	-11.1
June	154,134	2.9	65,041	7.5	8,856	-4.1	73,897	6.0
July	136,582	-8.3	54,651	-9.3	9,361	-9.5	64,012	-9.3
August	136,187	-6.1	52,190	-9.6	10,054	7.4	62,244	-7.2
September	130,699	-8.0	54,028	-8.8	9,942	5.3	63,970	-6.9
October	123,552	-0.7	50,615	2.6	9,039	-8.3	59,654	0.8
November	120,295	4.5	50,926	9.5	8,907	10.7	59,833	9.6
December ^p	117,822	4.4	50,948	1.7	9,301	31.2	60,249	5.4
Year	1,575,242	-3.1	651,367	-0.4	103,773	-2.9	755,140	-0.8

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Note: Percentage change are year-over-year changes.

Table 2-1

Monthly sales of new motor vehicles, by type and origin, in dollars, 2002 to 2004

Period	Total new motor vehicles				Passenger cars					
			North America		Japan		Other countries		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%	\$'000	%
2002										
January	3,412,178	19.3	1,003,521	12.7	173,817	58.6	216,775	16.8	1,394,112	17.6
February	3,174,004	19.4	871,644	10.5	187,520	59.8	238,430	11.5	1,297,595	15.8
March	4,504,327	6.4	1,367,549	-5.9	289,520	28.0	362,393	16.4	2,019,461	10.4
April	4,945,277	12.9	1,568,292	12.6	373,792	37.7	427,937	17.5	2,370,020	16.8
May	5,463,686	12.6	1,760,819	5.7	414,062	26.7	446,139	5.6	2,621,020	8.5
June	5,034,008	7.3	1,517,592	-1.3	325,654	21.4	423,205	14.9	2,266,450	4.2
July	4,195,497	11.9	1,260,735	5.6	291,510	19.2	392,289	19.2	1,944,534	10.0
August	4,517,781	13.1	1,374,571	11.6	326,726	4.3	365,941	7.3	2,067,238	9.6
September	4,362,089	17.4	1,303,544	19.1	307,681	4.2	351,096	21.1	1,962,320	16.8
October	4,239,363	14.7	1,189,282	7.9	333,272	24.9	347,121	12.3	1,869,675	11.4
November	3,969,183	0.6	1,056,203	-11.7	247,101	-1.4	315,283	0.2	1,618,587	-8.1
December	4,410,106	7.5	1,247,543	4.8	230,639	20.0	282,289	8.2	1,760,471	7.1
Year	52,227,499	11.4	15,521,295	6.5	3,501,294	21.5	4,168,898	12.4	23,191,483	9.6
2003										
January	2,941,847	-13.8	824,784	-17.8	178,744	2.8	238,493	10.0	1,242,022	-10.9
February	3,276,166	3.2	901,436	3.4	204,027	8.8	254,185	6.6	1,359,649	4.8
March	4,619,716	2.6	1,342,055	-1.9	287,456	-0.7	354,970	-2.0	1,984,481	-1.7
April	4,671,934	-5.5	1,447,359	-7.7	319,616	-14.5	423,686	-1.0	2,190,662	-7.6
May	5,551,388	1.6	1,808,156	2.7	344,754	-16.7	438,653	-1.7	2,591,563	-1.1
June	4,596,710	-8.7	1,352,584	-10.9	270,678	-16.9	394,456	-6.8	2,017,718	-11.0
July	4,570,411	8.9	1,305,259	3.5	264,556	-9.2	349,578	-10.9	1,919,393	-1.3
August	4,452,716	-1.4	1,258,881	-8.4	301,261	-7.8	335,482	-8.3	1,895,623	-8.3
September	4,487,201	2.9	1,209,940	-7.2	250,835	-18.5	359,903	2.5	1,820,678	-7.2
October	3,996,557	-5.7	1,076,616	-9.5	215,226	-35.4	389,239	12.1	1,681,081	-10.1
November	3,678,577	-7.3	1,092,537	3.4	180,705	-26.9	288,064	-8.6	1,561,306	-3.5
December	3,650,085	-17.2	945,611	-24.2	170,416	-26.1	305,384	8.2	1,421,411	-19.3
Year	50,493,308	-3.3	14,565,218	-6.2	2,988,274	-14.7	4,132,093	-0.9	21,685,587	-6.5
2004										
January	2,711,635	-7.8	714,925	-13.3	155,729	-12.9	183,723	-23.0	1,054,378	-15.1
February	3,005,467	-8.3	755,094	-16.2	171,197	-16.1	225,879	-11.1	1,152,171	-15.3
March	4,675,824	1.2	1,256,631	-6.4	275,102	-4.3	354,138	-0.2	1,885,871	-5.0
April	4,889,585	4.7	1,415,972	-2.2	324,034	1.4	431,751	1.9	2,171,757	-0.9
May	5,029,987	-9.4	1,606,953	-11.1	310,894	-9.8	416,381	-5.1	2,334,228	-9.9
June	4,812,540	4.7	1,350,675	-0.1	266,842	-1.4	393,117	-0.3	2,010,635	-0.4
July	4,257,660	-6.8	1,238,110	-5.1	236,014	-10.8	315,260	-9.8	1,789,384	-6.8
August	4,245,377	-4.7	1,275,856	1.3	214,269	-28.9	334,268	-0.4	1,824,394	-3.8
September	4,202,285	-6.3	1,111,777	-8.1	201,881	-19.5	357,748	-0.6	1,671,405	-8.2
October	4,009,986	0.3	1,079,295	0.2	204,766	-4.9	327,312	-15.9	1,611,373	-4.1
November	3,938,346	7.1	1,046,077	-4.3	186,617	3.3	301,390	4.6	1,534,084	-1.7
December P	3,854,688	5.6	1,041,329	10.1	166,200	-2.5	261,449	-14.4	1,468,977	3.3
Year	49,633,380	-1.7	13,892,694	-4.6	2,713,545	-9.2	3,902,416	-5.6	20,508,657	-5.4

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Note: Percentage change are year-over-year changes.

Table 2-2

Monthly sales of new motor vehicles, by type and origin, in dollars, 2002 to 2004

Period	Total new motor vehicles		Trucks ¹					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%
2002								
January	3,412,178	19.3	1,779,369	16.7	238,696	60.5	2,018,065	20.6
February	3,174,004	19.4	1,667,702	21.3	208,707	28.4	1,876,409	22.0
March	4,504,327	6.4	2,229,610	2.1	255,256	16.9	2,484,866	3.4
April	4,945,277	12.9	2,290,546	7.1	284,711	32.3	2,575,257	9.4
May	5,463,686	12.6	2,538,344	16.0	304,322	21.6	2,842,666	16.6
June	5,034,008	7.3	2,467,958	8.7	299,599	21.2	2,767,558	9.9
July	4,195,497	11.9	1,964,517	11.7	286,446	27.8	2,250,963	13.5
August	4,517,781	13.1	2,153,296	15.9	297,247	19.1	2,450,543	16.2
September	4,362,089	17.4	2,118,915	17.7	280,853	18.8	2,399,768	17.8
October	4,239,363	14.7	2,045,255	15.1	324,433	33.2	2,369,688	17.3
November	3,969,183	0.6	2,037,884	5.8	312,712	19.8	2,350,596	7.5
December	4,410,106	7.5	2,339,740	8.5	309,895	2.6	2,649,635	7.8
Year	52,227,499	11.4	25,633,136	11.7	3,402,877	23.3	29,036,014	12.9
2003								
January	2,941,847	-13.8	1,467,829	-17.5	231,997	-2.8	1,699,826	-15.8
February	3,276,166	3.2	1,652,299	-0.9	264,219	26.6	1,916,518	2.1
March	4,619,716	2.6	2,296,628	3.0	338,607	32.7	2,635,235	6.1
April	4,671,934	-5.5	2,123,655	-7.3	357,617	25.6	2,481,272	-3.6
May	5,551,388	1.6	2,557,042	0.7	402,783	32.4	2,959,825	4.1
June	4,596,710	-8.7	2,236,697	-9.4	342,295	14.3	2,578,992	-6.8
July	4,570,411	8.9	2,274,577	15.8	376,441	31.4	2,651,017	17.8
August	4,452,716	-1.4	2,213,158	2.8	343,934	15.7	2,557,092	4.3
September	4,487,201	2.9	2,306,377	8.8	360,146	28.2	2,666,523	11.1
October	3,996,557	-5.7	1,946,666	-4.8	368,809	13.7	2,315,475	-2.3
November	3,678,577	-7.3	1,812,877	-11.0	304,393	-2.7	2,117,271	-9.9
December	3,650,085	-17.2	1,958,110	-16.3	270,563	-12.7	2,228,674	-15.9
Year	50,493,308	-3.3	24,845,915	-3.1	3,961,804	16.4	28,807,720	-0.8
2004								
January	2,711,635	-7.8	1,433,529	-2.3	223,728	-3.6	1,657,257	-2.5
February	3,005,467	-8.3	1,615,159	-2.2	238,137	-9.9	1,853,296	-3.3
March	4,675,824	1.2	2,469,121	7.5	320,831	-5.2	2,789,953	5.9
April	4,889,585	4.7	2,389,389	12.5	328,439	-8.2	2,717,827	9.5
May	5,029,987	-9.4	2,372,470	-7.2	323,288	-19.7	2,695,759	-8.9
June	4,812,540	4.7	2,473,893	10.6	328,012	-4.2	2,801,905	8.6
July	4,257,660	-6.8	2,132,569	-6.2	335,708	-10.8	2,468,276	-6.9
August	4,245,377	-4.7	2,059,566	-6.9	361,417	5.1	2,420,983	-5.3
September	4,202,285	-6.3	2,167,080	-6.0	363,800	1.0	2,530,880	-5.1
October	4,009,986	0.3	2,063,172	6.0	335,441	-9.0	2,398,613	3.6
November	3,938,346	7.1	2,078,297	14.6	325,964	7.1	2,404,261	13.6
December p	3,854,688	5.6	2,041,248	4.2	344,462	27.3	2,385,711	7.0
Year	49,633,380	-1.7	25,295,493	1.8	3,829,227	-3.3	29,124,721	1.1

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Note: Percentage change are year-over-year changes.

Table 3

Average monthly prices of passenger cars, by origin, 2002 to 2004

Period	North America		Japan		Other countries	
	Amount	Change	Amount	Change	Amount	Change
	\$	%	\$	%	\$	%
2002						
January	23,996	1.5	24,300	7.2	29,707	0.5
February	23,515	0.1	24,817	11.2	29,935	-3.8
March	23,597	1.5	24,682	6.6	31,697	6.5
April	23,760	0.8	24,293	4.1	30,760	4.2
May	23,771	1.9	23,545	0.8	30,069	1.8
June	24,115	1.8	23,973	4.2	30,508	5.1
July	23,791	1.7	24,152	6.0	28,190	0.6
August	23,874	2.5	23,856	6.6	27,641	-2.0
September	23,795	1.3	24,544	2.9	29,736	2.1
October	23,871	2.4	24,516	0.2	29,717	0.8
November	23,879	-0.2	24,568	-2.3	31,340	0.8
December	23,969	0.5	23,910	-2.1	32,137	4.5
Year	23,831	1.3	24,214	3.3	30,035	1.8
2003						
January	24,015	0.1	23,513	-3.2	30,026	1.1
February	23,889	1.6	23,910	-3.7	30,365	1.4
March	24,024	1.8	23,826	-3.5	30,983	-2.3
April	24,232	2.0	23,961	-1.4	30,870	0.4
May	24,147	1.6	24,093	2.3	30,636	1.9
June	24,229	0.5	24,246	1.1	30,116	-1.3
July	23,915	0.5	22,927	-5.1	28,493	1.1
August	23,773	-0.4	22,656	-5.0	28,523	3.2
September	23,991	0.8	23,161	-5.6	29,935	0.7
October	24,184	1.3	23,333	-4.8	33,894	14.1
November	24,467	2.5	23,413	-4.7	35,194	12.3
December	24,115	0.6	23,383	-2.2	33,172	3.2
Year	24,086	1.1	23,547	-2.8	30,873	2.8
2004						
January	23,712	-1.3	22,014	-6.4	31,050	3.4
February	23,838	-0.2	22,502	-5.9	33,488	10.3
March	23,811	-0.9	23,174	-2.7	32,478	4.8
April	23,890	-1.4	23,134	-3.5	32,309	4.7
May	23,905	-1.0	23,104	-4.1	32,916	7.4
June	24,062	-0.7	23,002	-5.1	31,439	4.4
July	23,954	0.2	23,317	1.7	29,294	2.8
August	23,750	-0.1	23,585	4.1	30,014	5.2
September	24,008	0.1	23,739	2.5	30,020	0.3
October	24,306	0.5	23,866	2.3	29,993	-11.5
November	24,221	-1.0	24,208	3.4	31,510	-10.5
December	24,255	0.6	24,409	4.4	33,382	0.6
Year	23,975	-0.5	23,307	-1.0	31,418	1.8

Note: Percentage changes shown are year-to-year changes.

Table 4

Monthly market share of new passenger car sales (units), by origin, Canada, 2002 to 2004

Period	Total		Passenger cars					
	Units	Market share	North America		Japan		Other countries	
			Units	Market share	Units	Market share	Units	Market share
	No.	%	No.	%	No.	%	No.	%
2002								
January	56,270	100.0	41,820	74.3	7,153	12.7	7,297	13.0
February	52,588	100.0	37,067	70.5	7,556	14.4	7,965	15.1
March	81,118	100.0	57,955	71.4	11,730	14.5	11,433	14.1
April	95,304	100.0	66,005	69.3	15,387	16.1	13,912	14.6
May	106,497	100.0	74,074	69.6	17,586	16.5	14,837	13.9
June	90,387	100.0	62,931	69.6	13,584	15.0	13,872	15.3
July	78,979	100.0	52,993	67.1	12,070	15.3	13,916	17.6
August	84,511	100.0	57,576	68.1	13,696	16.2	13,239	15.7
September	79,125	100.0	54,782	69.2	12,536	15.8	11,807	14.9
October	75,097	100.0	49,822	66.3	13,594	18.1	11,681	15.6
November	64,350	100.0	44,232	68.7	10,058	15.6	10,060	15.6
December	70,478	100.0	52,048	73.8	9,646	13.7	8,784	12.5
Year	934,704	100.0	651,305	69.7	144,596	15.5	138,803	14.8
2003								
January	49,890	100.0	34,345	68.8	7,602	15.2	7,943	15.9
February	54,638	100.0	37,734	69.1	8,533	15.6	8,371	15.3
March	79,385	100.0	55,863	70.4	12,065	15.2	11,457	14.4
April	86,793	100.0	59,729	68.8	13,339	15.4	13,725	15.8
May	103,507	100.0	74,880	72.3	14,309	13.8	14,318	13.8
June	80,086	100.0	55,824	69.7	11,164	13.9	13,098	16.4
July	78,388	100.0	54,580	69.6	11,539	14.7	12,269	15.7
August	78,013	100.0	52,954	67.9	13,297	17.0	11,762	15.1
September	73,286	100.0	50,433	68.8	10,830	14.8	12,023	16.4
October	65,226	100.0	44,518	68.3	9,224	14.1	11,484	17.6
November	60,556	100.0	44,653	73.7	7,718	12.7	8,185	13.5
December	55,707	100.0	39,213	70.4	7,288	13.1	9,206	16.5
Year	865,475	100.0	604,726	69.9	126,908	14.7	133,841	15.5
2004								
January	43,142	100.0	30,151	69.9	7,074	16.4	5,917	13.7
February	46,029	100.0	31,676	68.8	7,608	16.5	6,745	14.7
March	75,550	100.0	52,775	69.9	11,871	15.7	10,904	14.4
April	86,641	100.0	59,271	68.4	14,007	16.2	13,363	15.4
May	93,328	100.0	67,222	72.0	13,456	14.4	12,650	13.6
June	80,237	100.0	56,132	70.0	11,601	14.5	12,504	15.6
July	72,570	100.0	51,686	71.2	10,122	13.9	10,762	14.8
August	73,943	100.0	53,721	72.7	9,085	12.3	11,137	15.1
September	66,729	100.0	46,308	69.4	8,504	12.7	11,917	17.9
October	63,898	100.0	44,405	69.5	8,580	13.4	10,913	17.1
November	60,462	100.0	43,188	71.4	7,709	12.8	9,565	15.8
December ^p	57,573	100.0	42,932	74.6	6,809	11.8	7,832	13.6
Year	820,102	100.0	579,467	70.7	116,426	14.2	124,209	15.1

Table 5-1

Provincial sales of new motor vehicles, by type and origin, in units and dollars, 2002 to 2004, December

Type and origin of vehicles	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
Total, new motor vehicles						
2002 (No.)	143,312	1,765	384	3,817	3,283	31,452
2003 (No.)	112,870	1,555	295	3,312	2,298	24,640
2004 (No.)	117,822	1,271	363	3,096	2,362	25,474
2004 / 2003 %	4.4	-18.3	23.1	-6.5	2.8	3.4
2002 (\$'000)	4,410,106	46,745	10,334	111,547	95,301	885,328
2003 (\$'000)	3,650,085	43,241	8,906	96,648	74,226	708,033
2004 (\$'000)	3,854,688	35,296	9,866	89,800	72,879	763,025
2004 / 2003 %	5.6	-18.4	10.8	-7.1	-1.8	7.8
Passenger cars, manufactured in North America						
2002 (No.)	52,048	708	172	1,611	1,236	12,484
2003 (No.)	39,213	585	92	1,385	876	9,459
2004 (No.)	42,932	516	160	1,349	903	10,283
2004 / 2003 %	9.5	-11.8	73.9	-2.6	3.1	8.7
2002 (\$'000)	1,247,543	15,586	3,976	36,616	28,651	280,039
2003 (\$'000)	945,611	13,249	2,110	31,748	20,528	214,216
2004 (\$'000)	1,041,329	11,369	3,623	30,676	20,704	240,578
2004 / 2003 %	10.1	-14.2	71.7	-3.4	0.9	12.3
Passenger cars, manufactured in Japan						
2002 (No.)	9,646	x	x	167	x	3,322
2003 (No.)	7,288	x	x	122	x	2,863
2004 (No.)	6,809	x	x	115	x	2,728
2004 / 2003 %	-6.6	x	x	-5.7	x	-4.7
2002 (\$'000)	230,639	x	x	3,656	x	70,581
2003 (\$'000)	170,416	x	x	2,746	x	60,039
2004 (\$'000)	166,200	x	x	2,480	x	57,003
2004 / 2003 %	-2.5	x	x	-9.7	x	-5.1
Passenger cars, manufactured in other countries						
2002 (No.)	8,784	x	x	230	x	3,052
2003 (No.)	9,206	x	x	194	x	3,361
2004 (No.)	7,832	x	x	188	x	2,396
2004 / 2003 %	-14.9	x	x	-3.1	x	-28.7
2002 (\$'000)	282,289	x	x	5,256	x	82,218
2003 (\$'000)	305,384	x	x	5,224	x	91,533
2004 (\$'000)	261,449	x	x	4,964	x	68,886
2004 / 2003 %	-14.4	x	x	-5.0	x	-24.7
Trucks ¹, manufactured in North America						
2002 (No.)	64,130	x	x	1,600	1,583	10,411
2003 (No.)	50,073	x	x	1,405	1,114	7,313
2004 (No.)	50,948	x	x	1,252	1,124	7,876
2004 / 2003 %	1.7	x	x	-10.9	0.9	7.7
2002 (\$'000)	2,339,740	x	x	59,217	55,102	378,987
2003 (\$'000)	1,958,110	x	x	50,069	45,595	280,891
2004 (\$'000)	2,041,248	x	x	45,475	43,607	317,368
2004 / 2003 %	4.2	x	x	-9.2	-4.4	13.0

See footnotes at the end of the table.

Table 5-1 – continued

Provincial sales of new motor vehicles, by type and origin, in units and dollars, 2002 to 2004, December

Type and origin of vehicles	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
Trucks ¹ , manufactured overseas						
2002 (No.)	8,704	x	x	209	169	2,183
2003 (No.)	7,090	x	x	206	107	1,644
2004 (No.)	9,301	x	x	192	136	2,191
2004 / 2003 %	31.2	x	x	-6.8	27.1	33.3
2002 (\$'000)	309,895	x	x	6,803	5,543	73,504
2003 (\$'000)	270,563	x	x	6,861	3,653	61,353
2004 (\$'000)	344,462	x	x	6,204	4,304	79,190
2004 / 2003 %	27.3	x	x	-9.6	17.8	29.1

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Table 5-2

Provincial sales of new motor vehicles, by type and origin, in units and dollars, 2002 to 2004, December

Type and origin of vehicles	Canada	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹
Total, new motor vehicles						
2002 (No.)	143,312	59,743	4,311	3,995	18,238	16,324
2003 (No.)	112,870	44,856	3,303	3,534	14,835	14,242
2004 (No.)	117,822	46,200	3,438	3,238	17,005	15,375
2004 / 2003 %	4.4	3.0	4.1	-8.4	14.6	8.0
2002 (\$'000)	4,410,106	1,862,947	140,851	131,386	605,102	520,565
2003 (\$'000)	3,650,085	1,485,436	118,104	120,280	523,367	471,844
2004 (\$'000)	3,854,688	1,554,574	115,287	109,645	599,328	504,989
2004 / 2003 %	5.6	4.7	-2.4	-8.8	14.5	7.0
Passenger cars, manufactured in North America						
2002 (No.)	52,048	22,246	1,384	1,115	5,503	5,589
2003 (No.)	39,213	15,892	1,064	945	4,057	4,858
2004 (No.)	42,932	17,390	1,182	917	4,672	5,560
2004 / 2003 %	9.5	9.4	11.1	-3.0	15.2	14.5
2002 (\$'000)	1,247,543	554,402	33,406	27,095	136,353	131,421
2003 (\$'000)	945,611	399,126	25,855	23,156	99,920	115,703
2004 (\$'000)	1,041,329	435,796	28,776	22,461	114,516	132,830
2004 / 2003 %	10.1	9.2	11.3	-3.0	14.6	14.8
Passenger cars, manufactured in Japan						
2002 (No.)	9,646	3,631	208	173	829	1,024
2003 (No.)	7,288	2,412	103	83	490	1,029
2004 (No.)	6,809	1,940	111	64	601	1,079
2004 / 2003 %	-6.6	-19.6	7.8	-22.9	22.7	4.9
2002 (\$'000)	230,639	94,105	4,965	4,155	20,751	26,604
2003 (\$'000)	170,416	61,398	2,403	2,069	12,901	25,111
2004 (\$'000)	166,200	51,491	2,710	1,667	15,935	31,582
2004 / 2003 %	-2.5	-16.1	12.8	-19.4	23.5	25.8
Passenger cars, manufactured in other countries						
2002 (No.)	8,784	3,500	126	111	578	987
2003 (No.)	9,206	3,514	164	193	490	1,038
2004 (No.)	7,832	3,157	105	67	666	1,048
2004 / 2003 %	-14.9	-10.2	-36.0	-65.3	35.9	1.0
2002 (\$'000)	282,289	127,705	3,449	3,318	18,812	37,585
2003 (\$'000)	305,384	131,967	4,917	5,377	18,503	42,298
2004 (\$'000)	261,449	115,913	3,702	2,079	21,775	39,627
2004 / 2003 %	-14.4	-12.2	-24.7	-61.3	17.7	-6.3
Trucks², manufactured in North America						
2002 (No.)	64,130	26,911	2,425	2,413	10,513	7,338
2003 (No.)	50,073	20,038	1,855	2,166	9,092	6,276
2004 (No.)	50,948	19,790	1,882	2,011	10,052	6,307
2004 / 2003 %	1.7	-1.2	1.5	-7.2	10.6	0.5
2002 (\$'000)	2,339,740	960,514	93,219	90,329	399,707	273,096
2003 (\$'000)	1,958,110	775,362	80,612	84,486	365,049	248,321
2004 (\$'000)	2,041,248	799,029	74,661	77,157	408,917	252,300
2004 / 2003 %	4.2	3.1	-7.4	-8.7	12.0	1.6
Trucks², manufactured overseas						
2002 (No.)	8,704	3,455	168	183	815	1,386
2003 (No.)	7,090	3,000	117	147	706	1,041
2004 (No.)	9,301	3,923	158	179	1,014	1,381
2004 / 2003 %	31.2	30.8	35.0	21.8	43.6	32.7
2002 (\$'000)	309,895	126,222	5,812	6,489	29,479	51,859
2003 (\$'000)	270,563	117,583	4,317	5,191	26,994	40,411
2004 (\$'000)	344,462	152,346	5,439	6,281	38,185	48,649
2004 / 2003 %	27.3	29.6	26.0	21.0	41.5	20.4

1. For reasons of confidentiality, data for the Yukon, the Northwest Territories and Nunavut have been included with the data for British Columbia.
 2. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Table 6-1

Year to date provincial sales of new motor vehicles, by type and origin, in units, January to December, 2002 to 2004

Province	Total new motor vehicles		Passenger cars							
			North America		Japan		Other countries		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	No.	%	No.	%	No.	%	No.	%	No.	%
2002										
Newfoundland and Labrador	25,790	4.6	10,462	0.9	x	x	x	x	14,654	0.5
Prince Edward Island	4,996	7.8	2,167	7.1	x	x	x	x	2,835	7.8
Nova Scotia	47,476	9.6	21,391	10.1	3,249	4.6	3,396	-2.7	28,036	7.7
New Brunswick	40,937	7.2	16,290	4.8	x	x	x	x	21,073	3.5
Quebec	433,619	9.0	168,778	5.6	57,256	14.1	54,805	12.5	280,839	8.5
Ontario	689,668	6.5	270,488	1.4	50,316	20.0	50,607	8.4	371,411	4.5
Manitoba	49,309	13.9	17,717	12.4	2,553	17.3	2,164	21.6	22,434	13.8
Saskatchewan	41,585	8.4	13,464	6.8	1,743	29.0	1,665	8.0	16,872	8.9
Alberta	204,806	9.0	63,127	10.2	9,208	24.1	7,500	10.9	79,835	11.7
British Columbia ¹	195,132	13.1	67,421	11.9	15,516	25.2	13,778	18.8	96,715	14.8
Canada	1,733,318	8.5	651,305	5.1	144,596	17.6	138,803	10.3	934,704	7.6
2003										
Newfoundland and Labrador	25,428	-1.4	10,138	-3.1	x	x	x	x	14,134	-3.5
Prince Edward Island	4,731	-5.3	2,054	-5.2	x	x	x	x	2,653	-6.4
Nova Scotia	46,360	-2.4	20,601	-3.7	2,841	-12.6	3,104	-8.6	26,546	-5.3
New Brunswick	37,408	-8.6	15,621	-4.1	x	x	x	x	19,828	-5.9
Quebec	420,185	-3.1	166,609	-1.3	53,275	-7.0	54,195	-1.1	274,079	-2.4
Ontario	629,774	-8.7	239,336	-11.5	40,553	-19.4	47,141	-6.8	327,030	-11.9
Manitoba	46,062	-6.6	16,766	-5.4	2,018	-21.0	2,157	-0.3	20,941	-6.7
Saskatchewan	41,145	-1.1	12,796	-5.0	1,456	-16.5	1,795	7.8	16,047	-4.9
Alberta	194,451	-5.1	57,460	-9.0	8,304	-9.8	7,230	-3.6	72,994	-8.6
British Columbia ¹	180,924	-7.3	63,345	-6.0	14,050	-9.4	13,828	0.4	91,223	-5.7
Canada	1,626,468	-6.2	604,726	-7.2	126,908	-12.2	133,841	-3.6	865,475	-7.4
2004										
Newfoundland and Labrador	22,898	-9.9	9,353	-7.7	x	x	x	x	12,322	-12.8
Prince Edward Island	4,700	-0.7	2,040	-0.7	x	x	x	x	2,655	0.1
Nova Scotia	45,185	-2.5	19,783	-4.0	2,660	-6.4	3,310	6.6	25,753	-3.0
New Brunswick	34,515	-7.7	14,326	-8.3	x	x	x	x	18,152	-8.5
Quebec	405,081	-3.6	161,807	-2.9	52,011	-2.4	46,652	-13.9	260,470	-5.0
Ontario	600,928	-4.6	222,421	-7.1	33,376	-17.7	44,892	-4.8	300,689	-8.1
Manitoba	45,356	-1.5	16,508	-1.5	1,741	-13.7	1,796	-16.7	20,045	-4.3
Saskatchewan	38,821	-5.6	11,713	-8.5	1,129	-22.5	1,456	-18.9	14,298	-10.9
Alberta	196,152	0.9	56,817	-1.1	7,990	-3.8	8,070	11.6	72,877	-0.2
British Columbia ¹	181,606	0.4	64,699	2.1	14,327	2.0	13,815	-0.1	92,841	1.8
Canada	1,575,242	-3.1	579,467	-4.2	116,426	-8.3	124,209	-7.2	820,102	-5.2

1. For reasons of confidentiality, data for the Yukon, the Northwest Territories and Nunavut have been included with the data for British Columbia.

Note: Percentage changes shown are year-to-year changes.

Table 6-2

Year to date provincial sales of new motor vehicles, by type and origin, in units, January to December, 2002 to 2004

Province	Total new motor vehicles		Trucks ²					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	No.	%	No.	%	No.	%	No.	%
2002								
Newfoundland and Labrador	25,790	4.6	x	x	x	x	11,136	10.5
Prince Edward Island	4,996	7.8	x	x	x	x	2,161	7.8
Nova Scotia	47,476	9.6	17,045	9.9	2,395	34.9	19,440	12.5
New Brunswick	40,937	7.2	18,012	9.8	1,852	31.0	19,864	11.5
Quebec	433,619	9.0	126,891	8.2	25,889	19.5	152,780	9.9
Ontario	689,668	6.5	278,616	7.6	39,641	19.5	318,257	9.0
Manitoba	49,309	13.9	25,019	13.1	1,856	25.9	26,875	13.9
Saskatchewan	41,585	8.4	22,973	6.5	1,740	36.3	24,713	8.1
Alberta	204,806	9.0	115,499	5.9	9,472	29.5	124,971	7.4
British Columbia ¹	195,132	13.1	83,271	8.7	15,146	28.9	98,417	11.4
Canada	1,733,318	8.5	698,870	7.9	99,744	22.6	798,614	9.5
2003								
Newfoundland and Labrador	25,428	-1.4	x	x	x	x	11,294	1.4
Prince Edward Island	4,731	-5.3	x	x	x	x	2,078	-3.8
Nova Scotia	46,360	-2.4	17,388	2.0	2,426	1.3	19,814	1.9
New Brunswick	37,408	-8.6	15,854	-12.0	1,726	-6.8	17,580	-11.5
Quebec	420,185	-3.1	118,289	-6.8	27,817	7.4	146,106	-4.4
Ontario	629,774	-8.7	258,736	-7.1	44,008	11.0	302,744	-4.9
Manitoba	46,062	-6.6	23,102	-7.7	2,019	8.8	25,121	-6.5
Saskatchewan	41,145	-1.1	23,071	0.4	2,027	16.5	25,098	1.6
Alberta	194,451	-5.1	110,811	-4.1	10,646	12.4	121,457	-2.8
British Columbia ¹	180,924	-7.3	75,352	-9.5	14,349	-5.3	89,701	-8.9
Canada	1,626,468	-6.2	654,136	-6.4	106,857	7.1	760,993	-4.7
2004								
Newfoundland and Labrador	22,898	-9.9	x	x	x	x	10,576	-6.4
Prince Edward Island	4,700	-0.7	x	x	x	x	2,045	-1.6
Nova Scotia	45,185	-2.5	17,030	-2.1	2,402	-1.0	19,432	-1.9
New Brunswick	34,515	-7.7	14,693	-7.3	1,670	-3.2	16,363	-6.9
Quebec	405,081	-3.6	118,250	0.0	26,361	-5.2	144,611	-1.0
Ontario	600,928	-4.6	257,898	-0.3	42,341	-3.8	300,239	-0.8
Manitoba	45,356	-1.5	23,170	0.3	2,141	6.0	25,311	0.8
Saskatchewan	38,821	-5.6	22,508	-2.4	2,015	-0.6	24,523	-2.3
Alberta	196,152	0.9	112,373	1.4	10,902	2.4	123,275	1.5
British Columbia ¹	181,606	0.4	74,473	-1.2	14,292	-0.4	88,765	-1.0
Canada	1,575,242	-3.1	651,367	-0.4	103,773	-2.9	755,140	-0.8

1. For reasons of confidentiality, data for the Yukon, the Northwest Territories and Nunavut have been included with the data for British Columbia.

2. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Note: Percentage changes shown are year-to-year changes.

Table 7-1

Year to date provincial sales of new motor vehicles, by type and origin, in dollars, January to December, 2002 to 2004

Province	Total new motor vehicles		Passenger cars							
			North America		Japan		Other countries		Total	
	Sales	Year/year change	Sales	Year/year change	Sales	Year/year change	Sales	Year/year change	Sales	Year/year change
	'000\$	%	'000\$	%	'000\$	%	'000\$	%	'000\$	%
2002										
Newfoundland and Labrador	669,894	7.4	234,278	2.2	x	x	x	x	316,010	1.8
Prince Edward Island	131,181	8.7	48,779	9.6	x	x	x	x	62,262	10.8
Nova Scotia	1,288,766	12.7	486,105	11.4	72,869	9.3	77,463	-2.1	636,437	9.3
New Brunswick	1,166,379	10.1	378,004	6.3	x	x	x	x	478,807	5.6
Quebec	11,859,862	12.3	3,776,284	6.9	1,230,239	19.8	1,392,528	12.8	6,399,050	10.4
Ontario	21,235,998	10.3	6,676,103	3.2	1,340,527	22.2	1,746,667	11.8	9,763,293	6.9
Manitoba	1,591,401	16.5	430,023	14.1	64,482	19.7	58,447	19.2	552,950	15.2
Saskatchewan	1,341,507	10.4	328,386	8.2	46,182	28.6	40,501	8.5	415,070	10.2
Alberta	6,790,882	9.7	1,565,859	11.1	247,489	26.1	250,478	15.9	2,063,825	13.3
British Columbia ¹	6,151,629	14.8	1,597,474	12.7	400,175	26.8	506,131	17.4	2,503,776	15.7
Canada	52,227,499	11.4	15,521,295	6.5	3,501,294	21.5	4,168,898	12.4	23,191,483	9.6
2003										
Newfoundland and Labrador	683,844	2.1	229,848	-1.9	x	x	x	x	309,760	-2.0
Prince Edward Island	127,498	-2.8	46,560	-4.5	x	x	x	x	58,344	-6.3
Nova Scotia	1,313,087	1.9	477,401	-1.8	63,862	-12.4	74,397	-4.0	615,664	-3.3
New Brunswick	1,089,549	-6.6	367,653	-2.7	x	x	x	x	458,641	-4.2
Quebec	11,734,780	-1.1	3,810,965	0.9	1,115,357	-9.3	1,410,859	1.3	6,337,182	-1.0
Ontario	20,093,684	-5.4	5,954,468	-10.8	1,061,415	-20.8	1,680,303	-3.8	8,696,186	-10.9
Manitoba	1,525,657	-4.1	408,229	-5.1	49,235	-23.6	58,534	0.1	515,996	-6.7
Saskatchewan	1,359,905	1.4	314,489	-4.2	37,237	-19.4	44,525	9.9	396,253	-4.5
Alberta	6,696,930	-1.4	1,446,992	-7.6	216,453	-12.5	248,840	-0.7	1,912,288	-7.3
British Columbia ¹	5,868,376	-4.6	1,508,613	-5.6	354,037	-11.5	522,627	3.3	2,385,277	-4.7
Canada	50,493,308	-3.3	14,565,218	-6.2	2,988,274	-14.7	4,132,093	-0.9	21,685,587	-6.5
2004										
Newfoundland and Labrador	623,687	-8.8	207,249	-9.8	x	x	x	x	266,866	-13.8
Prince Edward Island	125,121	-1.9	45,114	-3.1	x	x	x	x	56,486	-3.2
Nova Scotia	1,283,815	-2.2	449,776	-5.8	56,204	-12.0	80,880	8.7	586,860	-4.7
New Brunswick	1,018,468	-6.5	324,957	-11.6	x	x	x	x	405,328	-11.6
Quebec	11,557,995	-1.5	3,743,676	-1.8	1,074,144	-3.7	1,252,154	-11.2	6,069,972	-4.2
Ontario	19,665,698	-2.1	5,538,579	-7.0	863,136	-18.7	1,594,476	-5.1	7,996,191	-8.0
Manitoba	1,503,188	-1.5	396,016	-3.0	41,380	-16.0	51,878	-11.4	489,273	-5.2
Saskatchewan	1,289,768	-5.2	282,991	-10.0	28,400	-23.7	37,161	-16.5	348,553	-12.0
Alberta	6,667,358	-0.4	1,376,354	-4.9	204,963	-5.3	273,932	10.1	1,855,252	-3.0
British Columbia ¹	5,898,285	0.5	1,527,983	1.3	383,145	8.2	522,754	0.0	2,433,882	2.0
Canada	49,633,380	-1.7	13,892,694	-4.6	2,713,545	-9.2	3,902,416	-5.6	20,508,657	-5.4

1. For reasons of confidentiality, data for the Yukon, the Northwest Territories and Nunavut have been included with the data for British Columbia.

Note: Percentage changes shown are year-over-year changes.

Table 7-2

Year to date provincial sales of new motor vehicles, by type and origin, in dollars, January to December, 2002 to 2004

Province	Total new motor vehicles		Trucks ²					
			North America		Overseas		Total	
	Sales	Year/year change	Sales	Year/year change	Sales	Year/year change	Sales	Year/year change
	'000\$	%	'000\$	%	'000\$	%	'000\$	%
2002								
Newfoundland and Labrador	669,894	7.4	x	x	x	x	353,885	13.0
Prince Edward Island	131,181	8.7	x	x	x	x	68,918	7.0
Nova Scotia	1,288,766	12.7	576,899	14.3	75,429	33.2	652,328	16.2
New Brunswick	1,166,379	10.1	630,578	11.9	56,992	33.6	687,571	13.5
Quebec	11,859,862	12.3	4,623,351	13.4	837,461	20.6	5,460,810	14.5
Ontario	21,235,998	10.3	10,085,734	12.5	1,386,969	20.3	11,472,703	13.4
Manitoba	1,591,401	16.5	976,957	16.7	61,494	24.5	1,038,452	17.1
Saskatchewan	1,341,507	10.4	869,058	9.1	57,378	36.8	926,439	10.5
Alberta	6,790,882	9.7	4,399,419	7.0	327,637	27.6	4,727,055	8.2
British Columbia ¹	6,151,629	14.8	3,100,172	11.8	547,680	30.0	3,647,852	14.2
Canada	52,227,499	11.4	25,633,136	11.7	3,402,877	23.3	29,036,014	12.9
2003								
Newfoundland and Labrador	683,844	2.1	x	x	x	x	374,084	5.7
Prince Edward Island	127,498	-2.8	x	x	x	x	69,153	0.3
Nova Scotia	1,313,087	1.9	613,812	6.4	83,612	10.8	697,424	6.9
New Brunswick	1,089,549	-6.6	574,148	-8.9	56,758	-0.4	630,907	-8.2
Quebec	11,734,780	-1.1	4,417,666	-4.4	979,933	17.0	5,397,598	-1.2
Ontario	20,093,684	-5.4	9,715,177	-3.7	1,682,320	21.3	11,397,497	-0.7
Manitoba	1,525,657	-4.1	936,288	-4.2	73,375	19.3	1,009,663	-2.8
Saskatchewan	1,359,905	1.4	890,625	2.5	73,024	27.3	963,652	4.0
Alberta	6,696,930	-1.4	4,381,780	-0.4	402,866	23.0	4,784,645	1.2
British Columbia ¹	5,868,376	-4.6	2,930,505	-5.5	552,596	0.9	3,483,098	-4.5
Canada	50,493,308	-3.3	24,845,915	-3.1	3,961,804	16.4	28,807,720	-0.8
2004								
Newfoundland and Labrador	623,687	-8.8	x	x	x	x	356,821	-4.6
Prince Edward Island	125,121	-1.9	x	x	x	x	68,634	-0.8
Nova Scotia	1,283,815	-2.2	615,480	0.3	81,472	-2.6	696,953	-0.1
New Brunswick	1,018,468	-6.5	559,108	-2.6	54,034	-4.8	613,142	-2.8
Quebec	11,557,995	-1.5	4,541,708	2.8	946,316	-3.4	5,488,022	1.7
Ontario	19,665,698	-2.1	10,046,737	3.4	1,622,773	-3.5	11,669,509	2.4
Manitoba	1,503,188	-1.5	938,090	0.2	75,823	3.3	1,013,916	0.4
Saskatchewan	1,289,768	-5.2	870,542	-2.3	70,671	-3.2	941,212	-2.3
Alberta	6,667,358	-0.4	4,400,919	0.4	411,190	2.1	4,812,109	0.6
British Columbia ¹	5,898,285	0.5	2,948,144	0.6	516,260	-6.6	3,464,403	-0.5
Canada	49,633,380	-1.7	25,295,493	1.8	3,829,227	-3.3	29,124,721	1.1

1. For reasons of confidentiality, data for the Yukon, the Northwest Territories and Nunavut have been included with the data for British Columbia.

2. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Note: Percentage changes shown are year-over-year changes.

Table 8

Annual sales of new motor vehicles, by type and origin, in units and dollars, Canada, 1982 to 2004

Year	Total	Passenger cars				Trucks ¹		
		Total	North America	Japan	Other countries	Total	North America	Overseas
No.								
1982	920,902	713,481	489,435	178,174	45,872	207,421	166,986	40,435
1983	1,081,088	843,318	625,088	176,525	41,705	237,770	192,609	45,161
1984	1,283,502	971,210	724,932	171,204	75,074	312,292	273,604	38,688
1985	1,530,410	1,137,216	794,965	199,221	143,030	393,194	344,871	48,323
1986	1,515,920	1,095,313	761,169	203,304	130,840	420,607	368,423	52,184
1987	1,533,637	1,065,093	700,930	243,288	120,875	468,544	417,189	51,355
1988	1,565,501	1,056,310	724,733	243,835	87,742	509,191	459,777	49,414
1989	1,483,875	988,134	675,340	239,548	73,246	495,741	422,398	73,343
1990	1,317,869	884,564	580,397	239,603	64,564	433,305	361,403	71,902
1991	1,287,790	873,184	573,297	237,701	62,186	414,606	347,671	66,935
1992	1,227,419	798,023	503,460	236,675	57,888	429,396	370,422	58,974
1993	1,192,934	739,049	493,759	196,310	48,980	453,885	402,112	51,773
1994	1,260,056	748,666	573,361	129,547	45,759	511,390	475,444	35,946
1995	1,166,535	670,190	553,265	71,493	45,432	496,345	469,590	26,755
1996	1,204,557	660,769	572,581	47,901	40,287	543,788	517,738	26,050
1997	1,424,380	738,550	629,488	66,297	42,765	685,830	628,214	57,616
1998	1,428,932	740,809	590,667	98,275	51,867	688,123	627,256	60,867
1999	1,542,041	806,450	625,292	103,016	78,142	735,591	672,444	63,147
2000	1,587,561	849,171	640,856	106,937	101,378	738,390	669,492	68,898
2001	1,597,964	868,633	619,810	122,998	125,825	729,331	647,987	81,344
2002	1,733,318	934,704	651,305	144,596	138,803	798,614	698,870	99,744
2003	1,626,468	865,475	604,726	126,908	133,841	760,993	654,136	106,857
2004	1,575,242	820,102	579,467	116,426	124,209	755,140	651,367	103,773
\$'000								
1982	9,823,971	7,037,564	4,856,340	1,551,269	629,955	2,786,407	2,423,014	363,393
1983	12,196,326	9,041,376	6,700,490	1,688,571	652,315	3,154,950	2,728,842	426,108
1984	15,679,760	11,138,931	8,176,591	1,928,031	1,034,309	4,540,829	4,136,482	404,347
1985	19,890,119	13,707,637	9,545,156	2,325,922	1,836,559	6,182,482	5,641,518	540,964
1986	21,841,550	14,669,730	9,856,684	2,811,893	2,001,153	7,171,820	6,441,827	729,993
1987	24,471,752	15,748,410	10,031,338	3,567,223	2,149,849	8,723,342	7,930,138	793,204
1988	26,865,327	16,709,476	11,080,866	3,784,902	1,843,708	10,155,851	9,369,528	786,323
1989	26,959,378	16,541,801	11,034,684	3,887,341	1,619,774	10,417,577	9,059,482	1,358,095
1990	24,888,751	15,245,831	9,784,293	4,015,958	1,445,580	9,642,918	8,210,502	1,432,416
1991	22,855,626	14,103,545	9,038,584	3,789,001	1,275,960	8,752,081	7,503,659	1,248,422
1992	23,484,453	13,691,747	8,450,515	4,053,784	1,187,448	9,792,706	8,613,980	1,178,726
1993	24,630,368	13,278,183	8,620,651	3,560,912	1,096,620	11,352,185	10,227,081	1,125,104
1994	27,893,795	14,182,894	10,595,001	2,346,168	1,241,727	13,710,902	12,846,447	864,453
1995	28,168,806	13,882,004	11,070,368	1,492,451	1,319,184	14,286,804	13,544,980	741,824
1996	31,485,777	14,510,882	12,062,092	1,118,289	1,330,501	16,974,894	16,115,584	859,309
1997	38,986,224	16,836,615	13,809,161	1,519,604	1,507,852	22,149,610	20,341,263	1,808,346
1998	40,255,777	17,054,244	13,101,703	2,110,330	1,842,211	23,201,534	21,165,239	2,036,296
1999	45,317,914	19,017,278	14,138,902	2,246,522	2,631,853	26,300,638	24,055,653	2,244,986
2000	46,930,514	20,790,660	15,089,665	2,431,251	3,269,743	26,139,852	23,745,933	2,393,922
2001	46,886,252	21,168,628	14,575,745	2,882,386	3,710,497	25,717,623	22,958,458	2,759,162
2002	52,227,499	23,191,483	15,521,295	3,501,294	4,168,898	29,036,014	25,633,136	3,402,877
2003	50,493,308	21,685,587	14,565,218	2,988,274	4,132,093	28,807,720	24,845,915	3,961,804
2004	49,633,380	20,508,657	13,892,694	2,713,545	3,902,416	29,124,721	25,295,493	3,829,227

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Table 9

Canada, monthly sales of new motor vehicles, in units, by type and origin, seasonally adjusted, 2002 to 2004

Period	Total new motor vehicles		Passenger cars				Trucks ¹	
	Units	Month/month change	North America		Overseas		Total	
			Units	Month/month change	Units	Month/month change	Units	Month/month change
	No.	%	No.	%	No.	%	No.	%
2002								
January	147,881	1.0	56,865	1.4	23,025	2.7	67,991	0.2
February	144,654	-2.2	53,586	-5.8	23,456	1.9	67,612	-0.6
March	139,481	-3.6	54,547	1.8	22,813	-2.7	62,121	-8.1
April	143,028	2.5	54,465	-0.2	23,131	1.4	65,432	5.3
May	145,596	1.8	54,336	-0.2	23,995	3.7	67,265	2.8
June	142,628	-2.0	53,106	-2.3	24,039	0.2	65,483	-2.6
July	140,366	-1.6	52,664	-0.8	23,752	-1.2	63,950	-2.3
August	145,562	3.7	56,020	6.4	22,789	-4.1	66,753	4.4
September	145,348	-0.1	55,370	-1.2	23,604	3.6	66,374	-0.6
October	147,192	1.3	54,073	-2.3	24,535	3.9	68,584	3.3
November	141,460	-3.9	49,431	-8.6	23,877	-2.7	68,151	-0.6
December	150,122	6.1	56,842	15.0	24,383	2.1	68,897	1.1
2003								
January	129,208	-13.9	47,653	-16.2	24,563	0.7	56,991	-17.3
February	145,689	12.8	54,791	15.0	24,561	0.0	66,337	16.4
March	139,488	-4.3	52,064	-5.0	23,289	-5.2	64,135	-3.3
April	134,081	-3.9	50,318	-3.4	21,558	-7.4	62,205	-3.0
May	143,104	6.7	54,128	7.6	21,404	-0.7	67,572	8.6
June	130,162	-9.0	49,137	-9.2	21,040	-1.7	59,985	-11.2
July	143,837	10.5	52,744	7.3	21,048	0.0	70,046	16.8
August	142,324	-1.1	52,442	-0.6	21,714	3.2	68,169	-2.7
September	137,324	-3.5	49,574	-5.5	20,809	-4.2	66,942	-1.8
October	134,272	-2.2	49,369	-0.4	20,310	-2.4	64,594	-3.5
November	129,341	-3.7	49,376	0.0	19,631	-3.3	60,334	-6.6
December	117,636	-9.0	43,130	-12.6	20,823	6.1	53,684	-11.0
2004								
January	119,262	1.4	44,124	2.3	20,605	-1.0	54,533	1.6
February	129,477	8.6	46,370	5.1	20,479	-0.6	62,628	14.8
March	133,727	3.3	47,370	2.2	20,916	2.1	65,440	4.5
April	137,101	2.5	49,624	4.8	21,047	0.6	66,430	1.5
May	132,778	-3.2	49,686	0.1	20,410	-3.0	62,682	-5.6
June	129,722	-2.3	47,657	-4.1	19,688	-3.5	62,378	-0.5
July	133,142	2.6	50,230	5.4	19,176	-2.6	63,736	2.2
August	131,343	-1.4	50,895	1.3	17,794	-7.2	62,654	-1.7
September	127,163	-3.2	45,593	-10.4	19,213	8.0	62,357	-0.5
October	136,741	7.5	50,458	10.7	20,631	7.4	65,651	5.3
November	131,696	-3.7	47,346	-6.2	20,036	-2.9	64,315	-2.0
December	127,586	-3.1	47,793	0.9	18,760	-6.4	61,033	-5.1

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Note: Percentage changes shown are month-to-month changes.

Table 10-1

Monthly sales of new motor vehicles, in units, by province, seasonally adjusted, 2002 to 2004

Period	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
2002						
January	147,881	2,193	437	4,106	3,590	35,832
February	144,654	2,173	423	3,882	3,440	35,313
March	139,481	2,022	433	3,871	3,498	34,143
April	143,028	2,073	411	3,935	3,473	34,892
May	145,596	1,957	390	3,862	3,435	36,742
June	142,628	1,996	389	3,513	3,341	35,315
July	140,366	2,019	402	3,952	3,171	35,258
August	145,562	2,155	414	4,066	3,461	36,351
September	145,348	2,194	423	3,993	3,496	37,311
October	147,192	2,231	424	4,043	3,355	38,609
November	141,460	2,122	427	3,979	3,005	35,910
December	150,122	2,654	422	4,274	3,673	37,944
2003						
January	129,208	1,665	327	3,530	2,885	33,282
February	145,689	2,130	419	3,992	3,394	36,927
March	139,488	2,038	405	3,722	3,124	36,068
April	134,081	2,077	381	3,750	3,008	34,980
May	143,104	2,109	429	3,950	3,338	36,897
June	130,162	2,151	357	3,720	3,185	34,272
July	143,837	2,243	414	4,436	3,583	36,638
August	142,324	2,422	454	4,007	3,268	37,551
September	137,324	2,106	397	3,630	3,110	35,793
October	134,272	2,122	427	4,005	3,027	34,435
November	129,341	2,101	377	3,858	2,869	33,565
December	117,636	2,264	343	3,760	2,619	29,777
2004						
January	119,262	1,798	336	3,530	2,842	31,350
February	129,477	1,812	380	3,315	2,908	33,346
March	133,727	1,833	373	3,876	2,857	35,532
April	137,101	1,872	460	3,838	2,925	35,666
May	132,778	1,979	382	3,843	2,686	34,077
June	129,722	1,820	376	4,027	2,754	33,887
July	133,142	1,947	398	3,734	2,961	34,556
August	131,343	2,017	386	3,760	2,994	32,881
September	127,163	1,968	413	3,746	2,927	32,420
October	136,741	2,321	409	4,025	3,280	34,035
November	131,696	1,916	355	3,620	2,763	34,094
December	127,586	1,847	405	3,609	2,820	31,953

Table 10-2

Monthly sales of new motor vehicles, in units, by province, seasonally adjusted, 2002 to 2004

Period	Canada	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia and the Territories ¹
2002						
January	147,881	59,249	4,164	3,434	17,941	16,934
February	144,654	57,899	4,304	3,477	17,236	16,508
March	139,481	57,467	3,841	3,355	16,224	14,628
April	143,028	57,918	4,101	3,473	16,849	15,903
May	145,596	58,053	4,088	3,618	16,936	16,515
June	142,628	56,886	3,940	3,339	17,310	16,599
July	140,366	53,921	4,001	3,500	16,973	17,167
August	145,562	57,876	4,449	3,438	17,101	16,251
September	145,348	57,774	4,002	3,409	16,888	15,858
October	147,192	57,413	4,098	3,430	17,000	16,589
November	141,460	55,545	4,083	3,398	16,994	15,997
December	150,122	59,667	4,238	3,714	17,353	16,183
2003						
January	129,208	49,445	3,464	3,056	16,111	15,444
February	145,689	58,354	3,980	3,585	17,109	15,800
March	139,488	55,910	3,895	3,535	16,271	14,520
April	134,081	52,876	3,871	3,139	15,644	14,353
May	143,104	56,881	4,083	3,501	16,929	14,988
June	130,162	50,338	3,974	3,205	15,598	13,361
July	143,837	54,516	4,150	3,931	17,937	15,989
August	142,324	53,245	4,008	3,880	17,163	16,326
September	137,324	53,292	3,857	3,507	15,994	15,638
October	134,272	51,669	3,775	3,492	16,135	15,186
November	129,341	48,772	3,660	3,110	15,867	15,161
December	117,636	44,475	3,345	3,203	13,692	14,158
2004						
January	119,262	45,292	3,377	2,653	14,693	13,391
February	129,477	50,453	3,803	3,432	16,318	13,711
March	133,727	50,905	3,817	3,225	16,075	15,233
April	137,101	53,268	4,184	3,343	16,213	15,332
May	132,778	51,410	3,824	3,192	16,213	15,172
June	129,722	49,049	3,868	3,175	15,705	15,062
July	133,142	51,056	3,754	3,265	16,273	15,197
August	131,343	50,354	3,791	3,428	16,519	15,211
September ^r	127,163	47,402	3,743	3,071	16,257	15,216
October ^r	136,741	52,059	3,850	3,459	17,463	15,839
November ^r	131,696	49,552	3,639	3,330	17,062	15,363
December ^p	127,586	48,524	3,662	3,066	16,420	15,279

1. For reasons of confidentiality, data for the Yukon, the Northwest Territories and Nunavut have been included with the data for British Columbia.

Definitions

Trucks

Trucks include light and heavy trucks, minivans, sport utility vehicles, vans, coaches and buses, regardless of their intended use.

Passenger car

The term passenger car refers to all vehicles whose primary function is to carry passengers, excluding those vehicles classified as a commercial vehicle (see definition above). Passenger cars also include cars used for commercial purposes, i.e. taxis, auto rentals and other car fleets.

Country of origin

New motor vehicles fall into two categories defined on the basis of origin: those manufactured in North America and those manufactured overseas. The latter are imported in a fully assembled state from countries other than the United States or Mexico. All passenger cars and commercial vehicles assembled in Canada, Mexico and the United States and sold in Canada classified are as North American manufactured vehicles.

Motor vehicle sales - units

The number of new motor vehicles sold in Canada.

Motor vehicle sales - dollars

Net sales refers to the selling price to the consumer, i.e., manufacturer's invoice price plus estimated dealer's markup, including charges for standard and optional accessories. Sales taxes are excluded.

Average price of passenger cars

The average price is obtained by dividing the total dollar sales by the number of units sold. Therefore, changes in the average price reflect variations in the models sold as well as price changes. For example, an increase in the average price for passenger cars may reflect both a shift to more expensive models as well as price increases.

Appendix I

Scope of the survey

The interest in and need for detailed statistics on the automobile industry arose years ago, when the industry began playing a prominent role in the Canadian economy. For over 50 years, Statistics Canada has been collecting and disseminating statistical information on the retail sales¹ of new motor vehicles. Not only are these statistics required to produce estimates of Canadian consumer spending for the national accounts and the gross domestic product, but they have also served and continue to serve as one of the most important, most often requested indicators of the health of Canada's economy.²

However, estimates of the total retail sales volume of new motor vehicles were not sufficient to meet the incessant demand for more information. There came an increasing need for data on the characteristics of the fleet of new vehicles sold at retail, either to learn more about the preferences of Canadian consumers or to assess the penetration of the Canadian market by major foreign manufacturers. Statistics on new motor vehicle sales were expanded in the early 1970s to provide separate figures for Japanese vehicle sales.

The statistics in this report cover exclusively retail sales of new motor vehicles within Canada's borders. Data are derived from a postal survey (a census - see the methodology section at the end of the report for more details).

Other statistics connected with the automobile industry (sales of new and used car dealers, auto parts and accessories stores and so on) are available on the monthly Retail Trade survey (Catalogue No. 63-005). For further information, please contact the Retail Commodity Section, Distributive Trades Division, Statistics Canada, Ottawa, K1A 0T6, (Telephone: 613-951-3549 or toll free at 1-877-421-3067).

Data quality and methodology

This survey is a census of all motor vehicle manufacturers and importers known to be active in Canada.

The value of sales is reported at selling price to consumer (i.e. the manufacturer's invoice price plus estimated dealer's markup, charges for standard equipment and options, less provincial sales tax and federal goods and services tax (G.S.T.) and harmonized sales tax (H.S.T.)).

The response rate for this survey is generally 100%. Minimal estimation is required so there is little bias resulting from non-response introduced in these data.

All attempts have been made to minimize the non-sampling errors: the questionnaires used in the survey have been carefully designed to minimize different interpretations; detailed acceptance testing has been carried out for the different stages of editing and processing.

Data confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information relating to any identifiable business without the previous consent in writing of that business.³ The disclosure of data likely to reveal specific information on the activity of a particular company is systematically and rigorously controlled and regulated

1. According to the 1980 Standard Industrial Classification Manual, "establishments included in retail trade are those primarily engaged in retail dealing, i.e., buying commodities for resale to the general public for personal or household consumption..."

2. The new motor vehicle sales series is one of ten statistical series making up the leading indicator developed by Statistics Canada for current economic analysis purposes.

3. See Section 17 of the Statistics Act (Chapter 5-19), entitled «Secrecy».

to prevent the publication or disclosure of any information deemed confidential. The rules regarding confidentiality are therefore applied in such a way that no data are shown for cells (or statistical units). If information is withheld for reasons of confidentiality an "X" will appear in the appropriate cell of this publication.

Another way of preserving data confidentiality without having to enter an "X" is to combine (consolidate) the information **from selected regions** (or selected cells) for the same item. The data in question can be aggregated and published in a less detailed, but still confidential, form. For example, the data for the Northwest Territories, the Yukon and Nunavut are included with the British Columbia data.

Seasonal adjustment

Time series contain the elements essential to the description, explanation and forecasting of the behaviour of an economic phenomenon: "They are statistical records of the evolution of economic processes through time."⁴In using time series to observe economic activity, economists and statisticians have identified four characteristic behavioural components: the long-term movement or trend, the cycle, the seasonal (variations) and the irregular (fluctuations). These movements are caused by various economic, natural or institutional factors. The **seasonal variations** occur periodically on a more or less regular basis over the course of the year as a result of seasonal changes in weather, statutory holidays and other events which occur at fairly regular intervals and thus have a major impact on the rate of economic activity.

In the interest of accurately interpreting the fundamental evolution of an economic phenomenon and producing forecasts of superior quality, Statistics Canada uses the X-11-ARIMA seasonal adjustment method ⁵ to seasonally adjust its time series. The ARIMA part of this method minimizes the impact of seasonal variations on the series and essentially consists of adding one year of estimated data onto each end of the original series before it is seasonally adjusted per se. The estimated data are derived from forecasts and back casts using ARIMA (Autoregressive Integrated Moving Average) models of the Box-Jenkins type.

The X-11 part of the X-11-ARIMA program uses primarily the ratio-to-moving average method to smooth the modified series and obtain a preliminary estimate of the trend-cycle, to calculate the ratios of the original series (fitted) to the estimates of the trend-cycle and to estimate the seasonal factors from these ratios. The final seasonal factors are produced only after these operations have been repeated several times. These procedures, used to determine the seasonal factors necessary to calculate the final seasonally adjusted data, are, since February 1983, executed every month instead of once a year. This permits us to update each month, the reference series from which we derive the final estimations of the seasonal factors employing the most current data available.

While seasonal adjustment permits a better understanding of the underlying trend-cycle of a series, the seasonally-adjusted series still contains an irregular component. Slight month-to-month variations in the seasonally adjusted series may be simple irregular movements; to get a better idea of the underlying trend, users must examine several months of seasonally adjusted series.

To assist the user, the Months of Cyclical Dominance number, MCD, is provided.⁶The MCD is the shortest monthly span for which a certain ratio becomes and remains less than one, that is, the ratio for which the absolute average percentage change of the trend-cycle of the seasonally adjusted series becomes greater than the absolute average per cent change of the irregular component. The MCD can be interpreted as the number of months over which a change in the seasonally adjusted series must move in a given direction before one can be reasonably certain that the trend-cycle of that series also has moved in the given direction. Clearly small MCD's are desirable and indicative of a smooth series. Applying a moving average to the seasonally adjusted data of MCD length tends to smooth irregular movements which may obscure the underlying trend-cycle. The MCD moving average provides a method of reducing all types of series to approximately the same degree of smoothness, whatever the size of the irregular component in the original series.

4. «A Note on the Seasonal adjustment of Economic Time Series,» *Canadian Statistical Review*, August 1974.

5. For further information see the X-11-ARIMA/88 Seasonal Adjustment Method, by Estelle Bee Dagum, *Statistics Canada*.

6. MCD = 8 for North American passenger cars. MCD = 3 or Overseas passenger cars. MCD = 7 for Commercial vehicles.

Revision procedures

The seasonally adjusted estimates are revised for the three months preceding the reference period. Monthly unadjusted data are revised for the previous month, when new information is made available to Statistics Canada. In addition, unadjusted new motor vehicle sales are revised each year, for the latest year, in the February issue of this publication. At that time, monthly seasonally adjusted estimates for the latest four years of data are revised.

Appendix II

List of North American motor vehicle manufacturers

B.M.W. Canada Inc.
Blue Bird Body Co.
DaimlerChrysler Canada Inc.
Ford Motor Company of Canada Limited
Freightliner of Canada Ltd.
General Motors of Canada Limited
Honda Canada Inc.
Hyundai Auto Canada Inc.
International Truck and Engine Corporation Canada
Kenworth Div., Paccar of Canada Ltd.
Mack Canada Inc.
Mazda Canada Inc.
Mitsubishi Motor Sales of Canada, Inc.
Motor Coach Industries Limited
New Flyer Industries Ltd.
Nissan Canada Inc.
Nova Bus Corp.
Orion Bus Industries Inc.
Peterbilt Div., Paccar of Canada Ltd.
Prévost Car Inc.
Sterling Heavy Duty TrucksSubaru Canada Inc.
Subaru Canada Inc.
Suzuki Canada Inc.
Thomas Built Buses of Canada Ltd.

Toyota Canada Ltd.

Volkswagen Canada Inc.

Volvo Trucks Canada Inc.

Western Star Trucks Inc.

List of importers and distributors of overseas manufactured motor vehicles

Japan

General Motors of Canada Ltd.

Hino Diesel Trucks Canada Ltd.

Honda Canada Inc.

Mazda Canada Inc.

Mitsubishi Motor Sales of Canada, Inc.

Nissan Canada Inc.

Subaru Canada Inc.

Suzuki Canada Inc.

Toyota Canada Inc.

Other Countries

B.M.W. Canada Inc.

Daewoo Auto Canada Inc.

Ford Motor Company of Canada Limited

General Motors Canada Ltd.

Hyundai Auto Canada Inc.

Jaguar Canada Inc.

Kia Canada Inc.

Land Rover group Canada Inc.

Mercedes-Benz Canada Inc.

Porsche Cars of Canada Ltd.

Volkswagen Canada Inc.

Volvo Cars of Canada Ltd.