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# New Motor Vehicle Sales

August 2008



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# New Motor Vehicle Sales

August 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
- 0s 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.

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## Highlights

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### August 2008

- Dealerships sold 137,937 new motor vehicles in August, down 2.3% from July. This third consecutive monthly decline was due entirely to falling sales of passenger cars.

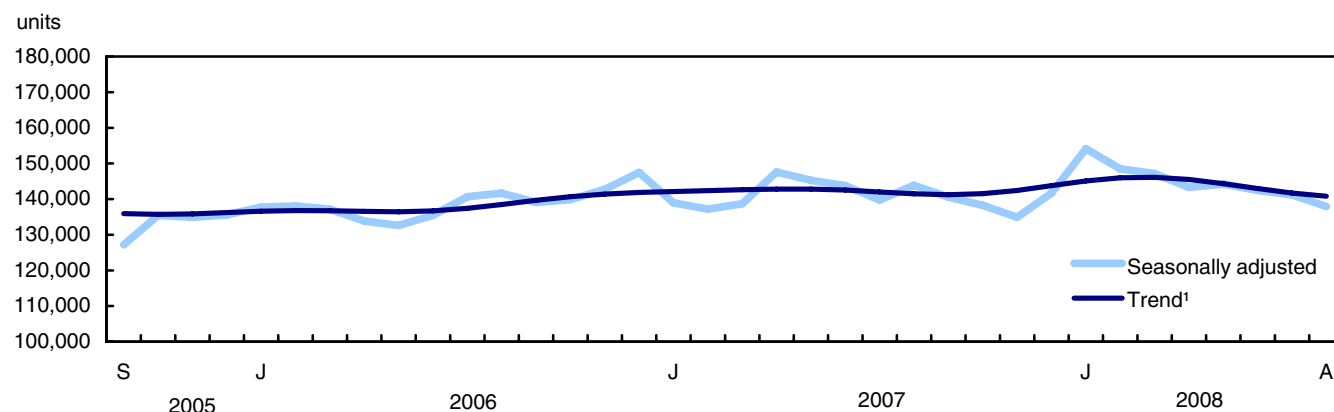
## Analysis – August 2008

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Dealerships sold 137,937 new motor vehicles in August, down 2.3% from July. This third consecutive monthly decline was due entirely to falling sales of passenger cars.

**Chart 1**

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



1. Trends represent smoothed seasonally adjusted data.

### North American-built passenger car sales drive the decline

Passenger car sales continued on their downward trend of the last few months with a 4.2% decline in August to 73,484 vehicles. This decrease was entirely due to a 6.8% sales drop in North American-built passenger cars. After two consecutive monthly declines, overseas-built passenger car sales edged up 0.4%.

Sales of new trucks (which include minivans, sport-utility vehicles, light and heavy trucks, vans and buses) were virtually unchanged from July with 64,453 vehicles sold.

Preliminary industry data indicate that the number of new motor vehicles sold in September increased from August.

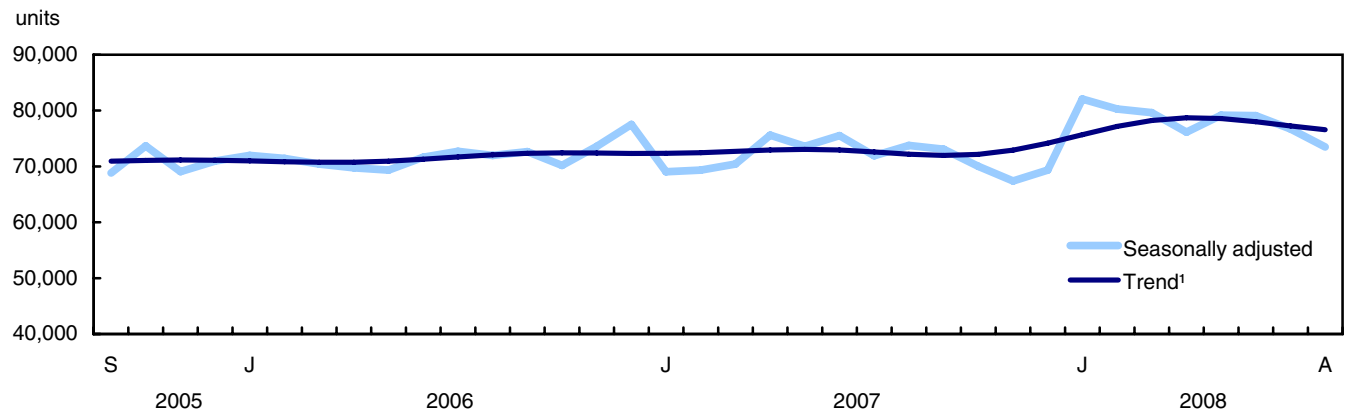
### Sales down in eight provinces

New motor vehicle sales declined in eight provinces in August, with the largest decline in Nova Scotia. The next largest decrease occurred in British Columbia (which, for the purposes of this release, also includes data from the three territories), where sales have been on a downward trend since the fall of 2007. The August sales level of 14,210 vehicles was down 15.1% from August 2007.

Sales in Saskatchewan and Newfoundland and Labrador rose in August.

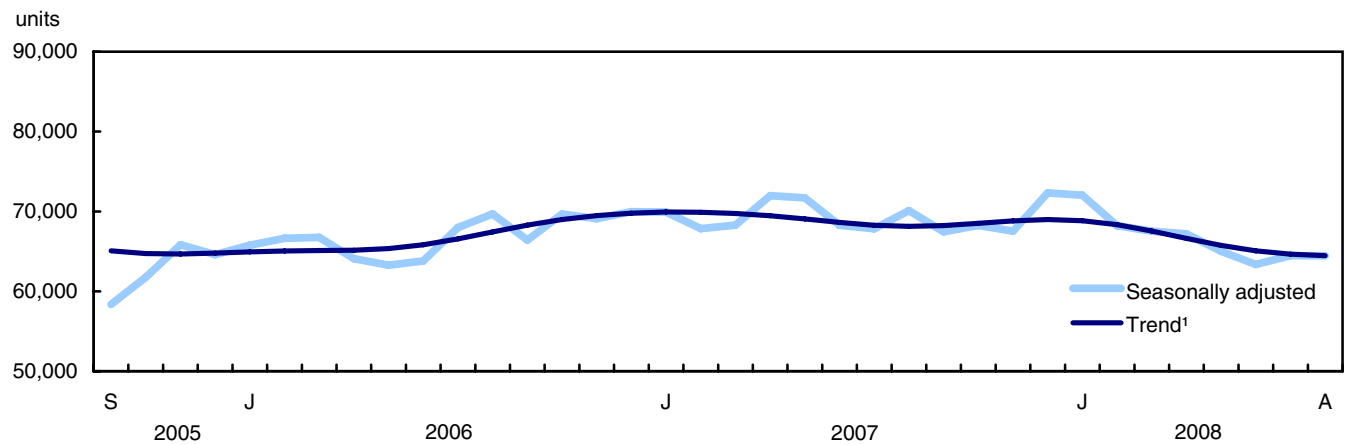


**Chart 2**  
**Passenger car sales, seasonally adjusted, in units, 2005 to 2008**



1. Trends represent smoothed seasonally adjusted data.

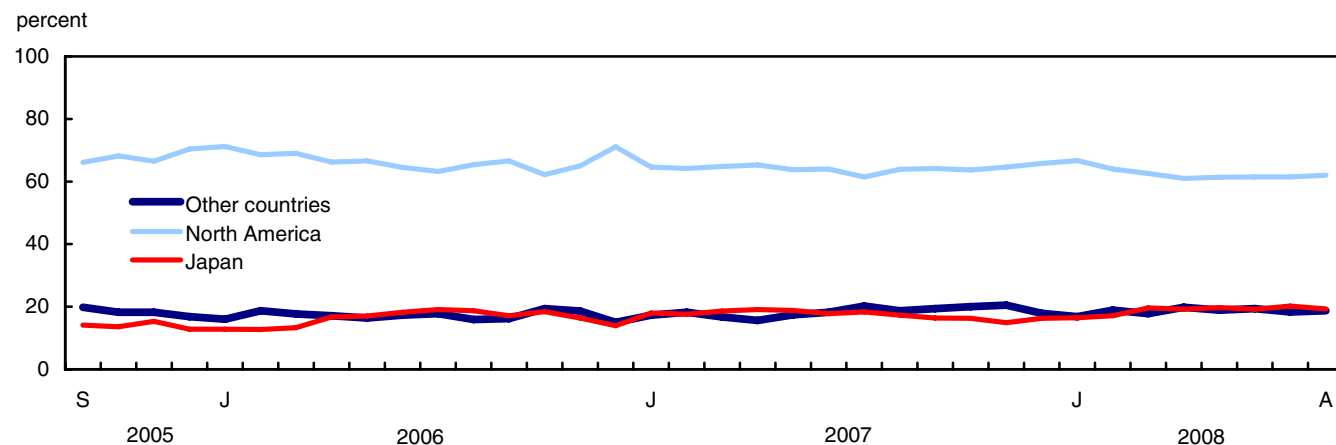
**Chart 3**  
**Truck, van and bus sales, seasonally adjusted, in units, 2005 to 2008**



1. Trends represent smoothed seasonally adjusted data.

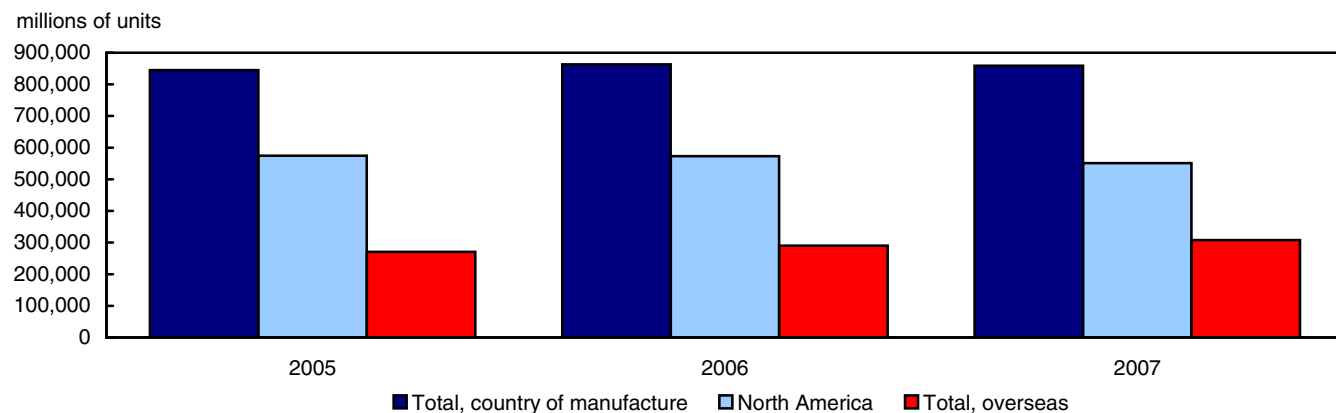
**Chart 4**

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

## 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>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              | 53,749         | -0.1             | 14,567  | -5.0             | 15,751          | 20.3             | 84,067  | 2.2              |
| September   | 134,516                  | -4.0             | 45,513         | -6.2             | 11,602  | -7.1             | 13,740          | 16.1             | 70,855  | -2.7             |
| October     | 124,072                  | 0.8              | 39,486         | 1.7              | 10,098  | -11.9            | 12,421          | 2.3              | 62,005  | -0.7             |
| November    | 120,012                  | -6.0             | 37,583         | -9.4             | 8,689   | -16.7            | 11,916          | 0.4              | 58,188  | -8.7             |
| December    | 122,954                  | -6.3             | 34,864         | -21.6            | 8,622   | -0.7             | 9,493           | 1.3              | 52,979  | -15.3            |
| <b>Year</b> | 1,690,538                | 1.5              | 551,001        | -3.9             | 151,298 | 6.4              | 156,704         | 6.0              | 859,003 | -0.5             |
| <b>2008</b> |                          |                  |                |                  |         |                  |                 |                  |         |                  |
| January     | 105,546                  | 11.8             | 34,557         | 25.2             | 8,571   | 11.3             | 8,719           | 17.7             | 51,847  | 21.4             |
| February    | 113,877                  | 14.0             | 37,369         | 23.1             | 9,992   | 20.4             | 11,002          | 28.0             | 58,363  | 23.5             |
| March       | 153,505                  | -0.6             | 50,287         | 1.5              | 15,780  | 11.1             | 14,298          | 12.2             | 80,365  | 5.1              |
| April       | 179,270                  | 4.0              | 60,137         | -0.4             | 18,939  | 7.3              | 19,542          | 35.7             | 98,618  | 6.7              |
| May         | 188,137                  | -0.5             | 67,352         | 3.0              | 21,619  | 11.9             | 20,741          | 16.2             | 109,712 | 7.0              |
| June        | 163,062                  | -5.5             | 59,160         | 0.8              | 18,450  | 13.1             | 18,663          | 11.7             | 96,273  | 5.0              |
| July        | 152,704                  | 5.0              | 52,973         | 10.8             | 17,413  | 22.4             | 15,724          | 0.3              | 86,110  | 10.8             |
| August P    | 149,612                  | -7.0             | 50,357         | -6.3             | 15,678  | 7.6              | 15,152          | -3.8             | 81,187  | -3.4             |

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>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              | 67,582              | 7.5              | 9,234    | -27.6            | 76,816  | 1.6              |
| September   | 134,516                  | -4.0             | 55,095              | -0.9             | 8,566    | -26.4            | 63,661  | -5.3             |
| October     | 124,072                  | 0.8              | 54,266              | 6.1              | 7,801    | -17.6            | 62,067  | 2.4              |
| November    | 120,012                  | -6.0             | 54,374              | -1.9             | 7,450    | -12.6            | 61,824  | -3.4             |
| December    | 122,954                  | -6.3             | 60,045              | -1.4             | 9,930    | 28.6             | 69,975  | 2.0              |
| <b>Year</b> | 1,690,538                | 1.5              | 727,909             | 6.8              | 103,626  | -15.0            | 831,535 | 3.5              |
| <b>2008</b> |                          |                  |                     |                  |          |                  |         |                  |
| January     | 105,546                  | 11.8             | 46,838              | 4.0              | 6,861    | 3.0              | 53,699  | 3.9              |
| February    | 113,877                  | 14.0             | 48,315              | 4.8              | 7,199    | 10.7             | 55,514  | 5.5              |
| March       | 153,505                  | -0.6             | 62,765              | -8.1             | 10,375   | 7.4              | 73,140  | -6.2             |
| April       | 179,270                  | 4.0              | 69,124              | -1.2             | 11,528   | 15.2             | 80,652  | 0.8              |
| May         | 188,137                  | -0.5             | 67,291              | -11.9            | 11,134   | 9.8              | 78,425  | -9.3             |
| June        | 163,062                  | -5.5             | 57,435              | -19.9            | 9,354    | 3.1              | 66,789  | -17.3            |
| July        | 152,704                  | 5.0              | 57,309              | -2.9             | 9,285    | 7.9              | 66,594  | -1.6             |
| August P    | 149,612                  | -7.0             | 58,778              | -13.0            | 9,647    | 4.5              | 68,425  | -10.9            |

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>2006</b> |                          |                  |                |                  |           |                  |                 |                  |            |                  |
| January     | 2,943,630                | 9.5              | 783,654        | 17.5             | 141,207   | 17.9             | 203,457         | 2.3              | 1,128,317  | 14.5             |
| February    | 3,315,853                | -4.8             | 839,753        | -4.0             | 155,157   | 2.9              | 263,647         | 7.5              | 1,258,557  | -1.0             |
| March       | 5,042,821                | 6.2              | 1,363,846      | 0.8              | 264,322   | 15.0             | 428,915         | 21.1             | 2,057,083  | 6.2              |
| April       | 5,047,812                | -4.5             | 1,412,732      | -7.4             | 341,109   | -1.9             | 442,874         | 4.3              | 2,196,715  | -4.4             |
| May         | 5,505,594                | 7.1              | 1,591,591      | 9.5              | 397,061   | 21.4             | 472,704         | 4.4              | 2,461,355  | 10.2             |
| June        | 5,190,119                | -2.5             | 1,417,848      | -0.3             | 384,257   | 24.2             | 436,503         | 3.4              | 2,238,608  | 4.0              |
| July        | 4,593,190                | -7.8             | 1,197,134      | -6.7             | 348,305   | 18.6             | 380,303         | -5.2             | 1,925,742  | -2.6             |
| August      | 5,003,098                | 7.9              | 1,329,192      | 4.6              | 366,042   | 30.9             | 363,741         | -8.0             | 2,058,975  | 5.8              |
| September   | 4,551,778                | 10.8             | 1,185,371      | 5.9              | 303,344   | 24.5             | 360,700         | -7.4             | 1,849,414  | 5.6              |
| October     | 4,117,566                | 7.7              | 952,835        | -10.4            | 278,233   | 27.0             | 348,268         | 4.0              | 1,579,335  | -2.4             |
| November    | 4,230,872                | 3.8              | 1,025,403      | 1.6              | 263,541   | 16.0             | 348,557         | 4.8              | 1,637,501  | 4.4              |
| December    | 4,423,928                | 10.3             | 1,151,510      | 13.9             | 226,814   | 25.6             | 307,576         | 6.3              | 1,685,900  | 13.8             |
| <b>Year</b> | 53,966,261               | 3.2              | 14,250,869     | 1.4              | 3,469,392 | 18.5             | 4,357,245       | 2.8              | 22,077,502 | 4.0              |
| <b>2007</b> |                          |                  |                |                  |           |                  |                 |                  |            |                  |
| January     | 3,119,488                | 6.0              | 678,980        | -13.4            | 191,902   | 35.9             | 227,357         | 11.7             | 1,098,239  | -2.7             |
| February    | 3,331,750                | 0.5              | 744,780        | -11.3            | 208,249   | 34.2             | 259,453         | -1.6             | 1,212,483  | -3.7             |
| March       | 5,012,381                | -0.6             | 1,211,963      | -11.1            | 348,605   | 31.9             | 410,805         | -4.2             | 1,971,373  | -4.2             |
| April       | 5,396,290                | 6.9              | 1,478,389      | 4.6              | 427,130   | 25.2             | 444,341         | 0.3              | 2,349,860  | 7.0              |
| May         | 5,865,532                | 6.5              | 1,604,080      | 0.8              | 468,349   | 18.0             | 526,054         | 11.3             | 2,598,482  | 5.6              |
| June        | 5,364,300                | 3.4              | 1,423,743      | 0.4              | 392,487   | 2.1              | 483,196         | 10.7             | 2,299,426  | 2.7              |
| July        | 4,456,441                | -3.0             | 1,150,075      | -3.9             | 340,890   | -2.1             | 425,667         | 11.9             | 1,916,632  | -0.5             |
| August      | 4,886,861                | -2.3             | 1,283,780      | -3.4             | 352,457   | -3.7             | 431,219         | 18.6             | 2,067,456  | 0.4              |
| September   | 4,171,174                | -8.4             | 1,112,749      | -6.1             | 284,723   | -6.1             | 392,779         | 8.9              | 1,790,251  | -3.2             |
| October     | 3,966,157                | -3.7             | 967,433        | 1.5              | 252,753   | -9.2             | 358,920         | 3.1              | 1,579,105  | 0.0              |
| November    | 3,900,293                | -7.8             | 956,515        | -6.7             | 219,328   | -16.8            | 343,356         | -1.5             | 1,519,199  | -7.2             |
| December    | 4,157,710                | -6.0             | 877,276        | -23.8            | 220,947   | -2.6             | 306,270         | -0.4             | 1,404,493  | -16.7            |
| <b>Year</b> | 53,628,377               | -0.6             | 13,489,763     | -5.3             | 3,707,820 | 6.9              | 4,609,417       | 5.8              | 21,806,999 | -1.2             |
| <b>2008</b> |                          |                  |                |                  |           |                  |                 |                  |            |                  |
| January     | 3,385,689                | 8.5              | 860,657        | 26.8             | 208,430   | 8.6              | 250,349         | 10.1             | 1,319,435  | 20.1             |
| February    | 3,561,129                | 6.9              | 914,534        | 22.8             | 232,795   | 11.8             | 298,502         | 15.1             | 1,445,831  | 19.2             |
| March       | 4,777,452                | -4.7             | 1,210,134      | -0.2             | 378,411   | 8.6              | 406,385         | -1.1             | 1,994,930  | 1.2              |
| April       | 5,501,335                | 1.9              | 1,441,472      | -2.5             | 464,601   | 8.8              | 570,437         | 28.4             | 2,476,510  | 5.4              |
| May         | 5,626,058                | -4.1             | 1,620,824      | 1.0              | 514,427   | 9.8              | 625,133         | 18.8             | 2,760,384  | 6.2              |
| June        | 4,977,768                | -7.2             | 1,437,383      | 1.0              | 440,735   | 12.3             | 593,066         | 22.7             | 2,471,184  | 7.5              |
| July        | 4,635,638                | 4.0              | 1,255,951      | 9.2              | 411,274   | 20.6             | 483,355         | 13.6             | 2,150,580  | 12.2             |
| August P    | 4,420,837                | -9.5             | 1,186,252      | -7.6             | 365,697   | 3.8              | 446,676         | 3.6              | 1,998,625  | -3.3             |

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>2006</b> |                          |                  |                     |                  |           |                  |            |                  |
| January     | 2,943,630                | 9.5              | 1,588,951           | 7.2              | 226,363   | 2.8              | 1,815,313  | 6.7              |
| February    | 3,315,853                | -4.8             | 1,783,024           | -8.6             | 274,272   | 5.6              | 2,057,296  | -6.9             |
| March       | 5,042,821                | 6.2              | 2,570,492           | 4.7              | 415,246   | 15.9             | 2,985,738  | 6.1              |
| April       | 5,047,812                | -4.5             | 2,426,972           | -7.0             | 424,125   | 11.9             | 2,851,097  | -4.6             |
| May         | 5,505,594                | 7.1              | 2,608,968           | 3.0              | 435,271   | 15.6             | 3,044,238  | 4.6              |
| June        | 5,190,119                | -2.5             | 2,552,993           | -8.6             | 398,518   | 5.3              | 2,951,511  | -7.0             |
| July        | 4,593,190                | -7.8             | 2,259,061           | -14.1            | 408,387   | 8.8              | 2,667,448  | -11.2            |
| August      | 5,003,098                | 7.9              | 2,491,935           | 8.4              | 452,188   | 15.0             | 2,944,123  | 9.4              |
| September   | 4,551,778                | 10.8             | 2,277,346           | 11.8             | 425,018   | 32.9             | 2,702,364  | 14.7             |
| October     | 4,117,566                | 7.7              | 2,179,913           | 16.7             | 358,318   | 6.2              | 2,538,231  | 15.1             |
| November    | 4,230,872                | 3.8              | 2,266,418           | 4.2              | 326,954   | -1.6             | 2,593,371  | 3.4              |
| December    | 4,423,928                | 10.3             | 2,439,194           | 10.9             | 298,834   | -9.0             | 2,738,027  | 8.3              |
| <b>Year</b> | 53,966,261               | 3.2              | 27,445,267          | 1.5              | 4,443,494 | 9.5              | 31,888,757 | 2.6              |
| <b>2007</b> |                          |                  |                     |                  |           |                  |            |                  |
| January     | 3,119,488                | 6.0              | 1,767,669           | 11.2             | 253,581   | 12.0             | 2,021,249  | 11.3             |
| February    | 3,331,750                | 0.5              | 1,872,596           | 5.0              | 246,671   | -10.1            | 2,119,267  | 3.0              |
| March       | 5,012,381                | -0.6             | 2,683,279           | 4.4              | 357,729   | -13.9            | 3,041,008  | 1.9              |
| April       | 5,396,290                | 6.9              | 2,668,753           | 10.0             | 377,677   | -11.0            | 3,046,430  | 6.9              |
| May         | 5,865,532                | 6.5              | 2,883,932           | 10.5             | 383,117   | -12.0            | 3,267,049  | 7.3              |
| June        | 5,364,300                | 3.4              | 2,724,096           | 6.7              | 340,779   | -14.5            | 3,064,874  | 3.8              |
| July        | 4,456,441                | -3.0             | 2,214,178           | -2.0             | 325,631   | -20.3            | 2,539,809  | -4.8             |
| August      | 4,886,861                | -2.3             | 2,468,915           | -0.9             | 350,490   | -22.5            | 2,819,404  | -4.2             |
| September   | 4,171,174                | -8.4             | 2,047,493           | -10.1            | 333,431   | -21.5            | 2,380,923  | -11.9            |
| October     | 3,966,157                | -3.7             | 2,085,611           | -4.3             | 301,440   | -15.9            | 2,387,052  | -6.0             |
| November    | 3,900,293                | -7.8             | 2,094,594           | -7.6             | 286,499   | -12.4            | 2,381,093  | -8.2             |
| December    | 4,157,710                | -6.0             | 2,364,695           | -3.1             | 388,522   | 30.0             | 2,753,217  | 0.6              |
| <b>Year</b> | 53,628,377               | -0.6             | 27,875,811          | 1.6              | 3,945,567 | -11.2            | 31,821,375 | -0.2             |
| <b>2008</b> |                          |                  |                     |                  |           |                  |            |                  |
| January     | 3,385,689                | 8.5              | 1,801,221           | 1.9              | 265,033   | 4.5              | 2,066,253  | 2.2              |
| February    | 3,561,129                | 6.9              | 1,841,178           | -1.7             | 274,119   | 11.1             | 2,115,297  | -0.2             |
| March       | 4,777,452                | -4.7             | 2,399,236           | -10.6            | 383,286   | 7.1              | 2,782,522  | -8.5             |
| April       | 5,501,335                | 1.9              | 2,598,246           | -2.6             | 426,579   | 12.9             | 3,024,824  | -0.7             |
| May         | 5,626,058                | -4.1             | 2,459,508           | -14.7            | 406,165   | 6.0              | 2,865,674  | -12.3            |
| June        | 4,977,768                | -7.2             | 2,152,061           | -21.0            | 354,523   | 4.0              | 2,506,584  | -18.2            |
| July        | 4,635,638                | 4.0              | 2,149,660           | -2.9             | 335,398   | 3.0              | 2,485,058  | -2.2             |
| August P    | 4,420,837                | -9.5             | 2,068,325           | -16.2            | 353,887   | 1.0              | 2,422,213  | -14.1            |

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      | Total, country of manufacture |        | North America |        | Total, overseas |        | Japan  |        | Other countries |        |
|-------------|-------------------------------|--------|---------------|--------|-----------------|--------|--------|--------|-----------------|--------|
|             | Amount                        | Change | Amount        | Change | Amount          | Change | Amount | Change | Amount          | Change |
|             | \$                            | %      | \$            | %      | \$              | %      | \$     | %      | \$              | %      |
| <b>2006</b> |                               |        |               |        |                 |        |        |        |                 |        |
| January     | 25,537                        | 2.5    | 24,921        | 1.5    | 27,056          | 5.3    | 24,979 | 8.9    | 28,713          | 3.7    |
| February    | 25,812                        | 2.7    | 25,105        | 1.6    | 27,359          | 4.6    | 25,009 | 7.6    | 28,959          | 2.1    |
| March       | 25,920                        | 2.0    | 24,911        | 0.6    | 28,163          | 4.0    | 25,047 | 4.4    | 30,502          | 3.2    |
| April       | 25,467                        | 1.3    | 24,723        | 0.7    | 26,926          | 1.9    | 23,708 | 1.0    | 30,070          | 2.0    |
| May         | 25,592                        | 1.1    | 24,856        | 0.3    | 27,059          | 2.7    | 24,282 | 4.2    | 29,935          | 2.8    |
| June        | 25,423                        | 1.1    | 24,950        | 1.7    | 26,283          | -0.6   | 24,030 | 3.4    | 28,648          | -2.7   |
| July        | 25,155                        | 2.3    | 24,760        | 2.9    | 25,831          | 0.7    | 23,827 | 3.4    | 27,986          | 0.0    |
| August      | 25,035                        | 1.6    | 24,701        | 3.2    | 25,668          | -1.7   | 23,862 | -0.1   | 27,783          | -0.6   |
| September   | 25,399                        | 1.8    | 24,442        | 1.4    | 27,307          | 2.7    | 24,295 | -1.0   | 30,485          | 8.6    |
| October     | 25,290                        | 0.4    | 24,532        | 1.1    | 26,539          | -2.2   | 24,262 | -3.2   | 28,690          | 0.0    |
| November    | 25,684                        | 1.7    | 24,730        | 1.3    | 27,458          | 2.0    | 25,280 | 5.8    | 29,372          | -0.3   |
| December    | 26,953                        | 5.0    | 25,880        | 4.0    | 29,600          | 7.6    | 26,128 | 7.1    | 32,815          | 9.7    |
| <b>Year</b> | 25,578                        | 1.9    | 24,866        | 1.7    | 26,983          | 1.8    | 24,405 | 2.9    | 29,461          | 2.2    |
| <b>2007</b> |                               |        |               |        |                 |        |        |        |                 |        |
| January     | 25,717                        | 0.7    | 24,606        | -1.3   | 27,745          | 2.5    | 24,909 | -0.3   | 30,695          | 6.9    |
| February    | 25,658                        | -0.6   | 24,531        | -2.3   | 27,683          | 1.2    | 25,093 | 0.3    | 30,183          | 4.2    |
| March       | 25,774                        | -0.6   | 24,464        | -1.8   | 28,182          | 0.1    | 24,539 | -2.0   | 32,243          | 5.7    |
| April       | 25,419                        | -0.2   | 24,480        | -1.0   | 27,188          | 1.0    | 24,201 | 2.1    | 30,846          | 2.6    |
| May         | 25,335                        | -1.0   | 24,527        | -1.3   | 26,757          | -1.1   | 24,248 | -0.1   | 29,472          | -1.5   |
| June        | 25,068                        | -1.4   | 24,255        | -2.8   | 26,513          | 0.9    | 24,057 | 0.1    | 28,910          | 0.9    |
| July        | 24,660                        | -2.0   | 24,051        | -2.9   | 25,635          | -0.8   | 23,952 | 0.5    | 27,163          | -2.9   |
| August      | 24,593                        | -1.8   | 23,885        | -3.3   | 25,849          | 0.7    | 24,196 | 1.4    | 27,377          | -1.5   |
| September   | 25,266                        | -0.5   | 24,449        | 0.0    | 26,734          | -2.1   | 24,541 | 1.0    | 28,587          | -6.2   |
| October     | 25,467                        | 0.7    | 24,501        | -0.1   | 27,162          | 2.4    | 25,030 | 3.2    | 28,896          | 0.7    |
| November    | 26,108                        | 1.7    | 25,451        | 2.9    | 27,308          | -0.5   | 25,242 | -0.1   | 28,815          | -1.9   |
| December    | 26,510                        | -1.6   | 25,163        | -2.8   | 29,104          | -1.7   | 25,626 | -1.9   | 32,263          | -1.7   |
| <b>Year</b> | 25,386                        | -0.7   | 24,482        | -1.5   | 27,004          | 0.1    | 24,507 | 0.4    | 29,415          | -0.2   |
| <b>2008</b> |                               |        |               |        |                 |        |        |        |                 |        |
| January     | 25,449                        | -1.0   | 24,905        | 1.2    | 26,534          | -4.4   | 24,318 | -2.4   | 28,713          | -6.5   |
| February    | 24,773                        | -3.4   | 24,473        | -0.2   | 25,307          | -8.6   | 23,298 | -7.2   | 27,132          | -10.1  |
| March       | 24,823                        | -3.7   | 24,065        | -1.6   | 26,092          | -7.4   | 23,980 | -2.3   | 28,423          | -11.8  |
| April       | 25,112                        | -1.2   | 23,970        | -2.1   | 26,897          | -1.1   | 24,531 | 1.4    | 29,190          | -5.4   |
| May         | 25,160                        | -0.7   | 24,065        | -1.9   | 26,902          | 0.5    | 23,795 | -1.9   | 30,140          | 2.3    |
| June        | 25,669                        | 2.4    | 24,297        | 0.2    | 27,855          | 5.1    | 23,888 | -0.7   | 31,778          | 9.9    |
| July        | 24,975                        | 1.3    | 23,709        | -1.4   | 26,998          | 5.3    | 23,619 | -1.4   | 30,740          | 13.2   |
| August p    | 24,618                        | 0.1    | 23,557        | -1.4   | 26,350          | 1.9    | 23,325 | -3.6   | 29,480          | 7.7    |

**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 |              |         |              |                 |              |
|-------------|---------|--------------|----------------|--------------|---------|--------------|-----------------|--------------|
|             | Units   | Market share | North America  |              | Japan   |              | Other countries |              |
|             |         |              | Units          | Market share | Units   | Market share | Units           | Market share |
|             |         |              |                |              |         |              |                 |              |
|             | no.     | %            | no.            | %            | no.     | %            | no.             | %            |
| <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> | 863,161 | 100.0        | 573,102        | 66.4         | 142,159 | 16.5         | 147,900         | 17.1         |
| <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      | 84,067  | 100.0        | 53,749         | 63.9         | 14,567  | 17.3         | 15,751          | 18.7         |
| September   | 70,855  | 100.0        | 45,513         | 64.2         | 11,602  | 16.4         | 13,740          | 19.4         |
| October     | 62,005  | 100.0        | 39,486         | 63.7         | 10,098  | 16.3         | 12,421          | 20.0         |
| 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> | 859,003 | 100.0        | 551,001        | 64.1         | 151,298 | 17.6         | 156,704         | 18.2         |
| <b>2008</b> |         |              |                |              |         |              |                 |              |
| January     | 51,847  | 100.0        | 34,557         | 66.7         | 8,571   | 16.5         | 8,719           | 16.8         |
| February    | 58,363  | 100.0        | 37,369         | 64.0         | 9,992   | 17.1         | 11,002          | 18.9         |
| March       | 80,365  | 100.0        | 50,287         | 62.6         | 15,780  | 19.6         | 14,298          | 17.8         |
| April       | 98,618  | 100.0        | 60,137         | 61.0         | 18,939  | 19.2         | 19,542          | 19.8         |
| May         | 109,712 | 100.0        | 67,352         | 61.4         | 21,619  | 19.7         | 20,741          | 18.9         |
| June        | 96,273  | 100.0        | 59,160         | 61.5         | 18,450  | 19.2         | 18,663          | 19.4         |
| July        | 86,110  | 100.0        | 52,973         | 61.5         | 17,413  | 20.2         | 15,724          | 18.3         |
| August p    | 81,187  | 100.0        | 50,357         | 62.0         | 15,678  | 19.3         | 15,152          | 18.7         |

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

| Type and origin of vehicles                         | Canada    | Newfoundland and Labrador | Prince Edward Island | Nova Scotia | New Brunswick | Quebec    |
|---|-----------|---------------------------|----------------------|-------------|---------------|-----------|
| Total, new motor vehicles                           |           |                           |                      |             |               |           |
| 2006 (no.)  | 157,868   | 2,482                     | 531                  | 4,597       | 3,389         | 40,566    |
| 2007 (no.)  | 160,883   | 2,970                     | 637                  | 4,967       | 3,767         | 39,972    |
| 2008 (no.)  | 149,612   | 3,300                     | 545                  | 4,590       | 3,843         | 39,221    |
| 2008 / 2007 %                                       | -7.0      | 11.1                      | -14.4                | -7.6        | 2.0           | -1.9      |
| 2006 (\$'000)                                       | 5,003,098 | 67,294                    | 13,555               | 128,262     | 98,223        | 1,140,625 |
| 2007 (\$'000)                                       | 4,886,861 | 82,569                    | 17,041               | 136,002     | 108,194       | 1,116,958 |
| 2008 (\$'000)                                       | 4,420,837 | 91,465                    | 13,516               | 125,464     | 108,918       | 1,037,834 |
| 2008 / 2007 %                                       | -9.5      | 10.8                      | -20.7                | -7.7        | 0.7           | -7.1      |
| Passenger cars, manufactured in North America       |           |                           |                      |             |               |           |
| 2006 (no.)  | 53,812    | 847                       | 221                  | 1,720       | 1,295         | 15,459    |
| 2007 (no.)  | 53,749    | 1,080                     | 265                  | 1,981       | 1,541         | 14,781    |
| 2008 (no.)  | 50,357    | 1,136                     | 253                  | 1,844       | 1,416         | 14,037    |
| 2008 / 2007 %                                       | -6.3      | 5.2                       | -4.5                 | -6.9        | -8.1          | -5.0      |
| 2006 (\$'000)                                       | 1,329,192 | 19,294                    | 5,019                | 40,043      | 30,130        | 370,698   |
| 2007 (\$'000)                                       | 1,283,780 | 24,262                    | 5,997                | 45,891      | 35,680        | 339,381   |
| 2008 (\$'000)                                       | 1,186,252 | 26,256                    | 5,688                | 43,235      | 33,641        | 320,347   |
| 2008 / 2007 %                                       | -7.6      | 8.2                       | -5.2                 | -5.8        | -5.7          | -5.6      |
| Passenger cars, manufactured in Japan               |           |                           |                      |             |               |           |
| 2006 (no.)  | 15,340    | x                         | x                    | 460         | x             | 6,125     |
| 2007 (no.)  | 14,567    | x                         | x                    | 383         | x             | 5,802     |
| 2008 (no.)  | 15,678    | x                         | x                    | 468         | x             | 6,737     |
| 2008 / 2007 %                                       | 7.6       | x                         | x                    | 22.2        | x             | 16.1      |
| 2006 (\$'000)                                       | 366,042   | x                         | x                    | 10,448      | x             | 132,285   |
| 2007 (\$'000)                                       | 352,457   | x                         | x                    | 8,423       | x             | 129,000   |
| 2008 (\$'000)                                       | 365,697   | x                         | x                    | 10,495      | x             | 141,496   |
| 2008 / 2007 %                                       | 3.8       | x                         | x                    | 24.6        | x             | 9.7       |
| Passenger cars, manufactured in other countries     |           |                           |                      |             |               |           |
| 2006 (no.)  | 13,092    | x                         | x                    | 410         | x             | 4,946     |
| 2007 (no.)  | 15,751    | x                         | x                    | 586         | x             | 5,411     |
| 2008 (no.)  | 15,152    | x                         | x                    | 573         | x             | 5,249     |
| 2008 / 2007 %                                       | -3.8      | x                         | x                    | -2.2        | x             | -3.0      |
| 2006 (\$'000)                                       | 363,741   | x                         | x                    | 8,641       | x             | 117,889   |
| 2007 (\$'000)                                       | 431,219   | x                         | x                    | 12,167      | x             | 129,889   |
| 2008 (\$'000)                                       | 446,676   | x                         | x                    | 12,378      | x             | 137,037   |
| 2008 / 2007 %                                       | 3.6       | x                         | x                    | 1.7         | x             | 5.5       |
| Trucks <sup>1</sup> , manufactured in North America |           |                           |                      |             |               |           |
| 2006 (no.)  | 62,878    | x                         | x                    | 1,708       | 1,359         | 10,633    |
| 2007 (no.)  | 67,582    | x                         | x                    | 1,820       | 1,463         | 11,887    |
| 2008 (no.)  | 58,778    | x                         | x                    | 1,518       | 1,511         | 10,561    |
| 2008 / 2007 %                                       | -13.0     | x                         | x                    | -16.6       | 3.3           | -11.2     |
| 2006 (\$'000)                                       | 2,491,935 | x                         | x                    | 59,182      | 50,695        | 403,155   |
| 2007 (\$'000)                                       | 2,468,915 | x                         | x                    | 63,040      | 54,945        | 440,975   |
| 2008 (\$'000)                                       | 2,068,325 | x                         | x                    | 52,633      | 54,041        | 345,296   |
| 2008 / 2007 %                                       | -16.2     | x                         | x                    | -16.5       | -1.6          | -21.7     |
| Trucks <sup>1</sup> , manufactured overseas         |           |                           |                      |             |               |           |
| 2006 (no.)  | 12,746    | x                         | x                    | 299         | 225           | 3,403     |
| 2007 (no.)  | 9,234     | x                         | x                    | 197         | 194           | 2,091     |
| 2008 (no.)  | 9,647     | x                         | x                    | 187         | 182           | 2,637     |
| 2008 / 2007 %                                       | 4.5       | x                         | x                    | -5.1        | -6.2          | 26.1      |
| 2006 (\$'000)                                       | 452,188   | x                         | x                    | 9,948       | 7,102         | 116,598   |
| 2007 (\$'000)                                       | 350,490   | x                         | x                    | 6,481       | 6,400         | 77,713    |
| 2008 (\$'000)                                       | 353,887   | x                         | x                    | 6,722       | 5,950         | 93,657    |
| 2008 / 2007 %                                       | 1.0       | x                         | x                    | 3.7         | -7.0          | 20.5      |

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, August

| Type and origin of vehicles                         | Canada    | Ontario   | Manitoba | Saskatchewan | Alberta | British Columbia and the Territories <sup>2</sup> |
|---|-----------|-----------|----------|--------------|---------|---|
| Total, new motor vehicles                           |           |           |          |              |         |   |
| 2006 (no.)  | 157,868   | 56,732    | 4,471    | 3,963        | 23,266  | 17,871  |
| 2007 (no.)  | 160,883   | 57,586    | 4,721    | 4,633        | 23,475  | 18,155  |
| 2008 (no.)  | 149,612   | 53,107    | 4,455    | 4,995        | 20,420  | 15,136  |
| 2008 / 2007 %                                       | -7.0      | -7.8      | -5.6     | 7.8          | -13.0   | -16.6   |
| 2006 (\$'000)                                       | 5,003,098 | 1,835,284 | 152,849  | 134,093      | 828,882 | 604,031   |
| 2007 (\$'000)                                       | 4,886,861 | 1,736,310 | 149,882  | 150,469      | 796,462 | 592,973   |
| 2008 (\$'000)                                       | 4,420,837 | 1,608,656 | 132,490  | 162,488      | 667,374 | 472,633   |
| 2008 / 2007 %                                       | -9.5      | -7.4      | -11.6    | 8.0          | -16.2   | -20.3   |
| Passenger cars, manufactured in North America       |           |           |          |              |         |   |
| 2006 (no.)  | 53,812    | 21,076    | 1,474    | 1,069        | 5,590   | 5,061   |
| 2007 (no.)  | 53,749    | 20,755    | 1,551    | 1,297        | 5,599   | 4,899   |
| 2008 (no.)  | 50,357    | 19,474    | 1,504    | 1,414        | 5,025   | 4,254   |
| 2008 / 2007 %                                       | -6.3      | -6.2      | -3.0     | 9.0          | -10.3   | -13.2   |
| 2006 (\$'000)                                       | 1,329,192 | 532,544   | 36,705   | 27,121       | 142,989 | 124,650   |
| 2007 (\$'000)                                       | 1,283,780 | 506,076   | 37,256   | 31,455       | 139,136 | 118,646   |
| 2008 (\$'000)                                       | 1,186,252 | 459,325   | 35,911   | 33,690       | 125,545 | 102,614   |
| 2008 / 2007 %                                       | -7.6      | -9.2      | -3.6     | 7.1          | -9.8    | -13.5   |
| Passenger cars, manufactured in Japan               |           |           |          |              |         |   |
| 2006 (no.)  | 15,340    | 4,589     | 247      | 161          | 1,341   | 1,969   |
| 2007 (no.)  | 14,567    | 4,278     | 237      | 168          | 1,359   | 1,914   |
| 2008 (no.)  | 15,678    | 4,281     | 260      | 175          | 1,239   | 1,893   |
| 2008 / 2007 %                                       | 7.6       | 0.1       | 9.7      | 4.2          | -8.8    | -1.1  |
| 2006 (\$'000)                                       | 366,042   | 118,817   | 6,119    | 4,127        | 34,758  | 50,079  |
| 2007 (\$'000)                                       | 352,457   | 113,894   | 5,775    | 4,342        | 34,976  | 47,324  |
| 2008 (\$'000)                                       | 365,697   | 111,028   | 6,409    | 4,359        | 33,420  | 45,767  |
| 2008 / 2007 %                                       | 3.8       | -2.5      | 11.0     | 0.4          | -4.4    | -3.3  |
| Passenger cars, manufactured in other countries     |           |           |          |              |         |   |
| 2006 (no.)  | 13,092    | 4,165     | 251      | 183          | 1,058   | 1,508   |
| 2007 (no.)  | 15,751    | 5,295     | 405      | 245          | 1,234   | 1,850   |
| 2008 (no.)  | 15,152    | 4,951     | 257      | 210          | 1,313   | 1,856   |
| 2008 / 2007 %                                       | -3.8      | -6.5      | -36.5    | -14.3        | 6.4     | 0.3   |
| 2006 (\$'000)                                       | 363,741   | 135,343   | 5,992    | 3,989        | 31,547  | 49,528  |
| 2007 (\$'000)                                       | 431,219   | 166,087   | 8,937    | 5,207        | 37,197  | 58,079  |
| 2008 (\$'000)                                       | 446,676   | 166,789   | 6,179    | 5,499        | 40,471  | 63,157  |
| 2008 / 2007 %                                       | 3.6       | 0.4       | -30.9    | 5.6          | 8.8     | 8.7   |
| Trucks <sup>1</sup> , manufactured in North America |           |           |          |              |         |   |
| 2006 (no.)  | 62,878    | 22,264    | 2,185    | 2,290        | 13,635  | 7,602   |
| 2007 (no.)  | 67,582    | 23,938    | 2,293    | 2,653        | 13,772  | 8,298   |
| 2008 (no.)  | 58,778    | 20,849    | 2,199    | 2,923        | 11,504  | 6,060   |
| 2008 / 2007 %                                       | -13.0     | -12.9     | -4.1     | 10.2         | -16.5   | -27.0   |
| 2006 (\$'000)                                       | 2,491,935 | 879,621   | 93,247   | 90,224       | 559,443 | 317,048   |
| 2007 (\$'000)                                       | 2,468,915 | 820,873   | 89,827   | 99,463       | 527,702 | 321,065   |
| 2008 (\$'000)                                       | 2,068,325 | 737,336   | 75,974   | 108,785      | 419,283 | 219,666   |
| 2008 / 2007 %                                       | -16.2     | -10.2     | -15.4    | 9.4          | -20.5   | -31.6   |
| Trucks <sup>1</sup> , manufactured overseas         |           |           |          |              |         |   |
| 2006 (no.)  | 12,746    | 4,638     | 314      | 260          | 1,642   | 1,731   |
| 2007 (no.)  | 9,234     | 3,320     | 235      | 270          | 1,511   | 1,194   |
| 2008 (no.)  | 9,647     | 3,552     | 235      | 273          | 1,339   | 1,073   |
| 2008 / 2007 %                                       | 4.5       | 7.0       | 0.0      | 1.1          | -11.4   | -10.1   |
| 2006 (\$'000)                                       | 452,188   | 168,960   | 10,786   | 8,631        | 60,145  | 62,727  |
| 2007 (\$'000)                                       | 350,490   | 129,380   | 8,087    | 10,003       | 57,451  | 47,860  |
| 2008 (\$'000)                                       | 353,887   | 134,178   | 8,016    | 10,155       | 48,655  | 41,429  |
| 2008 / 2007 %                                       | 1.0       | 3.7       | -0.9     | 1.5          | -15.3   | -13.4   |

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 August

| 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>2006</b>                           |                          |                  |                |                  |         |                  |                 |                  |         |                  |
| Newfoundland and Labrador             | 17,249                   | -5.0             | 6,903          | -6.4             | x       | x                | x               | x                | 9,620   | -5.0             |
| Prince Edward Island                  | 3,485                    | 0.8              | 1,531          | 5.4              | x       | x                | x               | x                | 2,183   | 5.4              |
| Nova Scotia                           | 34,009                   | 1.2              | 14,655         | 0.4              | 2,579   | 32.1             | 3,289           | 13.7             | 20,523  | 5.6              |
| New Brunswick                         | 24,627                   | -1.0             | 10,020         | -1.3             | x       | x                | x               | x                | 13,812  | 2.3              |
| Quebec                                | 284,699                  | -2.5             | 106,641        | -4.1             | 40,585  | 4.8              | 37,914          | 0.1              | 185,140 | -1.4             |
| Ontario                               | 423,033                  | -0.7             | 157,801        | 2.1              | 29,194  | 13.9             | 34,383          | -0.9             | 221,378 | 3.0              |
| Manitoba                              | 30,615                   | -6.2             | 10,124         | -9.3             | 1,519   | 25.5             | 1,774           | -0.7             | 13,417  | -5.2             |
| Saskatchewan                          | 26,500                   | -2.5             | 7,395          | -3.8             | 990     | 31.5             | 1,296           | -3.4             | 9,681   | -1.0             |
| Alberta                               | 167,488                  | 12.0             | 43,405         | 4.3              | 8,430   | 26.8             | 7,602           | 8.0              | 59,437  | 7.5              |
| British Columbia and the Territories¹ | 132,592                  | 2.1              | 41,330         | -3.2             | 12,937  | 23.3             | 12,135          | 13.0             | 66,402  | 3.9              |
| <b>Canada</b>                         | 1,144,297                | 0.6              | 399,805        | -0.6             | 99,099  | 12.7             | 102,689         | 2.1              | 601,593 | 1.8              |
| <b>2007</b>                           |                          |                  |                |                  |         |                  |                 |                  |         |                  |
| Newfoundland and Labrador             | 20,825                   | 20.7             | 8,242          | 19.4             | x       | x                | x               | x                | 11,393  | 18.4             |
| Prince Edward Island                  | 3,886                    | 11.5             | 1,685          | 10.1             | x       | x                | x               | x                | 2,403   | 10.1             |
| Nova Scotia                           | 35,096                   | 3.2              | 14,330         | -2.2             | 3,074   | 19.2             | 3,626           | 10.2             | 21,030  | 2.5              |
| New Brunswick                         | 26,918                   | 9.3              | 10,449         | 4.3              | x       | x                | x               | x                | 14,648  | 6.1              |
| Quebec                                | 298,653                  | 4.9              | 107,858        | 1.1              | 45,463  | 12.0             | 37,935          | 0.1              | 191,256 | 3.3              |
| Ontario                               | 421,401                  | -0.4             | 149,079        | -5.5             | 32,785  | 12.3             | 36,690          | 6.7              | 218,554 | -1.3             |
| Manitoba                              | 32,055                   | 4.7              | 10,138         | 0.1              | 1,692   | 11.4             | 2,097           | 18.2             | 13,927  | 3.8              |
| Saskatchewan                          | 30,734                   | 16.0             | 7,830          | 5.9              | 1,127   | 13.8             | 1,381           | 6.6              | 10,338  | 6.8              |
| Alberta                               | 178,493                  | 6.6              | 43,979         | 1.3              | 9,870   | 17.1             | 8,913           | 17.2             | 62,762  | 5.6              |
| British Columbia and the Territories¹ | 140,923                  | 6.3              | 39,965         | -3.3             | 14,772  | 14.2             | 13,928          | 14.8             | 68,665  | 3.4              |
| <b>Canada</b>                         | 1,188,984                | 3.9              | 393,555        | -1.6             | 112,287 | 13.3             | 109,134         | 6.3              | 614,976 | 2.2              |
| <b>2008</b>                           |                          |                  |                |                  |         |                  |                 |                  |         |                  |
| Newfoundland and Labrador             | 23,519                   | 12.9             | 8,890          | 7.9              | x       | x                | x               | x                | 12,931  | 13.5             |
| Prince Edward Island                  | 4,031                    | 3.7              | 1,832          | 8.7              | x       | x                | x               | x                | 2,603   | 8.3              |
| Nova Scotia                           | 38,730                   | 10.4             | 16,482         | 15.0             | 3,707   | 20.6             | 4,621           | 27.4             | 24,810  | 18.0             |
| New Brunswick                         | 29,214                   | 8.5              | 11,230         | 7.5              | x       | x                | x               | x                | 16,746  | 14.3             |
| Quebec                                | 321,187                  | 7.5              | 117,319        | 8.8              | 51,021  | 12.2             | 44,338          | 16.9             | 212,678 | 11.2             |
| Ontario                               | 421,341                  | 0.0              | 153,144        | 2.7              | 36,438  | 11.1             | 41,022          | 11.8             | 230,604 | 5.5              |
| Manitoba                              | 33,547                   | 4.7              | 10,996         | 8.5              | 2,350   | 38.9             | 2,171           | 3.5              | 15,517  | 11.4             |
| Saskatchewan                          | 34,091                   | 10.9             | 9,194          | 17.4             | 1,591   | 41.2             | 1,757           | 27.2             | 12,542  | 21.3             |
| Alberta                               | 167,955                  | -5.9             | 44,297         | 0.7              | 10,832  | 9.7              | 9,824           | 10.2             | 64,953  | 3.5              |
| British Columbia and the Territories¹ | 132,098                  | -6.3             | 38,808         | -2.9             | 16,070  | 8.8              | 14,213          | 2.0              | 69,091  | 0.6              |
| <b>Canada</b>                         | 1,205,713                | 1.4              | 412,192        | 4.7              | 126,442 | 12.6             | 123,841         | 13.5             | 662,475 | 7.7              |

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 August

| Province  | Total new motor vehicles |                  | Trucks <sup>2</sup> |                  |          |                  |         |                  |
|---|--------------------------|------------------|---------------------|------------------|----------|------------------|---------|------------------|
|   | Units                    | Year/year change | North America       |                  | Overseas |                  | Total   |                  |
|   |                          |                  | Units               | Year/year change | Units    | Year/year change | Units   | Year/year change |
|   | no.                      | %                | no.                 | %                | no.      | %                | no.     | %                |
| <b>2006</b>                                       |                          |                  |                     |                  |          |                  |         |                  |
| Newfoundland and Labrador                         | 17,249                   | -5.0             | x                   | x                | x        | x                | 7,629   | -5.1             |
| Prince Edward Island                              | 3,485                    | 0.8              | x                   | x                | x        | x                | 1,302   | -6.2             |
| Nova Scotia                                       | 34,009                   | 1.2              | 11,521              | -7.2             | 1,965    | 13.2             | 13,486  | -4.7             |
| New Brunswick                                     | 24,627                   | -1.0             | 9,343               | -8.2             | 1,472    | 21.4             | 10,815  | -5.1             |
| Quebec  | 284,699                  | -2.5             | 77,956              | -6.7             | 21,603   | 4.3              | 99,559  | -4.5             |
| Ontario   | 423,033                  | -0.7             | 169,286             | -6.4             | 32,369   | 7.0              | 201,655 | -4.5             |
| Manitoba  | 30,615                   | -6.2             | 15,020              | -10.6            | 2,178    | 30.2             | 17,198  | -6.9             |
| Saskatchewan                                      | 26,500                   | -2.5             | 15,171              | -4.2             | 1,648    | 5.1              | 16,819  | -3.3             |
| Alberta   | 167,488                  | 12.0             | 97,313              | 13.2             | 10,738   | 29.3             | 108,051 | 14.6             |
| British Columbia and the Territories <sup>1</sup> | 132,592                  | 2.1              | 55,014              | -2.2             | 11,176   | 15.5             | 66,190  | 0.4              |
| <b>Canada</b>                                     | 1,144,297                | 0.6              | 458,146             | -2.5             | 84,558   | 10.5             | 542,704 | -0.7             |
| <b>2007</b>                                       |                          |                  |                     |                  |          |                  |         |                  |
| Newfoundland and Labrador                         | 20,825                   | 20.7             | x                   | x                | x        | x                | 9,432   | 23.6             |
| Prince Edward Island                              | 3,886                    | 11.5             | x                   | x                | x        | x                | 1,483   | 13.9             |
| Nova Scotia                                       | 35,096                   | 3.2              | 12,572              | 9.1              | 1,494    | -24.0            | 14,066  | 4.3              |
| New Brunswick                                     | 26,918                   | 9.3              | 10,940              | 17.1             | 1,330    | -9.6             | 12,270  | 13.5             |
| Quebec  | 298,653                  | 4.9              | 90,931              | 16.6             | 16,466   | -23.8            | 107,397 | 7.9              |
| Ontario   | 421,401                  | -0.4             | 177,439             | 4.8              | 25,408   | -21.5            | 202,847 | 0.6              |
| Manitoba  | 32,055                   | 4.7              | 16,374              | 9.0              | 1,754    | -19.5            | 18,128  | 5.4              |
| Saskatchewan                                      | 30,734                   | 16.0             | 18,750              | 23.6             | 1,646    | -0.1             | 20,396  | 21.3             |
| Alberta   | 178,493                  | 6.6              | 104,999             | 7.9              | 10,732   | -0.1             | 115,731 | 7.1              |
| British Columbia and the Territories <sup>1</sup> | 140,923                  | 6.3              | 62,508              | 13.6             | 9,750    | -12.8            | 72,258  | 9.2              |
| <b>Canada</b>                                     | 1,188,984                | 3.9              | 504,129             | 10.0             | 69,879   | -17.4            | 574,008 | 5.8              |
| <b>2008</b>                                       |                          |                  |                     |                  |          |                  |         |                  |
| Newfoundland and Labrador                         | 23,519                   | 12.9             | x                   | x                | x        | x                | 10,588  | 12.3             |
| Prince Edward Island                              | 4,031                    | 3.7              | x                   | x                | x        | x                | 1,428   | -3.7             |
| Nova Scotia                                       | 38,730                   | 10.4             | 12,338              | -1.9             | 1,582    | 5.9              | 13,920  | -1.0             |
| New Brunswick                                     | 29,214                   | 8.5              | 11,106              | 1.5              | 1,362    | 2.4              | 12,468  | 1.6              |
| Quebec  | 321,187                  | 7.5              | 88,960              | -2.2             | 19,549   | 18.7             | 108,509 | 1.0              |
| Ontario   | 421,341                  | 0.0              | 162,842             | -8.2             | 27,895   | 9.8              | 190,737 | -6.0             |
| Manitoba  | 33,547                   | 4.7              | 16,131              | -1.5             | 1,899    | 8.3              | 18,030  | -0.5             |
| Saskatchewan                                      | 34,091                   | 10.9             | 19,642              | 4.8              | 1,907    | 15.9             | 21,549  | 5.7              |
| Alberta   | 167,955                  | -5.9             | 92,052              | -12.3            | 10,950   | 2.0              | 103,002 | -11.0            |
| British Columbia and the Territories <sup>1</sup> | 132,098                  | -6.3             | 54,153              | -13.4            | 8,854    | -9.2             | 63,007  | -12.8            |
| <b>Canada</b>                                     | 1,205,713                | 1.4              | 467,855             | -7.2             | 75,383   | 7.9              | 543,238 | -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.

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 August

| 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>2006</b>                           |                          |                  |                |                  |           |                  |                 |                  |            |                  |
| Newfoundland and Labrador             | 464,534                  | -4.3             | 158,708        | -4.1             | x         | x                | x               | x                | 212,746    | -2.6             |
| Prince Edward Island                  | 91,123                   | 1.0              | 35,552         | 8.0              | x         | x                | x               | x                | 48,015     | 8.4              |
| Nova Scotia                           | 953,908                  | 0.3              | 343,778        | 2.0              | 58,561    | 35.7             | 73,242          | 12.0             | 475,581    | 6.7              |
| New Brunswick                         | 723,073                  | 2.3              | 237,426        | 1.0              | x         | x                | x               | x                | 314,220    | 3.7              |
| Quebec                                | 8,182,768                | -2.3             | 2,554,491      | -2.5             | 886,613   | 9.8              | 959,058         | 2.1              | 4,400,161  | 0.8              |
| Ontario                               | 13,822,206               | -1.8             | 4,029,561      | 2.6              | 780,863   | 15.6             | 1,148,565       | 0.7              | 5,958,988  | 3.7              |
| Manitoba                              | 1,044,282                | -6.5             | 252,375        | -8.1             | 36,567    | 23.6             | 44,723          | -0.3             | 333,668    | -4.4             |
| Saskatchewan                          | 915,695                  | -1.6             | 188,742        | -1.7             | 25,647    | 33.5             | 30,869          | -1.6             | 245,259    | 1.1              |
| Alberta                               | 6,024,758                | 14.2             | 1,104,034      | 6.6              | 223,557   | 29.6             | 240,142         | 10.3             | 1,567,736  | 9.9              |
| British Columbia and the Territories¹ | 4,419,773                | 3.2              | 1,031,078      | 0.4              | 325,311   | 24.2             | 412,587         | 10.9             | 1,768,978  | 6.5              |
| <b>Canada</b>                         | 36,642,117               | 1.0              | 9,935,750      | 0.9              | 2,397,460 | 16.5             | 2,992,144       | 3.4              | 15,325,352 | 3.5              |
| <b>2007</b>                           |                          |                  |                |                  |           |                  |                 |                  |            |                  |
| Newfoundland and Labrador             | 565,874                  | 21.8             | 186,119        | 17.3             | x         | x                | x               | x                | 249,163    | 17.1             |
| Prince Edward Island                  | 100,487                  | 10.3             | 38,111         | 7.2              | x         | x                | x               | x                | 52,083     | 8.5              |
| Nova Scotia                           | 969,792                  | 1.7              | 331,230        | -3.7             | 69,023    | 17.9             | 79,096          | 8.0              | 479,347    | 0.8              |
| New Brunswick                         | 770,099                  | 6.5              | 241,482        | 1.7              | x         | x                | x               | x                | 326,355    | 3.9              |
| Quebec                                | 8,436,099                | 3.1              | 2,507,666      | -1.8             | 1,002,685 | 13.1             | 982,541         | 2.4              | 4,492,891  | 2.1              |
| Ontario                               | 13,427,554               | -2.9             | 3,741,551      | -7.1             | 885,910   | 13.5             | 1,232,741       | 7.3              | 5,860,201  | -1.7             |
| Manitoba                              | 1,073,597                | 2.8              | 248,337        | -1.6             | 41,639    | 13.9             | 50,926          | 13.9             | 340,902    | 2.2              |
| Saskatchewan                          | 1,067,025                | 16.5             | 193,404        | 2.5              | 29,221    | 13.9             | 33,536          | 8.6              | 256,160    | 4.4              |
| Alberta                               | 6,300,110                | 4.6              | 1,106,852      | 0.3              | 259,477   | 16.1             | 286,451         | 19.3             | 1,652,782  | 5.4              |
| British Columbia and the Territories¹ | 4,722,410                | 6.8              | 981,039        | -4.9             | 369,122   | 13.5             | 453,914         | 10.0             | 1,804,074  | 2.0              |
| <b>Canada</b>                         | 37,433,043               | 2.2              | 9,575,790      | -3.6             | 2,730,069 | 13.9             | 3,208,092       | 7.2              | 15,513,951 | 1.2              |
| <b>2008</b>                           |                          |                  |                |                  |           |                  |                 |                  |            |                  |
| Newfoundland and Labrador             | 644,459                  | 13.9             | 204,054        | 9.6              | x         | x                | x               | x                | 284,783    | 14.3             |
| Prince Edward Island                  | 102,503                  | 2.0              | 41,291         | 8.3              | x         | x                | x               | x                | 56,123     | 7.8              |
| Nova Scotia                           | 1,070,105                | 10.3             | 393,350        | 18.8             | 82,547    | 19.6             | 99,191          | 25.4             | 575,087    | 20.0             |
| New Brunswick                         | 840,108                  | 9.1              | 264,241        | 9.4              | x         | x                | x               | x                | 377,071    | 15.5             |
| Quebec                                | 8,884,781                | 5.3              | 2,685,035      | 7.1              | 1,105,581 | 10.3             | 1,160,182       | 18.1             | 4,950,798  | 10.2             |
| Ontario                               | 13,251,054               | -1.3             | 3,769,542      | 0.7              | 955,839   | 7.9              | 1,401,525       | 13.7             | 6,126,905  | 4.6              |
| Manitoba                              | 1,064,020                | -0.9             | 264,472        | 6.5              | 56,417    | 35.5             | 53,447          | 5.0              | 374,339    | 9.8              |
| Saskatchewan                          | 1,135,244                | 6.4              | 223,492        | 15.6             | 40,452    | 38.4             | 43,943          | 31.0             | 307,883    | 20.2             |
| Alberta                               | 5,646,219                | -10.4            | 1,127,128      | 1.8              | 285,321   | 10.0             | 315,377         | 10.1             | 1,727,826  | 4.5              |
| British Columbia and the Territories¹ | 4,247,414                | -10.1            | 954,604        | -2.7             | 398,275   | 7.9              | 483,790         | 6.6              | 1,836,668  | 1.8              |
| <b>Canada</b>                         | 36,885,906               | -1.5             | 9,927,207      | 3.7              | 3,016,370 | 10.5             | 3,673,903       | 14.5             | 16,617,479 | 7.1              |

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 August

| 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>2006</b>                                       |                          |                  |                     |                  |           |                  |            |                  |
| Newfoundland and Labrador                         | 464,534                  | -4.3             | x                   | x                | x         | x                | 251,788    | -5.6             |
| Prince Edward Island                              | 91,123                   | 1.0              | x                   | x                | x         | x                | 43,106     | -6.1             |
| Nova Scotia                                       | 953,908                  | 0.3              | 413,213             | -8.0             | 65,113    | 15.3             | 478,326    | -5.4             |
| New Brunswick                                     | 723,073                  | 2.3              | 362,461             | -1.2             | 46,390    | 25.0             | 408,852    | 1.2              |
| Quebec  | 8,182,768                | -2.3             | 3,045,792           | -7.9             | 736,814   | 4.5              | 3,782,607  | -5.7             |
| Ontario   | 13,822,206               | -1.8             | 6,662,051           | -7.5             | 1,201,168 | 6.7              | 7,863,217  | -5.6             |
| Manitoba  | 1,044,282                | -6.5             | 635,688             | -10.6            | 74,925    | 32.1             | 710,614    | -7.5             |
| Saskatchewan                                      | 915,695                  | -1.6             | 613,353             | -3.5             | 57,082    | 9.2              | 670,436    | -2.5             |
| Alberta   | 6,024,758                | 14.2             | 4,062,687           | 14.5             | 394,337   | 30.2             | 4,457,021  | 15.8             |
| British Columbia and the Territories <sup>1</sup> | 4,419,773                | 3.2              | 2,235,748           | -1.0             | 415,048   | 13.8             | 2,650,798  | 1.1              |
| <b>Canada</b>                                     | 36,642,117               | 1.0              | 18,282,396          | -2.5             | 3,034,370 | 10.7             | 21,316,764 | -0.8             |
| <b>2007</b>                                       |                          |                  |                     |                  |           |                  |            |                  |
| Newfoundland and Labrador                         | 565,874                  | 21.8             | x                   | x                | x         | x                | 316,709    | 25.8             |
| Prince Edward Island                              | 100,487                  | 10.3             | x                   | x                | x         | x                | 48,405     | 12.3             |
| Nova Scotia                                       | 969,792                  | 1.7              | 439,269             | 6.3              | 51,174    | -21.4            | 490,443    | 2.5              |
| New Brunswick                                     | 770,099                  | 6.5              | 400,235             | 10.4             | 43,513    | -6.2             | 443,747    | 8.5              |
| Quebec  | 8,436,099                | 3.1              | 3,336,334           | 9.5              | 606,874   | -17.6            | 3,943,209  | 4.2              |
| Ontario   | 13,427,554               | -2.9             | 6,585,258           | -1.2             | 982,095   | -18.2            | 7,567,354  | -3.8             |
| Manitoba  | 1,073,597                | 2.8              | 670,296             | 5.4              | 62,401    | -16.7            | 732,696    | 3.1              |
| Saskatchewan                                      | 1,067,025                | 16.5             | 751,216             | 22.5             | 59,650    | 4.5              | 810,864    | 20.9             |
| Alberta   | 6,300,110                | 4.6              | 4,238,889           | 4.3              | 408,441   | 3.6              | 4,647,331  | 4.3              |
| British Columbia and the Territories <sup>1</sup> | 4,722,410                | 6.8              | 2,537,838           | 13.5             | 380,499   | -8.3             | 2,918,336  | 10.1             |
| <b>Canada</b>                                     | 37,433,043               | 2.2              | 19,283,418          | 5.5              | 2,635,675 | -13.1            | 21,919,090 | 2.8              |
| <b>2008</b>                                       |                          |                  |                     |                  |           |                  |            |                  |
| Newfoundland and Labrador                         | 644,459                  | 13.9             | x                   | x                | x         | x                | 359,678    | 13.6             |
| Prince Edward Island                              | 102,503                  | 2.0              | x                   | x                | x         | x                | 46,382     | -4.2             |
| Nova Scotia                                       | 1,070,105                | 10.3             | 440,450             | 0.3              | 54,566    | 6.6              | 495,017    | 0.9              |
| New Brunswick                                     | 840,108                  | 9.1              | 418,866             | 4.7              | 44,168    | 1.5              | 463,035    | 4.3              |
| Quebec  | 8,884,781                | 5.3              | 3,235,350           | -3.0             | 698,633   | 15.1             | 3,933,984  | -0.2             |
| Ontario   | 13,251,054               | -1.3             | 6,059,266           | -8.0             | 1,064,882 | 8.4              | 7,124,149  | -5.9             |
| Manitoba  | 1,064,020                | -0.9             | 623,799             | -6.9             | 65,886    | 5.6              | 689,684    | -5.9             |
| Saskatchewan                                      | 1,135,244                | 6.4              | 759,080             | 1.0              | 68,281    | 14.5             | 827,362    | 2.0              |
| Alberta   | 5,646,219                | -10.4            | 3,507,491           | -17.3            | 410,902   | 0.6              | 3,918,394  | -15.7            |
| British Columbia and the Territories <sup>1</sup> | 4,247,414                | -10.1            | 2,061,589           | -18.8            | 349,157   | -8.2             | 2,410,745  | -17.4            |
| <b>Canada</b>                                     | 36,885,906               | -1.5             | 17,469,435          | -9.4             | 2,798,990 | 6.2              | 20,268,425 | -7.5             |

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 |               |           |                 | Trucks¹    |               |           |
|--------|------------|----------------|---------------|-----------|-----------------|------------|---------------|-----------|
|        |            | 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   | 45,758          | 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   | 1,690,538  | 859,003        | 551,001       | 151,298   | 156,704         | 831,535    | 727,909       | 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   | 23,484,455 | 13,691,746     | 8,450,516     | 4,053,782 | 1,187,451       | 9,792,709  | 8,613,984     | 1,178,725 |
| 1993   | 24,630,359 | 13,278,180     | 8,620,649     | 3,560,913 | 1,096,620       | 11,352,180 | 10,227,082    | 1,125,101 |
| 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   | 53,966,261 | 22,077,502     | 14,250,869    | 3,469,392 | 4,357,245       | 31,888,757 | 27,445,267    | 4,443,494 |
| 2007   | 53,628,377 | 21,806,999     | 13,489,763    | 3,707,820 | 4,609,417       | 31,821,375 | 27,875,811    | 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> |                    |
|---------------------|--------------------------|--------------------|----------------|--------------------|----------|--------------------|---------------------|--------------------|
|                     |                          |                    | North America  |                    | Overseas |                    | Total               |                    |
|                     | Units                    | Month/month change | Units          | Month/month change | Units    | Month/month change | Units               | Month/month change |
|                     | no.                      | %                  | no.            | %                  | no.      | %                  | no.                 | %                  |
| <b>2006</b>         |                          |                    |                |                    |          |                    |                     |                    |
| January             | 137,734                  | 1.6                | 50,055         | 4.2                | 21,910   | -4.5               | 65,769              | 1.8                |
| February            | 138,067                  | 0.2                | 48,176         | -3.8               | 23,243   | 6.1                | 66,648              | 1.3                |
| March               | 137,174                  | -0.6               | 47,940         | -0.5               | 22,476   | -3.3               | 66,758              | 0.2                |
| April               | 133,836                  | -2.4               | 45,729         | -4.6               | 24,020   | 6.9                | 64,087              | -4.0               |
| May                 | 132,611                  | -0.9               | 45,503         | -0.5               | 23,836   | -0.8               | 63,272              | -1.3               |
| June                | 135,448                  | 2.1                | 46,732         | 2.7                | 24,912   | 4.5                | 63,804              | 0.8                |
| July                | 140,666                  | 3.9                | 47,122         | 0.8                | 25,569   | 2.6                | 67,975              | 6.5                |
| August              | 141,667                  | 0.7                | 47,512         | 0.8                | 24,465   | -4.3               | 69,690              | 2.5                |
| September           | 139,081                  | -1.8               | 48,537         | 2.2                | 24,122   | -1.4               | 66,422              | -4.7               |
| October             | 139,856                  | 0.6                | 44,705         | -7.9               | 25,480   | 5.6                | 69,671              | 4.9                |
| November            | 142,711                  | 2.0                | 48,499         | 8.5                | 25,108   | -1.5               | 69,104              | -0.8               |
| December            | 147,474                  | 3.3                | 52,592         | 8.4                | 24,917   | -0.8               | 69,965              | 1.2                |
| <b>2007</b>         |                          |                    |                |                    |          |                    |                     |                    |
| January             | 138,958                  | -5.8               | 43,359         | -17.6              | 25,678   | 3.1                | 69,921              | -0.1               |
| February            | 137,186                  | -1.3               | 43,752         | 0.9                | 25,585   | -0.4               | 67,849              | -3.0               |
| March               | 138,706                  | 1.1                | 44,627         | 2.0                | 25,799   | 0.8                | 68,280              | 0.6                |
| April               | 147,587                  | 6.4                | 49,452         | 10.8               | 26,155   | 1.4                | 71,980              | 5.4                |
| May                 | 145,277                  | -1.6               | 47,069         | -4.8               | 26,517   | 1.4                | 71,691              | -0.4               |
| June                | 143,778                  | -1.0               | 48,423         | 2.9                | 27,091   | 2.2                | 68,264              | -4.8               |
| July                | 139,758                  | -2.8               | 45,942         | -5.1               | 25,984   | -4.1               | 67,832              | -0.6               |
| August              | 143,840                  | 2.9                | 47,909         | 4.3                | 25,835   | -0.6               | 70,096              | 3.3                |
| September           | 140,541                  | -2.3               | 47,301         | -1.3               | 25,787   | -0.2               | 67,453              | -3.8               |
| October             | 138,276                  | -1.6               | 45,907         | -2.9               | 24,112   | -6.5               | 68,257              | 1.2                |
| November            | 134,927                  | -2.4               | 44,066         | -4.0               | 23,330   | -3.2               | 67,531              | -1.1               |
| December            | 141,649                  | 5.0                | 43,062         | -2.3               | 26,270   | 12.6               | 72,317              | 7.1                |
| <b>2008</b>         |                          |                    |                |                    |          |                    |                     |                    |
| January             | 154,105                  | 8.8                | 53,587         | 24.4               | 28,474   | 8.4                | 72,044              | -0.4               |
| February            | 148,493                  | -3.6               | 50,208         | -6.3               | 30,075   | 5.6                | 68,210              | -5.3               |
| March               | 147,171                  | -0.9               | 47,736         | -4.9               | 31,907   | 6.1                | 67,528              | -1.0               |
| April               | 143,318                  | -2.6               | 46,997         | -1.5               | 29,130   | -8.7               | 67,191              | -0.5               |
| May <sup>r</sup>    | 144,180                  | 0.6                | 48,807         | 3.9                | 30,361   | 4.2                | 65,012              | -3.2               |
| June <sup>r</sup>   | 142,465                  | -1.2               | 49,126         | 0.7                | 29,971   | -1.3               | 63,368              | -2.5               |
| July <sup>r</sup>   | 141,169                  | -0.9               | 48,864         | -0.5               | 27,837   | -7.1               | 64,468              | 1.7                |
| August <sup>p</sup> | 137,937                  | -2.3               | 45,522         | -6.8               | 27,962   | 0.4                | 64,453              | 0.0                |

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<br>and<br>Labrador | Prince<br>Edward<br>Island | Nova<br>Scotia | New<br>Brunswick | Quebec |
|---------------------|---------|---------------------------------|----------------------------|----------------|------------------|--------|
|                     | number  |                                 |                            |                |                  |        |
| <b>2006</b>         |         |                                 |                            |                |                  |        |
| January             | 137,734 | 2,112                           | 389                        | 4,506          | 2,805            | 33,468 |
| February            | 138,067 | 1,936                           | 432                        | 3,897          | 2,837            | 32,887 |
| March               | 137,174 | 1,830                           | 403                        | 4,227          | 2,878            | 32,450 |
| April               | 133,836 | 1,884                           | 384                        | 3,690          | 2,799            | 32,581 |
| May                 | 132,611 | 1,873                           | 387                        | 3,670          | 2,675            | 31,870 |
| June                | 135,448 | 2,086                           | 415                        | 3,706          | 2,837            | 32,370 |
| July                | 140,666 | 1,928                           | 425                        | 3,795          | 2,971            | 34,151 |
| August              | 141,667 | 1,980                           | 423                        | 4,006          | 2,945            | 35,211 |
| September           | 139,081 | 2,004                           | 402                        | 4,001          | 2,981            | 33,177 |
| October             | 139,856 | 2,002                           | 391                        | 3,813          | 2,930            | 34,561 |
| November            | 142,711 | 2,282                           | 442                        | 4,436          | 3,466            | 34,216 |
| December            | 147,474 | 2,271                           | 440                        | 3,991          | 3,279            | 37,255 |
| <b>2007</b>         |         |                                 |                            |                |                  |        |
| January             | 138,958 | 2,214                           | 428                        | 3,788          | 3,151            | 33,730 |
| February            | 137,186 | 2,147                           | 420                        | 3,691          | 2,811            | 33,467 |
| March               | 138,706 | 2,355                           | 478                        | 3,866          | 3,013            | 32,982 |
| April               | 147,587 | 2,480                           | 464                        | 4,273          | 2,988            | 36,898 |
| May                 | 145,277 | 2,391                           | 474                        | 3,709          | 3,265            | 37,809 |
| June                | 143,778 | 2,382                           | 440                        | 4,215          | 3,225            | 35,166 |
| July                | 139,758 | 2,355                           | 416                        | 4,160          | 3,158            | 33,549 |
| August              | 143,840 | 2,501                           | 482                        | 4,293          | 3,257            | 34,712 |
| September           | 140,541 | 2,301                           | 430                        | 4,306          | 3,139            | 35,250 |
| October             | 138,276 | 2,354                           | 484                        | 4,239          | 3,242            | 34,010 |
| November            | 134,927 | 2,351                           | 324                        | 4,437          | 2,958            | 31,956 |
| December            | 141,649 | 2,412                           | 463                        | 4,203          | 3,082            | 33,888 |
| <b>2008</b>         |         |                                 |                            |                |                  |        |
| January             | 154,105 | 3,069                           | 510                        | 4,746          | 3,299            | 40,002 |
| February            | 148,493 | 3,216                           | 484                        | 4,663          | 3,348            | 40,392 |
| March               | 147,171 | 2,508                           | 497                        | 4,808          | 3,288            | 37,696 |
| April               | 143,318 | 2,512                           | 471                        | 4,069          | 3,535            | 37,083 |
| May <sup>r</sup>    | 144,180 | 2,535                           | 497                        | 4,575          | 3,377            | 37,646 |
| June <sup>r</sup>   | 142,465 | 2,430                           | 451                        | 4,512          | 3,340            | 36,228 |
| July <sup>r</sup>   | 141,169 | 2,658                           | 446                        | 4,352          | 3,520            | 36,343 |
| August <sup>p</sup> | 137,937 | 2,678                           | 429                        | 4,143          | 3,409            | 35,990 |

Table 8 – continued

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

| Period              | Canada  | Ontario | Manitoba | Saskatchewan | Alberta | British Columbia<br>and the<br>Territories |
|---------------------|---------|---------|----------|--------------|---------|--|
|                     | number  |         |          |              |         |  |
| <b>2006</b>         |         |         |          |              |         |  |
| January             | 137,734 | 52,150  | 3,814    | 2,881        | 19,855  | 15,754                                     |
| February            | 138,067 | 52,048  | 3,598    | 3,381        | 20,993  | 16,058                                     |
| March               | 137,174 | 52,227  | 3,755    | 3,237        | 19,804  | 16,363                                     |
| April               | 133,836 | 49,839  | 3,564    | 3,155        | 20,229  | 15,711                                     |
| May                 | 132,611 | 49,585  | 3,632    | 3,154        | 20,160  | 15,605                                     |
| June                | 135,448 | 50,813  | 3,751    | 3,372        | 20,010  | 16,088                                     |
| July                | 140,666 | 52,848  | 3,987    | 3,439        | 21,143  | 15,979                                     |
| August              | 141,667 | 51,793  | 3,767    | 3,332        | 21,807  | 16,403                                     |
| September           | 139,081 | 51,764  | 3,837    | 3,455        | 20,893  | 16,567                                     |
| October             | 139,856 | 50,607  | 3,958    | 3,410        | 21,555  | 16,629                                     |
| November            | 142,711 | 53,530  | 4,053    | 3,597        | 20,383  | 16,306                                     |
| December            | 147,474 | 53,444  | 4,208    | 3,502        | 21,899  | 17,185                                     |
| <b>2007</b>         |         |         |          |              |         |  |
| January             | 138,958 | 50,632  | 3,814    | 3,547        | 21,396  | 16,258                                     |
| February            | 137,186 | 49,158  | 3,764    | 3,451        | 21,292  | 16,985                                     |
| March               | 138,706 | 49,213  | 3,960    | 3,554        | 22,519  | 16,766                                     |
| April               | 147,587 | 53,545  | 4,077    | 3,810        | 21,271  | 17,781                                     |
| May                 | 145,277 | 51,783  | 3,880    | 3,802        | 21,172  | 16,992                                     |
| June                | 143,778 | 51,717  | 3,866    | 3,817        | 21,975  | 16,975                                     |
| July                | 139,758 | 49,844  | 3,764    | 3,797        | 21,918  | 16,797                                     |
| August              | 143,840 | 52,212  | 4,001    | 3,906        | 21,730  | 16,746                                     |
| September           | 140,541 | 50,051  | 3,990    | 3,766        | 20,593  | 16,715                                     |
| October             | 138,276 | 48,994  | 4,022    | 3,989        | 20,625  | 16,317                                     |
| November            | 134,927 | 47,533  | 3,945    | 3,895        | 21,048  | 16,480                                     |
| December            | 141,649 | 51,004  | 4,052    | 4,220        | 21,484  | 16,841                                     |
| <b>2008</b>         |         |         |          |              |         |  |
| January             | 154,105 | 54,618  | 4,361    | 4,327        | 21,988  | 17,185                                     |
| February            | 148,493 | 50,848  | 4,172    | 4,225        | 20,965  | 16,180                                     |
| March               | 147,171 | 51,132  | 4,225    | 4,442        | 21,484  | 17,091                                     |
| April               | 143,318 | 52,027  | 4,028    | 4,087        | 19,563  | 15,943                                     |
| May <sup>r</sup>    | 144,180 | 51,110  | 4,031    | 3,985        | 20,311  | 16,113                                     |
| June <sup>r</sup>   | 142,465 | 51,139  | 4,067    | 3,972        | 20,388  | 15,938                                     |
| July <sup>r</sup>   | 141,169 | 50,681  | 4,080    | 4,169        | 20,023  | 14,897                                     |
| August <sup>p</sup> | 137,937 | 49,588  | 3,902    | 4,216        | 19,372  | 14,210                                     |

# 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.

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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.

## 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 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> Economic time series such as the New Motor Vehicles Sales Survey can be broken down into five main components: the trend-cycle, seasonality, the trading-day effect, the Easter holiday effect and the irregular component.

The trend represents the long-term change in the series, whereas the cycle represents a smooth, quasi-periodical movement about the trend, showing a succession of growth and decline phases (e.g., the business cycle). These two components—the trend and the cycle—are estimated together, and the trend-cycle reflects the fundamental evolution of the series. The other components reflect short-term transient movements.

The seasonal component represents sub-annual, monthly or quarterly fluctuations that recur more or less regularly from one year to the next. Seasonal variations are caused by the direct and indirect effects of the climatic seasons and institutional factors (attributable to social conventions or administrative rules; e.g., Christmas).

The trading-day component originates from the fact that the relative importance of the days varies systematically within the week and that the number of each day of the week in a given month varies from year to year. This effect is present when activity varies with the day of the week. For instance, Sunday is typically less active than the other days, and the number of Sundays, Mondays, etc., in a given month changes from year to year.

The Easter holiday effect is the variation due to the shift of part of April's activity to March when Easter falls in March rather than April.

Lastly, the irregular component includes all other more or less erratic fluctuations not taken into account in the preceding components. It is a residual that includes errors of measurement on the variable itself as well as unusual events (e.g., strikes, drought, floods, major power blackout or other unexpected events causing variations in respondents' activities).

Thus, the latter four components—seasonal, irregular, trading-day and Easter holiday effect—all conceal the fundamental trend-cycle component of the series. Seasonal adjustment (correction of seasonal variation) consists in removing the seasonal, trading-day and Easter holiday effect components from the series, and it thus helps reveal the trend-cycle. 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 should examine several months of the seasonally adjusted series.

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

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

Since April 2008, New Motor Vehicle Sales Survey data are seasonally adjusted using the X-12-ARIMA<sup>4</sup> software. The technique that is used essentially consists of first correcting the initial series for all sorts of undesirable effects, such as the trading-day and the Easter holiday effects, by a module called regARIMA. These effects are estimated using regression models with ARIMA errors (auto-regressive integrated moving average models). The series can also be extrapolated for at least one year by using the model. Subsequently, the raw series—pre-adjusted and extrapolated if applicable—is seasonally adjusted by the X-11 method.

The X-11 method is used for analysing monthly and quarterly series. It is based on an iterative principle applied in estimating the different components, with estimation being done at each stage using adequate moving averages.<sup>5</sup> The moving averages used to estimate the main components—the trend and seasonality—are primarily smoothing tools designed to eliminate an undesirable component from the series. Since moving averages react poorly to the presence of atypical values, the X-11 method includes a tool for detecting and correcting atypical points. This tool is used to clean up the series during the seasonal adjustment. Outlying data points can also be detected and corrected in advance, within the regARIMA module.

Lastly, the annual totals of the seasonally adjusted series are forced to the annual totals of the original series.

Unfortunately, seasonal adjustment removes the sub-annual additivity of a system of series; small discrepancies can be observed between the sum of seasonally adjusted series and the *direct* seasonal adjustment of their total. To insure or restore additivity in a system of series, a reconciliation process is applied or *indirect* seasonal adjustment is used, i.e. the seasonal adjustment of a total is derived by the summation of the individually seasonally adjusted series.

To assist the user, the Months of Cyclical Dominance number, MCD, is provided.<sup>6</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.

## 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.

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4. For more information, see X-12-ARIMA Reference Manual Version 0.3 (2007), U.S. Census Bureau.

5. Ladiray, D. and Quenneville, B. (2001). Seasonal Adjustment with the X-11 Method. New York: Springer-Verlag, Lecture Notes in Statistics #158.

6. MCD = 12 for North American passenger cars. MCD = 3 for Overseas passenger cars. MCD = 12 for Commercial vehicles.



## 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.