



Catalogue no. 63-007-X

# New Motor Vehicle Sales

January 2008



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Statistics Canada  
Distributive Trades Division

# New Motor Vehicle Sales

January 2008

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# User information

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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<sup>s</sup> 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 suppressed to meet the confidentiality requirements of the *Statistics Act*
- E use with caution
- F too unreliable to be published

## Note to users

Figures may not add up to totals because of rounding.

## Acknowledgements

This publication was prepared under the direction of:

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## Highlights

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### January 2008

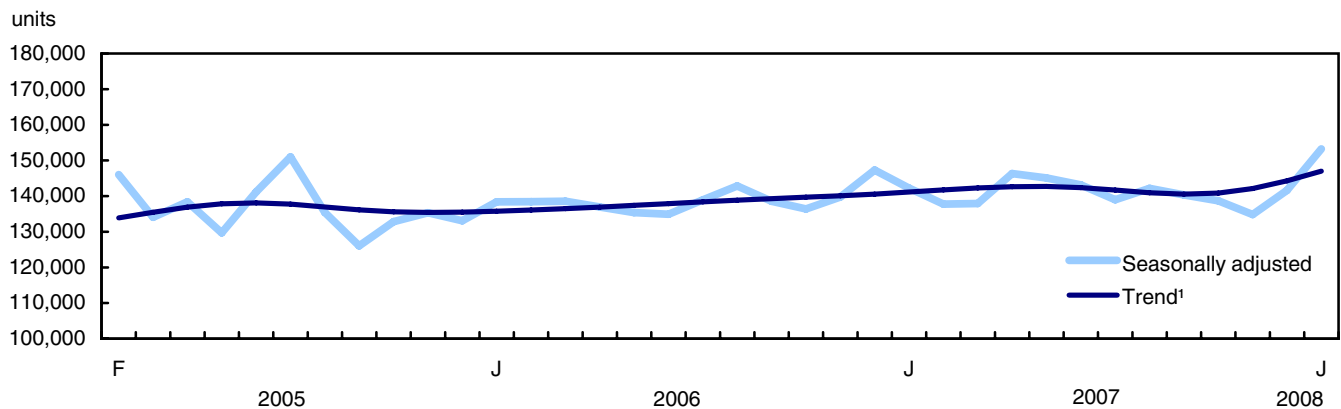
- Sales of new motor vehicles began 2008 with the strongest month-to-month growth in two and a half years.

## Analysis – January 2008

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Sales of new motor vehicles began 2008 with the strongest month-to-month growth in two and a half years. Seasonally adjusted data from the New Motor Vehicle Sales survey show that 153,231 units were sold in January, up 8.2% from December. This was the largest monthly growth since June 2005 when sales grew 8.9%.

**Chart 1**  
**New motor vehicle sales, seasonally adjusted, in units, 2005 to 2008**



1. Trends represent smoothed seasonally adjusted data.

The growth in January followed a 5.1% increase in December sales. Prior to December, sales had decreased six times in seven months.

Looking ahead, preliminary industry data for February suggest that some of January's gains will be lost due mainly to a decline in truck sales.

### Sales of passenger cars surge ahead in January

January's growth was almost entirely due to an increase in passenger car sales. There were 80,754 new passenger cars sold in January, up 16.2% compared with December. This was the largest month-to-month increase in passenger car sales since February 1998, the month after a major ice storm hit Quebec and Ontario. Additional rebates, as a result of new Canadian prices and incentives to draw customers into the showrooms, such as better financing, along with a one percentage point reduction in the goods and services tax, appear to have paid off for new car dealers.

Of the new passenger cars sold in January, 53,049 were North American-built, representing a surge of 21.9% over unit sales in December. This increase more than compensated for the cumulative declines of the previous three months and was the biggest single monthly jump in unit sales of North American-built passenger cars since January 1991. Unit sales of overseas-built passenger cars rose 6.7% in January to 27,706 units, continuing the growth from December's 10.1% increase.

Sales of new trucks (which include minivans, sport-utility vehicles, light and heavy trucks, vans and buses) edged up 0.5% in January to 72,476 new units sold. This relatively flat month comes on the heels of a volatile six month period in truck sales.



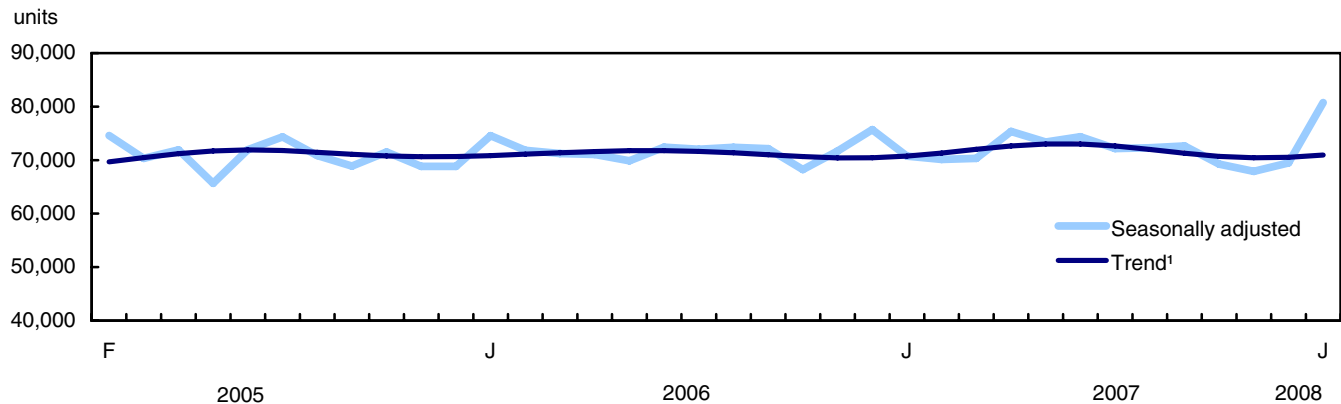
## Quebec drives national increase as all provinces post gains

While sales increased across the country in January, provinces where passenger cars contribute the most to new motor vehicle sales led the way. A sizeable increase in the number of new motor vehicle sales in Quebec (+16.1%) to 39,953 units contributed the most to the Canadian increase. Ontario (+6.9%) added the second largest amount to national sales growth in January with 54,558 units.

Like Quebec, a relatively large portion of the new motor vehicle market in Atlantic Canada comes from passenger car sales. Newfoundland and Labrador (+31.3%) experienced the largest percentage growth in sales in January with Nova Scotia (+12.5%) and Prince Edward Island (+9.9%) posting strong gains as well.

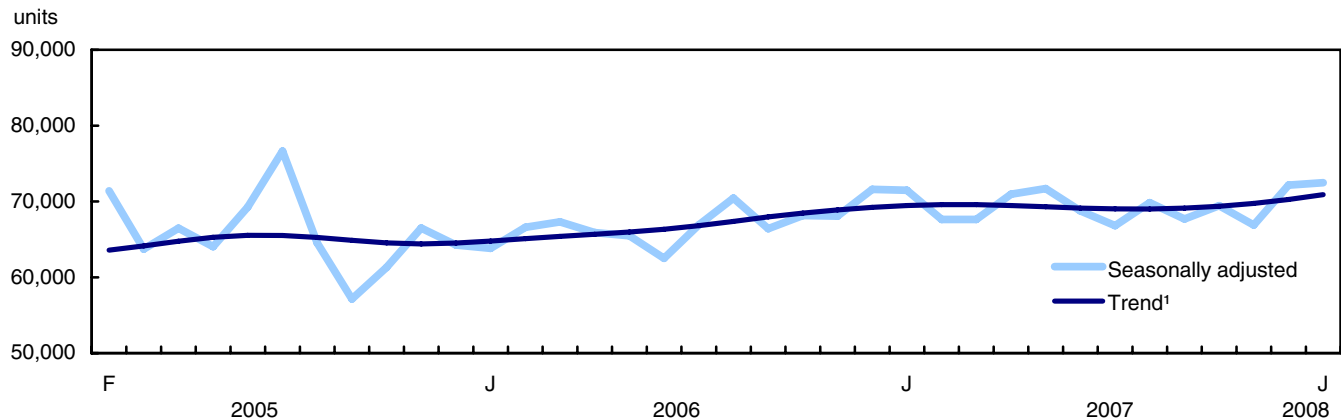
In the four westernmost provinces, where a larger portion of the market comes from truck sales as opposed to passenger car sales, growth was less pronounced. Manitoba (+7.0%) led the way in this group with sales also increasing in Saskatchewan (+3.2%), Alberta (+2.2%) and British Columbia (+1.2%).

**Chart 2**  
**Passenger car sales, seasonally adjusted, in units, 2005 to 2008**



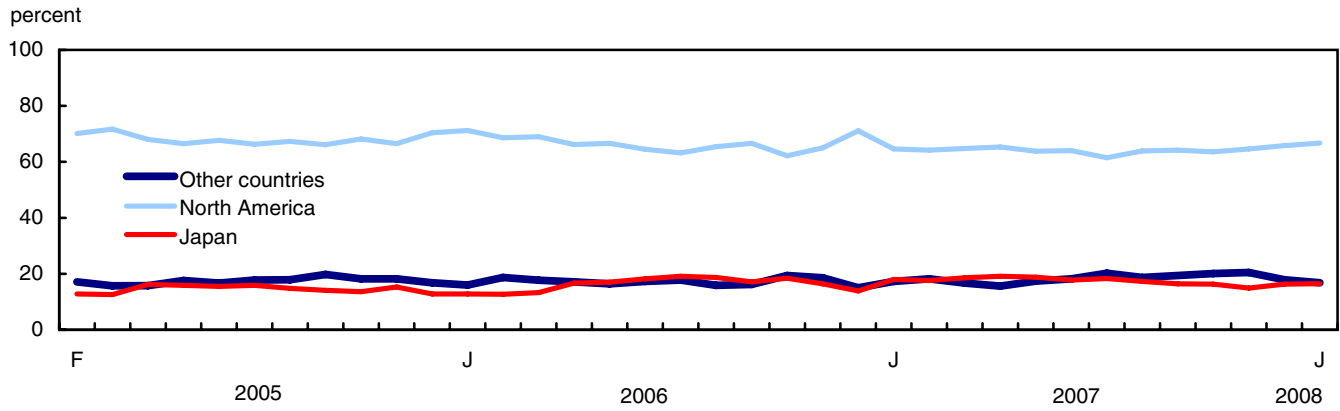
1. Trends represent smoothed seasonally adjusted data.

**Chart 3**  
**Truck, van and bus sales, seasonally adjusted, in units, 2005 to 2008**

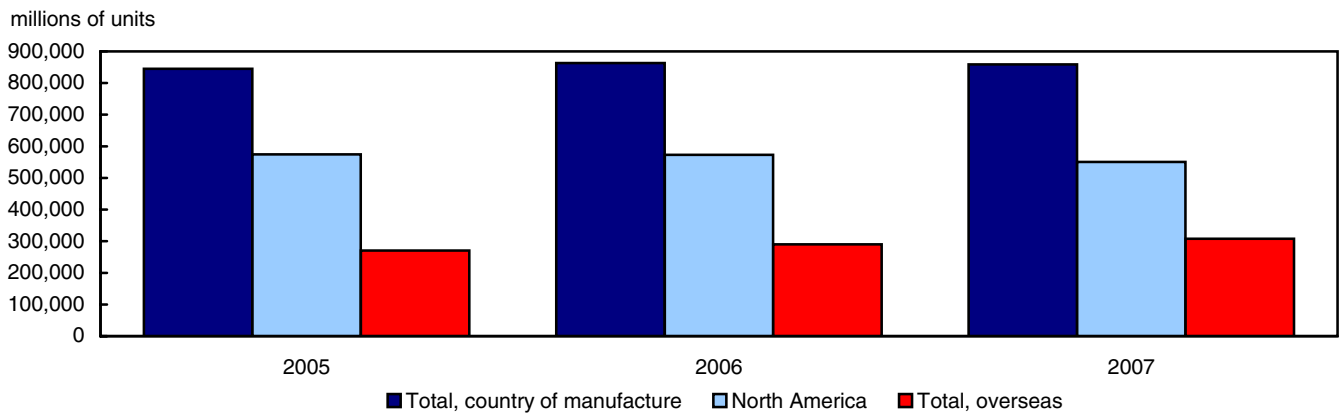


1. Trends represent smoothed seasonally adjusted data.

**Chart 4**  
**Monthly distribution of the Canadian motor vehicle market (passenger cars), by origin, 2005 to 2008**



**Chart 5**  
**Cumulative sales of new passenger cars, by origin, in units, 2005 to 2007**  
**January to December**



## Related products

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### Selected publications from Statistics Canada

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63-005-X	Retail Trade
63-210-X	Retail Chain and Department Stores
63-236-X	Wholesaling and Retailing in Canada
63-541-X	Retail Commodity Survey, 1989
63F0006X	New Motor Vehicle Sales Seasonal Factors

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### Selected CANSIM tables from Statistics Canada

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079-0003	New motor vehicle sales, Canada, provinces and territories, monthly
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### Selected surveys from Statistics Canada

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2402	New Motor Vehicle Sales Survey
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### Selected summary tables from Statistics Canada

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- *New motor vehicle sales, by provinces (monthly)*
- *Economic indicators, by province and territory (monthly and quarterly)*
- *New motor vehicle sales*
- *New motor vehicle sales, by provinces*

# Statistical tables

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**Table 1-1**  
**Monthly sales of new motor vehicles, by type and origin in units**

	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.	%
<b>2005</b>										
January	82,019	-3.8	27,144	-4.2	5,222	-26.2	7,178	-7.0	39,544	-8.3
February	106,064	11.9	35,421	21.1	6,488	-14.7	8,650	-5.8	50,559	9.8
March	148,296	-0.9	54,630	9.7	9,576	-19.3	11,991	-13.6	76,197	0.9
April	167,441	4.5	62,166	10.2	14,823	5.8	14,406	-11.2	91,395	5.5
May	161,865	-2.6	58,678	-9.3	14,029	4.3	15,550	2.5	88,257	-5.4
June	166,024	7.7	57,953	8.7	13,309	14.7	14,337	-6.4	85,599	6.7
July	158,796	16.3	53,318	11.4	12,749	26.0	14,345	-1.6	80,412	10.8
August	146,862	7.8	53,093	7.7	11,710	28.9	14,139	-9.1	78,942	6.8
September	128,431	-1.7	46,428	9.1	9,927	16.7	13,878	-11.5	70,233	5.3
October	118,993	-3.7	43,844	6.5	8,739	1.9	11,666	-17.4	64,249	0.5
November	124,111	3.2	41,318	2.9	9,508	23.3	11,287	-10.4	62,113	2.7
December	121,408	3.0	40,646	1.8	7,402	8.7	9,674	-10.7	57,722	0.3
<b>Year</b>	1,630,310	3.5	574,639	5.9	123,482	6.1	147,101	-8.6	845,222	3.1
<b>2006</b>										
January	89,422	9.0	31,445	15.8	5,653	8.3	7,086	-1.3	44,184	11.7
February	100,740	-5.0	33,450	-5.6	6,204	-4.4	9,104	5.2	48,758	-3.6
March	155,990	5.2	54,748	0.2	10,553	10.2	14,062	17.3	79,363	4.2
April	159,436	-4.8	57,142	-8.1	14,388	-2.9	14,728	2.2	86,258	-5.6
May	173,291	7.1	64,032	9.1	16,352	16.6	15,791	1.5	96,175	9.0
June	162,029	-2.4	56,827	-1.9	15,991	20.2	15,237	6.3	88,055	2.9
July	145,521	-8.4	48,349	-9.3	14,618	14.7	13,589	-5.3	76,556	-4.8
August	157,868	7.5	53,812	1.4	15,340	31.0	13,092	-7.4	82,244	4.2
September	140,065	9.1	48,497	4.5	12,486	25.8	11,832	-14.7	72,815	3.7
October	123,076	3.4	38,841	-11.4	11,468	31.2	12,139	4.1	62,448	-2.8
November	127,732	2.9	41,464	0.4	10,425	9.6	11,867	5.1	63,756	2.6
December	131,157	8.0	44,495	9.5	8,681	17.3	9,373	-3.1	62,549	8.4
<b>Year</b>	1,666,327	2.2	573,102	-0.3	142,159	15.1	147,900	0.5	863,161	2.1
<b>2007</b>										
January	94,413	5.6	27,594	-12.2	7,704	36.3	7,407	4.5	42,705	-3.3
February	99,877	-0.9	30,361	-9.2	8,299	33.8	8,596	-5.6	47,256	-3.1
March	154,450	-1.0	49,540	-9.5	14,206	34.6	12,741	-9.4	76,487	-3.6
April	172,428	8.1	60,392	5.7	17,649	22.7	14,405	-2.2	92,446	7.2
May	189,076	9.1	65,400	2.1	19,315	18.1	17,849	13.0	102,564	6.6
June	172,487	6.5	58,700	3.3	16,315	2.0	16,714	9.7	91,729	4.2
July	145,370	-0.1	47,819	-1.1	14,232	-2.6	15,671	15.3	77,722	1.5
August	160,883	1.9	53,703	-0.2	14,567	-5.0	15,751	20.3	84,021	2.2
September	134,516	-4.0	45,441	-6.3	11,602	-7.1	13,740	16.1	70,783	-2.8
October	124,072	0.8	39,280	1.1	10,098	-11.9	12,421	2.3	61,799	-1.0
November	120,012	-6.0	37,583	-9.4	8,689	-16.7	11,916	0.4	58,188	-8.7
December	122,964	-6.2	34,864	-21.6	8,622	-0.7	9,493	1.3	52,979	-15.3
<b>Year</b>	1,690,548	1.5	550,677	-3.9	151,298	6.4	156,704	6.0	858,679	-0.5

See footnotes at the end of the table.

Table 1-1 – continued

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

	Total new motor vehicles		Trucks <sup>1</sup>					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	no.	%	no.	%	no.	%	no.	%
<b>2005</b>								
January	82,019	-3.8	36,460	0.9	6,015	1.0	42,475	0.9
February	106,064	11.9	48,151	13.0	7,354	19.9	55,505	13.9
March	148,296	-0.9	62,010	-5.4	10,089	18.4	72,099	-2.6
April	167,441	4.5	65,425	1.3	10,621	18.8	76,046	3.4
May	161,865	-2.6	63,273	-1.2	10,335	17.9	73,608	1.1
June	166,024	7.7	69,913	7.5	10,512	18.7	80,425	8.8
July	158,796	16.3	67,772	24.1	10,612	13.4	78,384	22.5
August	146,862	7.8	56,944	8.5	10,976	12.6	67,920	9.1
September	128,431	-1.7	49,373	-9.1	8,825	-8.4	58,198	-9.0
October	118,993	-3.7	45,897	-10.1	8,847	3.0	54,744	-8.2
November	124,111	3.2	53,478	3.7	8,520	3.3	61,998	3.6
December	121,408	3.0	54,509	5.8	9,177	5.3	63,686	5.7
<b>Year</b>	1,630,310	3.5	673,205	3.0	111,883	10.3	785,088	4.0
<b>2006</b>								
January	89,422	9.0	39,038	7.1	6,200	3.1	45,238	6.5
February	100,740	-5.0	44,353	-7.9	7,629	3.7	51,982	-6.3
March	155,990	5.2	65,037	4.9	11,590	14.9	76,627	6.3
April	159,436	-4.8	61,413	-6.1	11,765	10.8	73,178	-3.8
May	173,291	7.1	65,146	3.0	11,970	15.8	77,116	4.8
June	162,029	-2.4	62,927	-10.0	11,047	5.1	73,974	-8.0
July	145,521	-8.4	57,354	-15.4	11,611	9.4	68,965	-12.0
August	157,868	7.5	62,878	10.4	12,746	16.1	75,624	11.3
September	140,065	9.1	55,604	12.6	11,646	32.0	67,250	15.6
October	123,076	3.4	51,157	11.5	9,471	7.1	60,628	10.7
November	127,732	2.9	55,453	3.7	8,523	0.0	63,976	3.2
December	131,157	8.0	60,884	11.7	7,724	-15.8	68,608	7.7
<b>Year</b>	1,666,327	2.2	681,244	1.2	121,922	9.0	803,166	2.3
<b>2007</b>								
January	94,413	5.6	45,046	15.4	6,662	7.5	51,708	14.3
February	99,877	-0.9	46,119	4.0	6,502	-14.8	52,621	1.2
March	154,450	-1.0	68,305	5.0	9,658	-16.7	77,963	1.7
April	172,428	8.1	69,974	13.9	10,008	-14.9	79,982	9.3
May	189,076	9.1	76,370	17.2	10,142	-15.3	86,512	12.2
June	172,487	6.5	71,689	13.9	9,069	-17.9	80,758	9.2
July	145,370	-0.1	59,044	2.9	8,604	-25.9	67,648	-1.9
August	160,883	1.9	67,628	7.6	9,234	-27.6	76,862	1.6
September	134,516	-4.0	55,167	-0.8	8,566	-26.4	63,733	-5.2
October	124,072	0.8	54,472	6.5	7,801	-17.6	62,273	2.7
November	120,012	-6.0	54,374	-1.9	7,450	-12.6	61,824	-3.4
December	122,964	-6.2	60,055	-1.4	9,930	28.6	69,985	2.0
<b>Year</b>	1,690,548	1.5	728,243	6.9	103,626	-15.0	831,869	3.6

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.  
**Note(s):** Percentage change are year-over-year changes.

**Table 1-2**  
**Monthly sales of new motor vehicles, by type and origin in dollars**

	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	%
<b>2005</b>										
January	2,687,357	-0.9	666,757	-2.9	119,763	-23.1	198,787	-6.3	985,307	-6.6
February	3,481,340	15.8	874,955	22.2	150,732	-12.0	245,344	-7.5	1,271,031	10.3
March	4,750,643	1.6	1,352,574	11.9	229,750	-16.5	354,295	-11.8	1,936,618	2.7
April	5,287,013	8.1	1,526,182	11.6	347,827	7.3	424,652	-11.5	2,298,661	5.8
May	5,142,342	2.2	1,453,486	-7.1	326,975	5.2	452,678	-1.4	2,233,139	-4.3
June	5,325,761	10.7	1,421,874	9.2	309,365	15.9	421,970	-4.4	2,153,209	7.1
July	4,981,923	17.0	1,282,543	9.4	293,788	24.5	401,275	5.3	1,977,606	10.5
August	4,636,671	9.2	1,270,479	5.9	279,738	32.1	395,205	-3.7	1,945,421	6.8
September	4,107,993	-2.3	1,118,829	6.9	243,568	22.3	389,540	-8.0	1,751,937	5.0
October	3,823,755	-4.7	1,063,921	4.0	219,053	9.0	334,761	-12.8	1,617,735	0.6
November	4,076,656	3.5	1,009,044	2.0	227,258	25.1	332,669	-7.1	1,568,970	2.6
December	4,009,693	4.0	1,011,223	2.5	180,607	11.7	289,343	-8.5	1,481,173	1.1
<b>Year</b>	<b>52,311,147</b>	<b>5.4</b>	<b>14,051,867</b>	<b>6.0</b>	<b>2,928,424</b>	<b>8.7</b>	<b>4,240,519</b>	<b>-6.5</b>	<b>21,220,807</b>	<b>3.6</b>
<b>2006</b>										
January	2,962,427	10.2	783,654	17.5	141,207	17.9	202,686	2.0	1,127,547	14.4
February	3,343,501	-4.0	839,753	-4.0	155,157	2.9	262,755	7.1	1,257,665	-1.1
March	5,094,299	7.2	1,363,846	0.8	264,322	15.0	426,170	20.3	2,054,338	6.1
April	5,082,302	-3.9	1,412,732	-7.4	341,109	-1.9	439,582	3.5	2,193,423	-4.6
May	5,553,032	8.0	1,591,591	9.5	397,061	21.4	470,374	3.9	2,459,025	10.1
June	5,228,955	-1.8	1,417,848	-0.3	384,257	24.2	434,507	3.0	2,236,612	3.9
July	4,630,579	-7.1	1,197,134	-6.7	348,305	18.6	377,516	-5.9	1,922,955	-2.8
August	5,038,722	8.7	1,329,192	4.6	366,042	30.9	361,956	-8.4	2,057,190	5.7
September	4,574,990	11.4	1,185,371	5.9	303,344	24.5	359,256	-7.8	1,847,970	5.5
October	4,129,229	8.0	952,835	-10.4	278,233	27.0	347,059	3.7	1,578,126	-2.4
November	4,249,508	4.2	1,025,403	1.6	263,541	16.0	347,538	4.5	1,636,482	4.3
December	4,450,403	11.0	1,151,510	13.9	226,814	25.6	306,354	5.9	1,684,679	13.7
<b>Year</b>	<b>54,337,947</b>	<b>3.9</b>	<b>14,250,869</b>	<b>1.4</b>	<b>3,469,392</b>	<b>18.5</b>	<b>4,335,753</b>	<b>2.2</b>	<b>22,056,012</b>	<b>3.9</b>
<b>2007</b>										
January	3,136,288	5.9	678,980	-13.4	191,902	35.9	226,609	11.8	1,097,491	-2.7
February	3,347,401	0.1	744,780	-11.3	208,249	34.2	258,630	-1.6	1,211,660	-3.7
March	5,033,457	-1.2	1,211,963	-11.1	348,605	31.9	409,692	-3.9	1,970,260	-4.1
April	5,423,134	6.7	1,478,389	4.6	427,130	25.2	442,061	0.6	2,347,580	7.0
May	5,893,896	6.1	1,604,080	0.8	468,349	18.0	524,103	11.4	2,596,531	5.6
June	5,393,111	3.1	1,423,743	0.4	392,487	2.1	481,678	10.9	2,297,908	2.7
July	4,482,662	-3.2	1,150,075	-3.9	340,890	-2.1	424,365	12.4	1,915,329	-0.4
August	4,919,953	-2.4	1,282,208	-3.5	352,457	-3.7	429,945	18.8	2,064,610	0.4
September	4,190,599	-8.4	1,110,288	-6.3	284,723	-6.1	391,082	8.9	1,786,094	-3.3
October	3,973,977	-3.8	960,393	0.8	252,753	-9.2	357,875	3.1	1,571,020	-0.5
November	3,902,420	-8.2	956,515	-6.7	219,328	-16.8	342,821	-1.4	1,518,664	-7.2
December	4,192,195	-5.8	890,126	-22.7	220,947	-2.6	305,559	-0.3	1,416,632	-15.9
<b>Year</b>	<b>53,889,093</b>	<b>-0.8</b>	<b>13,491,540</b>	<b>-5.3</b>	<b>3,707,820</b>	<b>6.9</b>	<b>4,594,420</b>	<b>6.0</b>	<b>21,793,779</b>	<b>-1.2</b>

See footnotes at the end of the table.

Table 1-2 – continued

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

	Total new motor vehicles		Trucks <sup>1</sup>					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%
<b>2005</b>								
January	2,687,357	-0.9	1,481,819	3.4	220,231	-1.6	1,702,050	2.7
February	3,481,340	15.8	1,950,551	20.8	259,759	9.1	2,210,310	19.3
March	4,750,643	1.6	2,455,779	-0.5	358,245	11.7	2,814,024	0.9
April	5,287,013	8.1	2,609,244	9.2	379,108	15.4	2,988,352	10.0
May	5,142,342	2.2	2,532,694	6.8	376,509	16.5	2,909,203	7.9
June	5,325,761	10.7	2,794,223	12.9	378,329	15.3	3,172,551	13.2
July	4,981,923	17.0	2,629,101	23.3	375,217	11.8	3,004,318	21.8
August	4,636,671	9.2	2,298,120	10.9	393,129	11.1	2,691,249	10.9
September	4,107,993	-2.3	2,036,189	-6.6	319,867	-10.1	2,356,056	-7.1
October	3,823,755	-4.7	1,868,616	-10.2	337,404	4.6	2,206,020	-8.3
November	4,076,656	3.5	2,175,327	3.4	332,359	8.2	2,507,686	4.1
December	4,009,693	4.0	2,199,952	6.5	328,568	0.4	2,528,520	5.7
<b>Year</b>	<b>52,311,147</b>	<b>5.4</b>	<b>27,031,615</b>	<b>6.5</b>	<b>4,058,725</b>	<b>7.8</b>	<b>31,090,339</b>	<b>6.7</b>
<b>2006</b>								
January	2,962,427	10.2	1,608,517	8.6	226,363	2.8	1,834,880	7.8
February	3,343,501	-4.0	1,811,564	-7.1	274,272	5.6	2,085,836	-5.6
March	5,094,299	7.2	2,624,715	6.9	415,246	15.9	3,039,961	8.0
April	5,082,302	-3.9	2,464,753	-5.5	424,125	11.9	2,888,878	-3.3
May	5,553,032	8.0	2,658,736	5.0	435,271	15.6	3,094,006	6.4
June	5,228,955	-1.8	2,593,825	-7.2	398,518	5.3	2,992,343	-5.7
July	4,630,579	-7.1	2,299,237	-12.5	408,387	8.8	2,707,624	-9.9
August	5,038,722	8.7	2,529,344	10.1	452,188	15.0	2,981,532	10.8
September	4,574,990	11.4	2,302,001	13.1	425,018	32.9	2,727,019	15.7
October	4,129,229	8.0	2,192,784	17.3	358,318	6.2	2,551,102	15.6
November	4,249,508	4.2	2,286,072	5.1	326,954	-1.6	2,613,026	4.2
December	4,450,403	11.0	2,466,891	12.1	298,834	-9.0	2,765,724	9.4
<b>Year</b>	<b>54,337,947</b>	<b>3.9</b>	<b>27,838,439</b>	<b>3.0</b>	<b>4,443,494</b>	<b>9.5</b>	<b>32,281,931</b>	<b>3.8</b>
<b>2007</b>								
January	3,136,288	5.9	1,785,216	11.0	253,581	12.0	2,038,797	11.1
February	3,347,401	0.1	1,889,070	4.3	246,671	-10.1	2,135,741	2.4
March	5,033,457	-1.2	2,705,469	3.1	357,729	-13.9	3,063,197	0.8
April	5,423,134	6.7	2,697,877	9.5	377,677	-11.0	3,075,554	6.5
May	5,893,896	6.1	2,914,248	9.6	383,117	-12.0	3,297,366	6.6
June	5,393,111	3.1	2,754,425	6.2	340,779	-14.5	3,095,203	3.4
July	4,482,662	-3.2	2,241,703	-2.5	325,631	-20.3	2,567,333	-5.2
August	4,919,953	-2.4	2,504,854	-1.0	350,490	-22.5	2,855,343	-4.2
September	4,190,599	-8.4	2,071,074	-10.0	333,431	-21.5	2,404,505	-11.8
October	3,973,977	-3.8	2,101,517	-4.2	301,440	-15.9	2,402,957	-5.8
November	3,902,420	-8.2	2,097,257	-8.3	286,499	-12.4	2,383,756	-8.8
December	4,192,195	-5.8	2,387,042	-3.2	388,522	30.0	2,775,564	0.4
<b>Year</b>	<b>53,889,093</b>	<b>-0.8</b>	<b>28,149,752</b>	<b>1.1</b>	<b>3,945,567</b>	<b>-11.2</b>	<b>32,095,316</b>	<b>-0.6</b>

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

Note(s): Percentage change are year-over-year changes.



**Table 2**  
Average monthly prices of passenger cars, by origin

Period	North America		Japan		Other countries	
	Amount	Change	Amount	Change	Amount	Change
	\$	%	\$	%	\$	%
<b>2005</b>						
January	24,564	1.4	22,934	4.2	27,694	0.8
February	24,702	0.9	23,232	3.2	28,363	-1.8
March	24,759	2.0	23,992	3.5	29,547	2.2
April	24,550	1.3	23,465	1.4	29,477	-0.4
May	24,771	2.5	23,307	0.9	29,111	-3.8
June	24,535	0.5	23,245	1.1	29,432	2.1
July	24,055	-1.8	23,044	-1.2	27,973	7.0
August	23,929	-1.6	23,889	2.5	27,951	5.9
September	24,098	-2.0	24,536	4.8	28,069	4.0
October	24,266	-2.3	25,066	7.0	28,695	5.6
November	24,421	-0.9	23,902	1.5	29,474	3.6
December	24,879	0.7	24,400	2.7	29,909	2.4
<b>Year</b>	<b>24,453</b>	<b>0.1</b>	<b>23,715</b>	<b>2.5</b>	<b>28,827</b>	<b>2.3</b>
<b>2006</b>						
January	24,921	1.5	24,979	8.9	28,604	3.3
February	25,105	1.6	25,009	7.6	28,861	1.8
March	24,911	0.6	25,047	4.4	30,306	2.6
April	24,723	0.7	23,708	1.0	29,847	1.3
May	24,856	0.3	24,282	4.2	29,787	2.3
June	24,950	1.7	24,030	3.4	28,517	-3.1
July	24,760	2.9	23,827	3.4	27,781	-0.7
August	24,701	3.2	23,862	-0.1	27,647	-1.1
September	24,442	1.4	24,295	-1.0	30,363	8.2
October	24,532	1.1	24,262	-3.2	28,590	-0.4
November	24,730	1.3	25,280	5.8	29,286	-0.6
December	25,880	4.0	26,128	7.1	32,685	9.3
<b>Year</b>	<b>24,866</b>	<b>1.7</b>	<b>24,405</b>	<b>2.9</b>	<b>29,315</b>	<b>1.7</b>
<b>2007</b>						
January	24,606	-1.3	24,909	-0.3	30,594	7.0
February	24,531	-2.3	25,093	0.3	30,087	4.2
March	24,464	-1.8	24,539	-2.0	32,155	6.1
April	24,480	-1.0	24,201	2.1	30,688	2.8
May	24,527	-1.3	24,248	-0.1	29,363	-1.4
June	24,255	-2.8	24,057	0.1	28,819	1.1
July	24,051	-2.9	23,952	0.5	27,080	-2.5
August	23,876	-3.3	24,196	1.4	27,296	-1.3
September	24,434	0.0	24,541	1.0	28,463	-6.3
October	24,450	-0.3	25,030	3.2	28,812	0.8
November	25,451	2.9	25,242	-0.2	28,770	-1.8
December	25,531	-1.3	25,626	-1.9	32,188	-1.5
<b>Year</b>	<b>24,500</b>	<b>-1.5</b>	<b>24,507</b>	<b>0.4</b>	<b>29,319</b>	<b>0.0</b>

**Note(s):** Percentage changes shown are year-to-year changes.

**Table 3**  
**Monthly market share of new passenger car sales (units), by origin, Canada**

Period	Total		Passenger cars					
			North America		Japan		Other countries	
	Units	Market share	Units	Market share	Units	Market share	Units	Market share
	no.	%	no.	%	no.	%	no.	%
<b>2005</b>								
January	39,544	100.0	27,144	68.6	5,222	13.2	7,178	18.2
February	50,559	100.0	35,421	70.1	6,488	12.8	8,650	17.1
March	76,197	100.0	54,630	71.7	9,576	12.6	11,991	15.7
April	91,395	100.0	62,166	68.0	14,823	16.2	14,406	15.8
May	88,257	100.0	58,678	66.5	14,029	15.9	15,550	17.6
June	85,599	100.0	57,953	67.7	13,309	15.5	14,337	16.7
July	80,412	100.0	53,318	66.3	12,749	15.9	14,345	17.8
August	78,942	100.0	53,093	67.3	11,710	14.8	14,139	17.9
September	70,233	100.0	46,428	66.1	9,927	14.1	13,878	19.8
October	64,249	100.0	43,844	68.2	8,739	13.6	11,666	18.2
November	62,113	100.0	41,318	66.5	9,508	15.3	11,287	18.2
December	57,722	100.0	40,646	70.4	7,402	12.8	9,674	16.8
<b>Year</b>	<b>845,222</b>	<b>100.0</b>	<b>574,639</b>	<b>68.0</b>	<b>123,482</b>	<b>14.6</b>	<b>147,101</b>	<b>17.4</b>
<b>2006</b>								
January	44,184	100.0	31,445	71.2	5,653	12.8	7,086	16.0
February	48,758	100.0	33,450	68.6	6,204	12.7	9,104	18.7
March	79,363	100.0	54,748	69.0	10,553	13.3	14,062	17.7
April	86,258	100.0	57,142	66.2	14,388	16.7	14,728	17.1
May	96,175	100.0	64,032	66.6	16,352	17.0	15,791	16.4
June	88,055	100.0	56,827	64.5	15,991	18.2	15,237	17.3
July	76,556	100.0	48,349	63.2	14,618	19.1	13,589	17.8
August	82,244	100.0	53,812	65.4	15,340	18.7	13,092	15.9
September	72,815	100.0	48,497	66.6	12,486	17.1	11,832	16.2
October	62,448	100.0	38,841	62.2	11,468	18.4	12,139	19.4
November	63,756	100.0	41,464	65.0	10,425	16.4	11,867	18.6
December	62,549	100.0	44,495	71.1	8,681	13.9	9,373	15.0
<b>Year</b>	<b>863,161</b>	<b>100.0</b>	<b>573,102</b>	<b>66.4</b>	<b>142,159</b>	<b>16.5</b>	<b>147,900</b>	<b>17.1</b>
<b>2007</b>								
January	42,705	100.0	27,594	64.6	7,704	18.0	7,407	17.3
February	47,256	100.0	30,361	64.2	8,299	17.6	8,596	18.2
March	76,487	100.0	49,540	64.8	14,206	18.6	12,741	16.7
April	92,446	100.0	60,392	65.3	17,649	19.1	14,405	15.6
May	102,564	100.0	65,400	63.8	19,315	18.8	17,849	17.4
June	91,729	100.0	58,700	64.0	16,315	17.8	16,714	18.2
July	77,722	100.0	47,819	61.5	14,232	18.3	15,671	20.2
August	84,021	100.0	53,703	63.9	14,567	17.3	15,751	18.7
September	70,783	100.0	45,441	64.2	11,602	16.4	13,740	19.4
October	61,799	100.0	39,280	63.6	10,098	16.3	12,421	20.1
November	58,188	100.0	37,583	64.6	8,689	14.9	11,916	20.5
December	52,979	100.0	34,864	65.8	8,622	16.3	9,493	17.9
<b>Year</b>	<b>858,679</b>	<b>100.0</b>	<b>550,677</b>	<b>64.1</b>	<b>151,298</b>	<b>17.6</b>	<b>156,704</b>	<b>18.2</b>

**Table 4**  
**Provincial sales of new motor vehicles, by type and origin, in units and dollars, December**

Type and origin of vehicles	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
<b>Total, new motor vehicles</b>						
2005 (no.)	121,408	1,433	301	3,222	2,294	25,164
2006 (no.)	131,157	1,566	348	3,383	2,695	26,812
2007 (no.)	122,964	1,577	334	3,269	2,425	23,786
2007 / 2006 %	-6.2	0.7	-4.0	-3.4	-10.0	-11.3
2005 (\$'000)	4,009,693	41,958	8,406	95,819	68,405	747,225
2006 (\$'000)	4,450,403	45,136	9,393	101,767	82,732	834,292
2007 (\$'000)	4,192,195	46,311	9,538	94,440	76,005	709,867
2007 / 2006 %	-5.8	2.6	1.5	-7.2	-8.1	-14.9
<b>Passenger cars, manufactured in North America</b>						
2005 (no.)	40,646	457	114	1,115	800	9,351
2006 (no.)	44,495	462	144	1,435	974	9,978
2007 (no.)	34,864	511	131	1,142	750	8,020
2007 / 2006 %	-21.6	10.6	-9.0	-20.4	-23.0	-19.6
2005 (\$'000)	1,011,223	10,605	2,676	26,499	18,840	222,839
2006 (\$'000)	1,151,510	11,265	3,308	34,726	23,746	244,828
2007 (\$'000)	890,126	11,485	3,139	27,161	18,130	188,058
2007 / 2006 %	-22.7	2.0	-5.1	-21.8	-23.7	-23.2
<b>Passenger cars, manufactured in Japan</b>						
2005 (no.)	7,402	x	x	166	x	2,861
2006 (no.)	8,681	x	x	211	x	2,862
2007 (no.)	8,622	x	x	223	x	2,496
2007 / 2006 %	-0.7	x	x	5.7	x	-12.8
2005 (\$'000)	180,607	x	x	3,957	x	59,794
2006 (\$'000)	226,814	x	x	5,285	x	67,222
2007 (\$'000)	220,947	x	x	5,305	x	56,856
2007 / 2006 %	-2.6	x	x	0.4	x	-15.4
<b>Passenger cars, manufactured in other countries</b>						
2005 (no.)	9,674	x	x	246	x	3,006
2006 (no.)	9,373	x	x	195	x	2,715
2007 (no.)	9,493	x	x	278	x	2,488
2007 / 2006 %	1.3	x	x	42.6	x	-8.4
2005 (\$'000)	289,343	x	x	5,936	x	77,672
2006 (\$'000)	306,354	x	x	5,081	x	79,682
2007 (\$'000)	305,559	x	x	6,474	x	70,572
2007 / 2006 %	-0.3	x	x	27.4	x	-11.4
<b>Trucks <sup>1</sup>, manufactured in North America</b>						
2005 (no.)	54,509	x	x	1,432	1,087	7,967
2006 (no.)	60,884	x	x	1,389	1,288	9,620
2007 (no.)	60,055	x	x	1,429	1,231	8,939
2007 / 2006 %	-1.4	x	x	2.9	-4.4	-7.1
2005 (\$'000)	2,199,952	x	x	50,603	39,643	318,413
2006 (\$'000)	2,466,891	x	x	51,257	48,109	380,588
2007 (\$'000)	2,387,042	x	x	47,982	46,551	325,730
2007 / 2006 %	-3.2	x	x	-6.4	-3.2	-14.4
<b>Trucks <sup>1</sup>, manufactured overseas</b>						
2005 (no.)	9,177	x	x	263	132	1,979
2006 (no.)	7,724	x	x	153	136	1,637
2007 (no.)	9,930	x	x	197	144	1,843
2007 / 2006 %	28.6	x	x	28.8	5.9	12.6
2005 (\$'000)	328,568	x	x	8,823	4,131	68,507
2006 (\$'000)	298,834	x	x	5,417	4,483	61,971
2007 (\$'000)	388,522	x	x	7,519	4,916	68,652
2007 / 2006 %	30.0	x	x	38.8	9.7	10.8

See footnotes at the end of the table.

Table 4 – continued

## Provincial sales of new motor vehicles, by type and origin, in units and dollars, December

Type and origin of vehicles	Canada	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia <sup>2</sup>
<b>Total, new motor vehicles</b>						
2005 (no.)	121,408	47,889	3,616	3,294	18,795	15,400
2006 (no.)	131,157	49,781	4,039	3,607	21,587	17,339
2007 (no.)	122,964	47,062	3,792	4,078	20,323	16,318
2007 / 2006 %	-6.2	-5.5	-6.1	13.1	-5.9	-5.9
2005 (\$'000)	4,009,693	1,590,512	127,864	112,380	693,510	523,614
2006 (\$'000)	4,450,403	1,666,574	144,629	133,120	822,418	610,342
2007 (\$'000)	4,192,195	1,614,168	127,504	151,549	772,335	590,478
2007 / 2006 %	-5.8	-3.1	-11.8	13.8	-6.1	-3.3
<b>Passenger cars, manufactured in North America</b>						
2005 (no.)	40,646	17,304	1,152	823	4,803	4,727
2006 (no.)	44,495	19,198	1,227	778	5,063	5,236
2007 (no.)	34,864	14,827	1,021	826	3,681	3,955
2007 / 2006 %	-21.6	-22.8	-16.8	6.2	-27.3	-24.5
2005 (\$'000)	1,011,223	443,874	28,436	21,059	119,197	117,198
2006 (\$'000)	1,151,510	509,816	32,116	21,102	132,842	137,761
2007 (\$'000)	890,126	391,456	26,254	21,467	98,492	104,485
2007 / 2006 %	-22.7	-23.2	-18.3	1.7	-25.9	-24.2
<b>Passenger cars, manufactured in Japan</b>						
2005 (no.)	7,402	2,286	108	68	620	1,116
2006 (no.)	8,681	2,845	128	92	848	1,474
2007 (no.)	8,622	2,948	172	120	982	1,504
2007 / 2006 %	-0.7	3.6	34.4	30.4	15.8	2.0
2005 (\$'000)	180,607	62,810	2,783	1,947	16,320	29,505
2006 (\$'000)	226,814	81,683	3,460	2,722	23,199	38,485
2007 (\$'000)	220,947	82,851	4,275	3,190	26,048	38,545
2007 / 2006 %	-2.6	1.4	23.6	17.2	12.3	0.2
<b>Passenger cars, manufactured in other countries</b>						
2005 (no.)	9,674	3,414	175	164	881	1,476
2006 (no.)	9,373	3,461	221	96	731	1,660
2007 (no.)	9,493	3,755	188	142	864	1,448
2007 / 2006 %	1.3	8.5	-14.9	47.9	18.2	-12.8
2005 (\$'000)	289,343	114,158	4,396	3,448	28,042	48,921
2006 (\$'000)	306,354	126,521	5,150	2,866	25,242	55,666
2007 (\$'000)	305,559	132,935	4,773	3,756	26,655	53,429
2007 / 2006 %	-0.3	5.1	-7.3	31.1	5.6	-4.0
<b>Trucks<sup>1</sup>, manufactured in North America</b>						
2005 (no.)	54,509	20,995	1,991	2,040	11,455	6,739
2006 (no.)	60,884	21,488	2,303	2,436	13,688	7,702
2007 (no.)	60,055	21,638	2,147	2,695	13,075	7,958
2007 / 2006 %	-1.4	0.7	-6.8	10.6	-4.5	3.3
2005 (\$'000)	2,199,952	828,761	85,872	79,190	491,850	277,552
2006 (\$'000)	2,466,891	838,349	98,020	98,824	591,199	328,952
2007 (\$'000)	2,387,042	850,692	82,595	111,978	552,513	336,190
2007 / 2006 %	-3.2	1.5	-15.7	13.3	-6.5	2.2
<b>Trucks<sup>1</sup>, manufactured overseas</b>						
2005 (no.)	9,177	3,890	190	199	1,036	1,342
2006 (no.)	7,724	2,789	160	205	1,257	1,267
2007 (no.)	9,930	3,894	264	295	1,721	1,453
2007 / 2006 %	28.6	39.6	65.0	43.9	36.9	14.7
2005 (\$'000)	328,568	140,908	6,378	6,736	38,100	50,438
2006 (\$'000)	298,834	110,205	5,883	7,606	49,936	49,477
2007 (\$'000)	388,522	156,234	9,607	11,159	68,628	57,828
2007 / 2006 %	30.0	41.8	63.3	46.7	37.4	16.9

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

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

**Table 5-1**  
**Year to date provincial sales of new motor vehicles, by type and origin in units, January to December**

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.	%
<b>2005</b>										
Newfoundland and Labrador	24,899	8.7	9,779	16.2	x	x	x	x	13,541	9.9
Prince Edward Island	4,847	3.2	2,060	8.0	x	x	x	x	2,909	9.6
Nova Scotia	46,154	2.2	19,406	5.5	2,733	2.7	4,118	-12.5	26,257	2.0
New Brunswick	34,228	-0.8	13,678	4.1	x	x	x	x	18,378	1.2
Quebec	407,774	0.7	156,022	6.1	53,274	2.4	53,750	-12.5	263,046	1.0
Ontario	617,714	2.8	225,788	6.6	36,373	9.0	51,362	-7.4	313,523	4.3
Manitoba	46,500	2.6	15,963	4.5	1,698	-2.5	2,592	-14.4	20,253	1.0
Saskatchewan	39,252	1.1	10,989	1.8	1,099	-2.7	2,070	-12.8	14,158	-1.0
Alberta	222,361	13.4	60,278	11.5	9,554	19.6	10,897	0.9	80,729	10.8
British Columbia <sup>1</sup>	186,581	2.7	60,676	-2.1	15,341	7.1	16,411	-0.9	92,428	-0.4
<b>Canada</b>	1,630,310	3.5	574,639	5.9	123,482	6.1	147,101	-8.6	845,222	3.1
<b>2006</b>										
Newfoundland and Labrador	24,188	-2.9	9,159	-6.3	x	x	x	x	12,947	-4.4
Prince Edward Island	4,933	1.8	2,148	4.3	x	x	x	x	3,034	4.3
Nova Scotia	47,738	3.4	20,178	4.0	3,576	30.8	4,622	12.2	28,376	8.1
New Brunswick	35,403	3.4	14,129	3.3	x	x	x	x	19,406	5.6
Quebec	404,198	-0.9	150,593	-3.5	56,420	5.9	52,959	-1.5	259,972	-1.2
Ontario	620,649	0.5	229,243	1.5	42,712	17.4	50,617	-1.5	322,572	2.9
Manitoba	45,924	-1.2	14,950	-6.3	2,239	31.9	2,547	-1.7	19,736	-2.6
Saskatchewan	39,915	1.7	10,689	-2.7	1,452	32.1	1,821	-12.0	13,962	-1.4
Alberta	248,731	11.9	62,403	3.5	12,521	31.1	11,035	1.3	85,959	6.5
British Columbia <sup>1</sup>	194,648	4.3	59,610	-1.8	19,270	25.6	18,317	11.6	97,197	5.2
<b>Canada</b>	1,666,327	2.2	573,102	-0.3	142,159	15.1	147,900	0.5	863,161	2.1
<b>2007</b>										
Newfoundland and Labrador	28,260	16.8	10,828	18.2	x	x	x	x	14,979	15.7
Prince Edward Island	5,303	7.5	2,321	8.1	x	x	x	x	3,238	6.7
Nova Scotia	49,187	3.0	19,551	-3.1	4,048	13.2	5,189	12.3	28,788	1.5
New Brunswick	37,293	5.3	14,145	0.1	x	x	x	x	19,764	1.8
Quebec	413,405	2.3	148,480	-1.4	58,807	4.2	53,226	0.5	260,513	0.2
Ontario	605,801	-2.4	212,421	-7.3	45,273	6.0	54,127	6.9	311,821	-3.3
Manitoba	47,106	2.6	14,751	-1.3	2,449	9.4	2,981	17.0	20,181	2.3
Saskatchewan	45,546	14.1	11,365	6.3	1,636	12.7	1,981	8.8	14,982	7.3
Alberta	257,133	3.4	61,016	-2.2	13,761	9.9	12,828	16.2	87,605	1.9
British Columbia <sup>1</sup>	201,514	3.5	55,799	-6.4	20,890	8.4	20,119	9.8	96,808	-0.4
<b>Canada</b>	1,690,548	1.5	550,677	-3.9	151,298	6.4	156,704	6.0	858,679	-0.5

See footnotes at the end of the table.

Table 5-1 – continued

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

Province	Total new motor vehicles		Trucks <sup>2</sup>					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	no.	%	no.	%	no.	%	no.	%
<b>2005</b>								
Newfoundland and Labrador	24,899	8.7	x	x	x	x	11,358	7.4
Prince Edward Island	4,847	3.2	x	x	x	x	1,938	-5.0
Nova Scotia	46,154	2.2	17,321	1.6	2,576	9.0	19,897	2.5
New Brunswick	34,228	-0.8	14,113	-4.1	1,737	5.7	15,850	-3.1
Quebec	407,774	0.7	116,047	-2.2	28,681	10.6	144,728	0.1
Ontario	617,714	2.8	259,395	0.2	44,796	8.1	304,191	1.3
Manitoba	46,500	2.6	23,803	2.7	2,444	15.6	26,247	3.8
Saskatchewan	39,252	1.1	22,727	0.8	2,367	20.3	25,094	2.3
Alberta	222,361	13.4	129,040	14.5	12,592	19.5	141,632	14.9
British Columbia <sup>1</sup>	186,581	2.7	79,383	5.9	14,770	7.0	94,153	6.1
<b>Canada</b>	<b>1,630,310</b>	<b>3.5</b>	<b>673,205</b>	<b>3.0</b>	<b>111,883</b>	<b>10.3</b>	<b>785,088</b>	<b>4.0</b>
<b>2006</b>								
Newfoundland and Labrador	24,188	-2.9	x	x	x	x	11,241	-1.0
Prince Edward Island	4,933	1.8	x	x	x	x	1,899	-2.0
Nova Scotia	47,738	3.4	16,659	-3.8	2,703	4.9	19,362	-2.7
New Brunswick	35,403	3.4	13,861	-1.8	2,136	23.0	15,997	0.9
Quebec	404,198	-0.9	114,071	-1.7	30,155	5.1	144,226	-0.3
Ontario	620,649	0.5	251,630	-3.0	46,447	3.7	298,077	-2.0
Manitoba	45,924	-1.2	23,123	-2.9	3,065	25.4	26,188	-0.2
Saskatchewan	39,915	1.7	23,448	3.2	2,505	5.8	25,953	3.4
Alberta	248,731	11.9	146,242	13.3	16,530	31.3	162,772	14.9
British Columbia <sup>1</sup>	194,648	4.3	81,030	2.1	16,421	11.2	97,451	3.5
<b>Canada</b>	<b>1,666,327</b>	<b>2.2</b>	<b>681,244</b>	<b>1.2</b>	<b>121,922</b>	<b>9.0</b>	<b>803,166</b>	<b>2.3</b>
<b>2007</b>								
Newfoundland and Labrador	28,260	16.8	x	x	x	x	13,281	18.1
Prince Edward Island	5,303	7.5	x	x	x	x	2,065	8.7
Nova Scotia	49,187	3.0	18,223	9.4	2,176	-19.5	20,399	5.4
New Brunswick	37,293	5.3	15,628	12.7	1,901	-11.0	17,529	9.6
Quebec	413,405	2.3	128,934	13.0	23,958	-20.6	152,892	6.0
Ontario	605,801	-2.4	256,005	1.7	37,975	-18.2	293,980	-1.4
Manitoba	47,106	2.6	24,297	5.1	2,628	-14.3	26,925	2.8
Saskatchewan	45,546	14.1	27,990	19.4	2,574	2.8	30,564	17.8
Alberta	257,133	3.4	153,373	4.9	16,155	-2.3	169,528	4.2
British Columbia <sup>1</sup>	201,514	3.5	90,243	11.4	14,463	-11.9	104,706	7.4
<b>Canada</b>	<b>1,690,548</b>	<b>1.5</b>	<b>728,243</b>	<b>6.9</b>	<b>103,626</b>	<b>-15.0</b>	<b>831,869</b>	<b>3.6</b>

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(s): Percentage changes shown are year-to-year changes.

**Table 5-2**  
**Year to date provincial sales of new motor vehicles, by type and origin in dollars, January to December**

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
	\$'000	%	\$'000	%	\$'000	%	\$'000	%	\$'000	%
<b>2005</b>										
Newfoundland and Labrador	670,417	7.5	220,057	15.1	x	x	x	x	292,867	9.8
Prince Edward Island	126,359	1.2	46,546	8.8	x	x	x	x	62,295	10.3
Nova Scotia	1,314,620	2.5	449,609	5.6	60,996	8.5	93,813	-10.6	604,420	3.0
New Brunswick	981,578	-3.7	317,724	4.4	x	x	x	x	412,903	1.8
Quebec	11,760,778	1.8	3,670,035	4.9	1,114,737	3.8	1,334,232	-10.8	6,119,005	0.8
Ontario	20,366,140	3.6	5,721,688	7.0	975,663	13.0	1,685,016	-5.5	8,382,367	4.8
Manitoba	1,601,133	6.7	392,242	4.8	41,790	1.0	64,743	-12.0	498,773	1.9
Saskatchewan	1,352,626	4.9	275,698	3.1	29,056	2.3	47,325	-10.5	352,078	1.0
Alberta	7,944,597	19.1	1,497,147	12.8	249,780	21.9	336,648	4.2	2,083,579	12.3
British Columbia <sup>1</sup>	6,192,896	4.8	1,461,121	-1.3	388,941	6.7	562,461	-1.4	2,412,524	-0.1
<b>Canada</b>	<b>52,311,147</b>	<b>5.4</b>	<b>14,051,867</b>	<b>6.0</b>	<b>2,928,424</b>	<b>8.7</b>	<b>4,240,519</b>	<b>-6.5</b>	<b>21,220,807</b>	<b>3.6</b>
<b>2006</b>										
Newfoundland and Labrador	659,041	-1.7	211,465	-3.9	x	x	x	x	286,364	-2.2
Prince Edward Island	130,016	2.9	49,743	6.9	x	x	x	x	66,868	7.3
Nova Scotia	1,347,461	2.5	473,990	5.4	82,040	34.5	102,216	9.0	658,249	8.9
New Brunswick	1,037,966	5.7	335,008	5.4	x	x	x	x	442,357	7.1
Quebec	11,852,227	0.8	3,598,678	-1.9	1,239,695	11.2	1,354,471	1.5	6,192,841	1.2
Ontario	20,487,974	0.6	5,859,066	2.4	1,153,863	18.3	1,693,135	0.5	8,706,063	3.9
Manitoba	1,592,450	-0.5	373,677	-4.7	54,653	30.8	63,257	-2.3	491,586	-1.4
Saskatchewan	1,401,435	3.6	273,444	-0.8	37,997	30.8	44,048	-6.9	355,488	1.0
Alberta	9,172,942	15.5	1,587,264	6.0	330,500	32.3	349,311	3.8	2,267,074	8.8
British Columbia <sup>1</sup>	6,656,434	7.5	1,488,528	1.9	487,033	25.2	613,556	9.1	2,589,119	7.3
<b>Canada</b>	<b>54,337,947</b>	<b>3.9</b>	<b>14,250,869</b>	<b>1.4</b>	<b>3,469,392</b>	<b>18.5</b>	<b>4,335,753</b>	<b>2.2</b>	<b>22,056,012</b>	<b>3.9</b>
<b>2007</b>										
Newfoundland and Labrador	778,309	18.1	245,465	16.1	x	x	x	x	329,018	14.9
Prince Edward Island	139,923	7.6	52,977	6.5	x	x	x	x	70,847	6.0
Nova Scotia	1,379,105	2.3	457,071	-3.6	91,856	12.0	112,356	9.9	661,284	0.5
New Brunswick	1,087,240	4.7	330,459	-1.4	x	x	x	x	444,914	0.6
Quebec	11,888,860	0.3	3,472,794	-3.5	1,302,577	5.1	1,370,105	1.2	6,145,477	-0.8
Ontario	19,344,072	-5.6	5,363,600	-8.5	1,231,314	6.7	1,803,158	6.5	8,398,072	-3.5
Manitoba	1,565,180	-1.7	364,049	-2.6	60,014	9.8	71,505	13.0	495,567	0.8
Saskatchewan	1,583,429	13.0	282,846	3.4	42,361	11.5	48,240	9.5	373,444	5.1
Alberta	9,252,210	0.9	1,541,842	-2.9	362,059	9.5	406,884	16.5	2,310,783	1.9
British Columbia <sup>1</sup>	6,870,771	3.2	1,380,440	-7.3	525,103	7.8	658,840	7.4	2,564,381	-1.0
<b>Canada</b>	<b>53,889,093</b>	<b>-0.8</b>	<b>13,491,540</b>	<b>-5.3</b>	<b>3,707,820</b>	<b>6.9</b>	<b>4,594,420</b>	<b>6.0</b>	<b>21,793,779</b>	<b>-1.2</b>

See footnotes at the end of the table.

Table 5-2 – continued

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

Province	Total new motor vehicles		Trucks <sup>2</sup>					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%
<b>2005</b>								
Newfoundland and Labrador	670,417	7.5	x	x	x	x	377,551	5.8
Prince Edward Island	126,359	1.2	x	x	x	x	64,064	-6.3
Nova Scotia	1,314,620	2.5	625,216	1.6	84,984	6.3	710,201	2.1
New Brunswick	981,578	-3.7	515,177	-8.1	53,497	0.9	568,676	-7.3
Quebec	11,760,778	1.8	4,654,605	2.1	987,169	6.2	5,641,775	2.8
Ontario	20,366,140	3.6	10,300,144	2.2	1,683,630	6.0	11,983,773	2.7
Manitoba	1,601,133	6.7	1,019,269	8.8	83,091	11.1	1,102,361	8.9
Saskatchewan	1,352,626	4.9	920,759	5.5	79,787	15.9	1,000,547	6.3
Alberta	7,944,597	19.1	5,396,409	22.2	464,612	16.9	5,861,022	21.8
British Columbia <sup>1</sup>	6,192,896	4.8	3,215,684	8.3	564,689	8.1	3,780,375	8.2
<b>Canada</b>	52,311,147	5.4	27,031,615	6.5	4,058,725	7.8	31,090,339	6.7
<b>2006</b>								
Newfoundland and Labrador	659,041	-1.7	x	x	x	x	372,680	-1.3
Prince Edward Island	130,016	2.9	x	x	x	x	63,149	-1.4
Nova Scotia	1,347,461	2.5	598,033	-4.3	91,180	7.3	689,214	-3.0
New Brunswick	1,037,966	5.7	527,406	2.4	68,204	27.5	595,610	4.7
Quebec	11,852,227	0.8	4,608,493	-1.0	1,050,891	6.5	5,659,384	0.3
Ontario	20,487,974	0.6	10,036,759	-2.6	1,745,149	3.7	11,781,908	-1.7
Manitoba	1,592,450	-0.5	994,102	-2.5	106,762	28.5	1,100,866	-0.1
Saskatchewan	1,401,435	3.6	957,901	4.0	88,043	10.3	1,045,946	4.5
Alberta	9,172,942	15.5	6,290,406	16.6	615,462	32.5	6,905,866	17.8
British Columbia <sup>1</sup>	6,656,434	7.5	3,450,538	7.3	616,776	9.2	4,067,313	7.6
<b>Canada</b>	54,337,947	3.9	27,838,439	3.0	4,443,494	9.5	32,281,931	3.8
<b>2007</b>								
Newfoundland and Labrador	778,309	18.1	x	x	x	x	449,290	20.6
Prince Edward Island	139,923	7.6	x	x	x	x	69,077	9.4
Nova Scotia	1,379,105	2.3	642,241	7.4	75,583	-17.1	717,824	4.2
New Brunswick	1,087,240	4.7	578,771	9.7	63,558	-6.8	642,326	7.8
Quebec	11,888,860	0.3	4,858,404	5.4	884,980	-15.8	5,743,386	1.5
Ontario	19,344,072	-5.6	9,461,240	-5.7	1,484,763	-14.9	10,946,001	-7.1
Manitoba	1,565,180	-1.7	975,865	-1.8	93,751	-12.2	1,069,612	-2.8
Saskatchewan	1,583,429	13.0	1,115,162	16.4	94,824	7.7	1,209,986	15.7
Alberta	9,252,210	0.9	6,319,817	0.5	621,611	1.0	6,941,427	0.5
British Columbia <sup>1</sup>	6,870,771	3.2	3,736,934	8.3	569,454	-7.7	4,306,389	5.9
<b>Canada</b>	53,889,093	-0.8	28,149,752	1.1	3,945,567	-11.2	32,095,316	-0.6

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(s): Percentage changes shown are year-to-year changes.



**Table 6**  
**Annual sales of new motor vehicles, by type and origin, in units and dollars, Canada**

Year	Total	Passenger cars				Trucks <sup>1</sup>		
		Total	North America	Japan	Other countries	Total	North America	Overseas
number								
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	1,575,195	820,103	542,814	116,426	160,863	755,092	653,637	101,455
2005	1,630,310	845,222	574,639	123,482	147,101	785,088	673,205	111,883
2006	1,666,327	863,161	573,102	142,159	147,900	803,166	681,244	121,922
2007	1,690,548	858,679	550,677	151,298	156,704	831,869	728,243	103,626
\$'000								
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	49,639,223	20,489,761	13,261,753	2,694,970	4,533,035	29,149,463	25,384,561	3,764,904
2005	52,311,147	21,220,807	14,051,867	2,928,424	4,240,519	31,090,339	27,031,615	4,058,725
2006	54,337,947	22,056,012	14,250,869	3,469,392	4,335,753	32,281,931	27,838,439	4,443,494
2007	53,889,093	21,793,779	13,491,540	3,707,820	4,594,420	32,095,316	28,149,752	3,945,567

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

**Table 7**  
**Canada, monthly sales of new motor vehicles, in units, by type and origin, seasonally adjusted**

Period	Total new motor vehicles		Passenger cars				Trucks <sup>1</sup>	
	Units	Month/month change	North America		Overseas		Total	
			Units	Month/month change	Units	Month/month change	Units	Month/month change
	no.	%	no.	%	no.	%	no.	%
<b>2005</b>								
January	127,324	-2.5	45,455	-0.2	22,059	-2.7	59,810	-4.1
February	146,009	14.7	52,491	15.5	22,113	0.2	71,405	19.4
March	134,041	-8.2	49,365	-6.0	20,960	-5.2	63,716	-10.8
April	138,377	3.2	49,574	0.4	22,324	6.5	66,479	4.3
May	129,700	-6.3	43,044	-13.2	22,623	1.3	64,033	-3.7
June	141,179	8.9	49,505	15.0	22,421	-0.9	69,253	8.2
July	150,970	6.9	49,718	0.4	24,610	9.8	76,642	10.7
August	135,424	-10.3	47,903	-3.7	22,975	-6.6	64,546	-15.8
September	126,047	-6.9	46,633	-2.7	22,268	-3.1	57,147	-11.5
October	132,813	5.4	49,159	5.4	22,342	0.3	61,312	7.3
November	135,330	1.9	45,426	-7.6	23,418	4.8	66,486	8.4
December	133,096	-1.7	46,367	2.1	22,470	-4.0	64,259	-3.3
<b>2006</b>								
January	138,398	4.0	52,674	13.6	21,906	-2.5	63,818	-0.7
February	138,410	0.0	49,184	-6.6	22,628	3.3	66,599	4.4
March	138,541	0.1	48,318	-1.8	22,906	1.2	67,317	1.1
April	136,947	-1.2	46,880	-3.0	24,184	5.6	65,883	-2.1
May	135,357	-1.2	45,715	-2.5	24,173	0.0	65,470	-0.6
June	134,914	-0.3	47,403	3.7	25,010	3.5	62,501	-4.5
July	138,925	3.0	46,384	-2.1	25,634	2.5	66,907	7.0
August	142,843	2.8	47,891	3.2	24,512	-4.4	70,440	5.3
September	138,563	-3.0	47,747	-0.3	24,399	-0.5	66,418	-5.7
October	136,386	-1.6	43,336	-9.2	24,895	2.0	68,155	2.6
November	139,748	2.5	46,999	8.5	24,678	-0.9	68,071	-0.1
December	147,294	5.4	50,573	7.6	25,133	1.8	71,589	5.2
<b>2007</b>								
January	142,251	-3.4	45,106	-10.8	25,659	2.1	71,485	-0.1
February	137,755	-3.2	44,873	-0.5	25,245	-1.6	67,636	-5.4
March	137,940	0.1	44,277	-1.3	26,045	3.2	67,618	0.0
April	146,316	6.1	49,516	11.8	25,834	-0.8	70,966	5.0
May	145,084	-0.8	46,709	-5.7	26,676	3.3	71,699	1.0
June	143,131	-1.3	47,107	0.9	27,267	2.2	68,757	-4.1
July	138,982	-2.9	45,842	-2.7	26,326	-3.5	66,814	-2.8
August	142,144	2.3	46,384	1.2	25,912	-1.6	69,848	4.5
September <sup>r</sup>	140,339	-1.3	46,640	0.6	26,011	0.4	67,689	-3.1
October <sup>r</sup>	137,523	-2.0	44,054	-5.5	24,132	-7.2	69,337	2.4
November <sup>r</sup>	133,809	-2.7	43,620	-1.0	23,361	-3.2	66,827	-3.6
December <sup>p</sup>	140,270	4.8	42,937	-1.6	25,356	8.5	71,977	7.7

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.  
**Note(s):** Percentage changes shown are month-to-month changes.

**Table 8**  
**Monthly sales of new motor vehicles, in units, by province, seasonally adjusted**

Period	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
number						
<b>2005</b>						
January	127,324	1,863	397	3,604	2,560	34,269
February	146,009	2,226	438	4,153	3,185	36,177
March	134,041	2,153	370	3,659	2,818	34,076
April	138,377	2,192	431	3,993	2,975	34,678
May	129,700	2,129	370	3,805	2,621	32,546
June	141,179	2,031	422	3,859	2,901	36,932
July	150,970	2,419	426	4,226	3,362	35,710
August	135,424	1,759	420	4,003	2,951	32,076
September	126,047	1,822	321	3,720	2,508	29,599
October	132,813	2,087	400	3,688	2,877	34,011
November	135,330	2,257	488	3,648	2,713	35,300
December	133,096	1,961	365	3,796	2,757	32,399
<b>2006</b>						
January	138,398	2,190	396	4,659	2,801	32,995
February	138,410	1,921	435	4,007	2,943	33,013
March	138,541	1,823	405	4,240	2,870	33,402
April	136,947	1,958	395	3,719	2,803	33,289
May	135,357	1,918	409	3,622	2,778	32,867
June	134,914	2,112	396	3,698	2,817	32,399
July	138,925	1,926	415	3,716	2,944	33,489
August	142,843	1,988	431	4,033	2,972	35,479
September	138,563	1,987	391	4,005	2,959	33,707
October	136,386	1,996	394	3,855	2,982	33,388
November	139,748	2,144	436	4,230	3,263	34,019
December	147,294	2,225	429	3,954	3,270	36,150
<b>2007</b>						
January	142,251	2,209	460	3,927	3,194	34,513
February	137,755	2,120	424	3,731	2,908	33,949
March	137,940	2,321	459	3,714	2,962	33,368
April	146,316	2,416	458	4,292	2,949	35,409
May	145,084	2,429	467	3,731	3,262	36,817
June	143,131	2,332	432	4,099	3,210	35,183
July	138,982	2,408	415	4,134	3,114	32,968
August	142,144	2,377	465	4,237	3,196	34,250
September <sup>r</sup>	140,339	2,327	424	4,248	3,116	35,323
October <sup>r</sup>	137,523	2,303	476	4,218	3,198	33,928
November <sup>r</sup>	133,809	2,363	335	4,236	2,874	32,307
December <sup>p</sup>	140,270	2,317	451	4,105	3,057	33,266

Table 8 – continued

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

Period	Canada	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia and the Territories
	number					
<b>2005</b>						
January	127,324	48,406	3,576	2,612	16,136	13,902
February	146,009	58,050	4,391	3,283	18,349	15,757
March	134,041	50,508	3,884	3,289	17,538	15,745
April	138,377	51,845	3,923	3,610	18,850	15,879
May	129,700	49,031	3,629	3,219	16,867	15,482
June	141,179	52,344	3,969	3,469	19,136	16,117
July	150,970	58,281	4,703	4,116	21,182	16,545
August	135,424	51,208	4,036	3,351	19,121	16,500
September	126,047	47,342	3,648	3,135	18,634	15,319
October	132,813	49,707	3,560	2,826	18,463	15,194
November	135,330	50,542	3,535	3,193	18,827	14,826
December	133,096	50,450	3,646	3,150	19,258	15,314
<b>2006</b>						
January	138,398	52,660	3,904	2,831	20,098	15,864
February	138,410	52,269	3,666	3,360	20,931	15,866
March	138,541	52,540	3,793	3,304	19,988	16,175
April	136,947	51,595	3,645	3,186	20,143	16,216
May	135,357	50,460	3,620	3,387	20,411	15,885
June	134,914	50,524	3,731	3,337	19,932	15,967
July	138,925	51,948	3,847	3,392	21,281	15,967
August	142,843	52,457	3,773	3,377	21,871	16,462
September	138,563	50,682	3,861	3,411	20,825	16,733
October	136,386	48,980	3,984	3,309	21,156	16,341
November	139,748	52,446	3,957	3,461	19,932	15,861
December	147,294	54,087	4,143	3,560	22,165	17,311
<b>2007</b>						
January	142,251	51,739	3,918	3,600	22,052	16,639
February	137,755	49,531	3,830	3,452	21,042	16,768
March	137,940	48,625	3,972	3,505	22,315	16,698
April	146,316	53,806	4,101	3,753	21,447	17,686
May	145,084	51,919	3,850	3,957	21,410	17,240
June	143,131	51,278	3,817	3,752	22,017	17,010
July	138,982	49,611	3,742	3,855	21,963	16,772
August	142,144	51,448	3,953	3,890	21,711	16,617
September <sup>r</sup>	140,339	49,790	3,970	3,751	20,577	16,811
October <sup>r</sup>	137,523	48,641	3,973	3,906	20,642	16,238
November <sup>r</sup>	133,809	46,791	3,930	3,826	20,821	16,326
December <sup>p</sup>	140,270	50,810	3,961	4,077	21,430	16,796

# Definitions

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## 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

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## 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 sales 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.<sup>1</sup>

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.<sup>2</sup> The disclosure of data likely to reveal specific information on the activity of a particular company is systematically and rigorously controlled and regulated to prevent the publication or disclosure of any information deemed confidential. The rules regarding confidentiality

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1. 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.

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

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."<sup>3</sup> In 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<sup>4</sup> 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.<sup>5</sup> The 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.

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

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

5. MCD = 10 for North American passenger cars. MCD = 4 for Overseas passenger cars. MCD = 12 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

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### 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.