

Catalogue no. 63-007-X

# New Motor Vehicle Sales

September 2009



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Statistics Canada  
Distributive Trades Division

# New Motor Vehicle Sales

September 2009

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## Symbols

The following standard symbols are used in Statistics Canada publications:

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

## Note to users

Figures may not add up to totals because of rounding.

## Acknowledgements

This publication was prepared under the direction of:

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## Highlights

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### September 2009

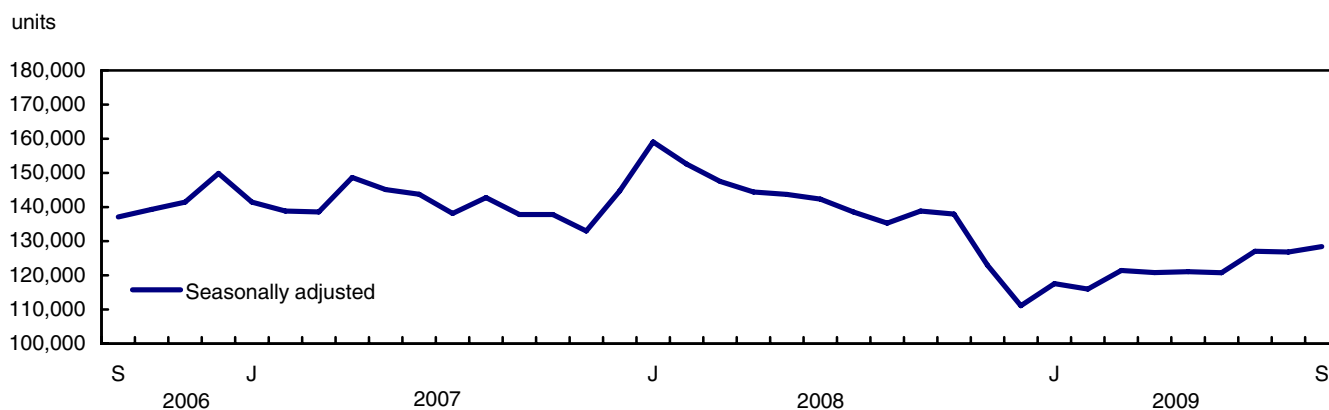
New motor vehicle sales increased 1.2% to 128,415 units in September following a slight decrease in August. Higher sales of North American-built passenger cars were responsible for most of the increase.

## Analysis – September 2009

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New motor vehicle sales increased 1.2% to 128,415 units in September following a slight decrease in August. Higher sales of North American-built passenger cars were responsible for most of the increase.

**Chart 1**  
**New motor vehicle sales, seasonally adjusted, in units, 2006 to 2009**



Sales of new motor vehicles have generally been rising since the beginning of 2009 after a sharp decline at the end of 2008. On a year-over-year basis, September's sales were 7.5% lower than in September 2008.

Preliminary industry data indicate that the number of new motor vehicles sold increased by 3% in October.

### Higher sales of North American built passenger cars

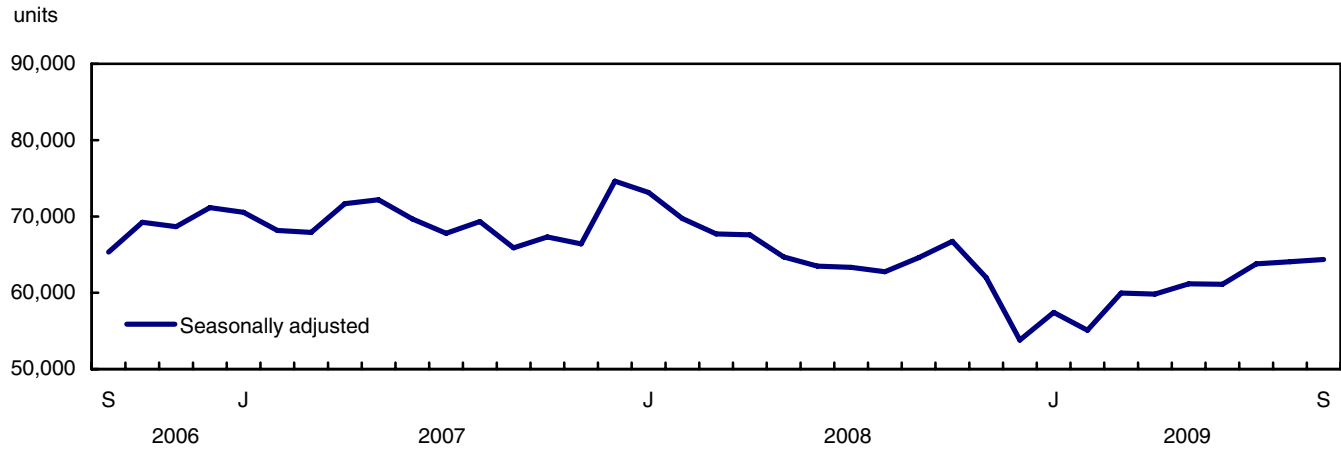
The number of new passenger cars sold in September increased 2.0% to 64,043 units. Sales of North American-built passenger cars increased 5.3%, partially offsetting the decrease in August. The number of overseas-built passenger cars sold decreased by 1.9%.

Sales of new trucks (which include minivans, sport-utility vehicles, light and heavy trucks, vans and buses) rose for a third consecutive month, increasing 0.5% in September to 64,372 units.

Truck sales have exceeded passenger car sales on a monthly basis since May.



**Chart 2**  
**Truck, van and bus sales, seasonally adjusted, in units, 2006 to 2009**



**British Columbia largest contributor to overall increase in September**

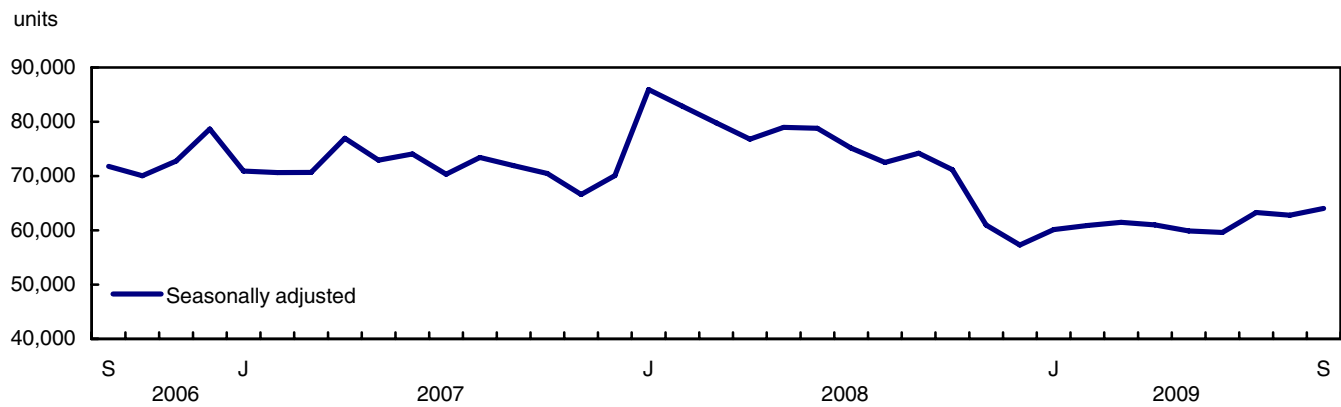
The number of new motor vehicles sold increased in seven provinces in September.

The largest contributor to the national increase was the region composed of British Columbia and the territories with a 3.9% rise in sales. Despite sales increases in eight out of the first nine months of 2009, sales in this region in September were 9.3% lower than in September 2008.

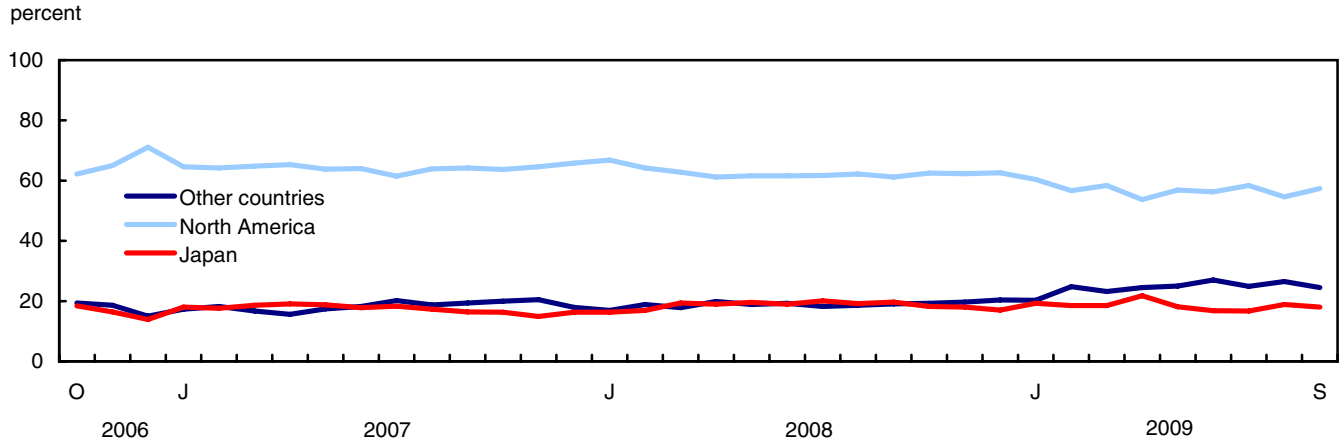
The Atlantic provinces show an overall increase of 5.1%. Prince Edward Island (+16.5%) had the largest increase among the provinces, while Newfoundland and Labrador (+10.6%) and New Brunswick (+8.7%) registered their largest monthly sales gains in almost two years. Sales in Nova Scotia decreased 1.8% after eight consecutive monthly increases.

In addition to a sales decline in Nova Scotia, sales were also down in Ontario (-0.8%) and Manitoba (-0.4%) in September.

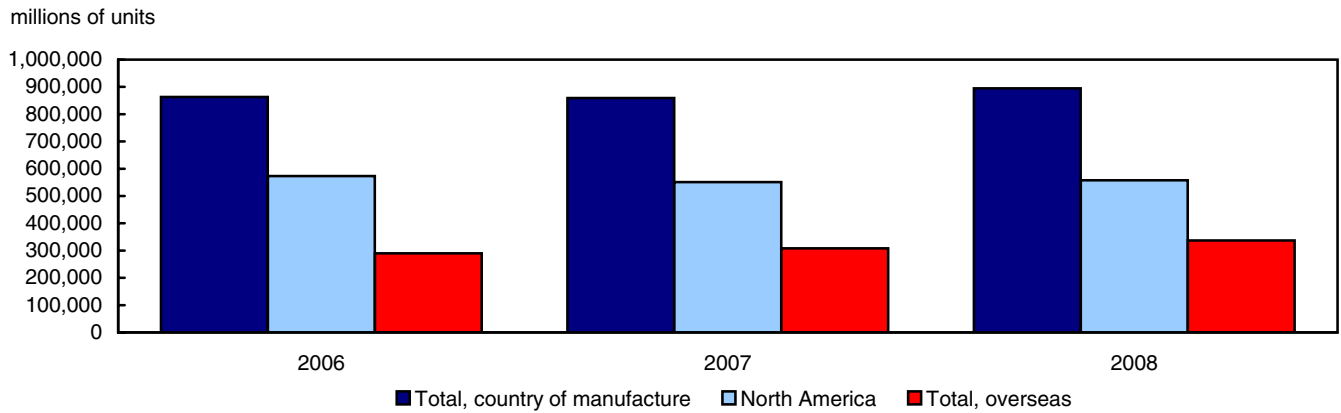
**Chart 3**  
**Passenger car sales, seasonally adjusted, in units, 2006 to 2009**



**Chart 4**  
**Monthly distribution of the Canadian motor vehicle market (passenger cars), by origin, 2006 to 2009**



**Chart 5**  
**Cumulative sales of new passenger cars, by origin, in units, 2006 to 2008**  
**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>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	8,443	9.6	8,719	17.7	51,719	21.1
February	113,877	14.0	37,369	23.1	9,839	18.6	11,002	28.0	58,210	23.2
March	153,505	-0.6	50,287	1.5	15,539	9.4	14,298	12.2	80,124	4.8
April	179,289	4.0	60,137	-0.4	18,654	5.7	19,542	35.7	98,333	6.4
May	188,137	-0.5	67,352	3.0	21,388	10.7	20,647	15.7	109,387	6.7
June	163,064	-5.5	59,162	0.8	18,272	12.0	18,557	11.0	95,991	4.6
July	152,704	5.0	52,973	10.8	17,249	21.2	15,604	-0.4	85,626	10.4
August	149,607	-7.0	50,352	-6.3	15,499	6.4	15,072	-4.3	80,923	-3.7
September	137,479	2.2	45,558	0.1	14,681	26.5	14,244	3.7	74,483	5.1
October	126,064	1.6	39,724	0.6	11,545	14.3	12,249	-1.4	63,518	2.4
November	107,709	-10.3	31,930	-15.0	9,211	6.0	10,112	-15.1	51,253	-11.9
December	97,164	-21.0	28,021	-19.6	7,596	-11.9	9,122	-3.9	44,739	-15.6
<b>Year</b>	1,674,145	-1.0	557,422	1.2	167,916	11.0	169,168	8.0	894,506	4.1
<b>2009</b>										
January	78,817	-25.3	21,581	-37.5	6,907	-18.2	7,255	-16.8	35,743	-30.9
February	82,039	-28.0	23,129	-38.1	7,559	-23.2	10,098	-8.2	40,786	-29.9
March	129,831	-15.4	38,347	-23.7	12,138	-21.9	15,210	6.4	65,695	-18.0
April	146,026	-18.6	40,460	-32.7	16,423	-12.0	18,449	-5.6	75,332	-23.4
May	156,025	-17.1	47,369	-29.7	15,020	-29.8	20,792	0.7	83,181	-24.0
June	140,442	-13.9	41,654	-29.6	12,407	-32.1	19,967	7.6	74,028	-22.9
July	141,621	-7.3	42,908	-19.0	12,228	-29.1	18,289	17.2	73,425	-14.4
August	136,971	-8.4	37,309	-25.9	12,947	-16.5	18,127	20.3	68,383	-15.5
September P	132,595	-3.6	38,747	-15.0	12,175	-17.1	16,547	16.2	67,469	-9.4

See notes 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>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	6,989	4.9	53,827	4.1
February	113,877	14.0	48,315	4.8	7,352	13.1	55,667	5.8
March	153,505	-0.6	62,765	-8.1	10,616	9.9	73,381	-5.9
April	179,289	4.0	69,143	-1.2	11,813	18.0	80,956	1.2
May	188,137	-0.5	67,385	-11.8	11,365	12.1	78,750	-9.0
June	163,064	-5.5	57,541	-19.7	9,532	5.1	67,073	-16.9
July	152,704	5.0	57,429	-2.7	9,449	9.8	66,878	-1.1
August	149,607	-7.0	58,858	-12.9	9,826	6.4	68,684	-10.6
September	137,479	2.2	53,375	-3.1	9,621	12.3	62,996	-1.0
October	126,064	1.6	52,189	-3.8	10,357	32.8	62,546	0.8
November	107,709	-10.3	48,161	-11.4	8,295	11.3	56,456	-8.7
December	97,164	-21.0	45,140	-24.8	7,285	-26.6	52,425	-25.1
<b>Year</b>	1,674,145	-1.0	667,139	-8.3	112,500	8.6	779,639	-6.2
<b>2009</b>								
January	78,817	-25.3	36,985	-21.0	6,089	-12.9	43,074	-20.0
February	82,039	-28.0	34,939	-27.7	6,314	-14.1	41,253	-25.9
March	129,831	-15.4	56,103	-10.6	8,033	-24.3	64,136	-12.6
April	146,026	-18.6	61,884	-10.5	8,810	-25.4	70,694	-12.7
May	156,025	-17.1	63,116	-6.3	9,728	-14.4	72,844	-7.5
June	140,442	-13.9	57,060	-0.8	9,354	-1.9	66,414	-1.0
July	141,621	-7.3	58,572	2.0	9,624	1.9	68,196	2.0
August	136,971	-8.4	59,643	1.3	8,945	-9.0	68,588	-0.1
September P	132,595	-3.6	56,370	5.6	8,756	-9.0	65,126	3.4

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>2007</b>										
January	3,133,627	6.5	678,959	-13.4	191,902	35.9	227,357	11.7	1,098,218	-2.7
February	3,315,696	0.0	745,083	-11.3	208,249	34.2	259,453	-1.6	1,212,786	-3.6
March	5,011,240	-0.6	1,207,684	-11.5	348,605	31.9	410,805	-4.2	1,967,094	-4.4
April	5,386,679	6.7	1,464,851	3.7	427,130	25.2	444,341	0.3	2,336,322	6.4
May	5,854,394	6.3	1,586,398	-0.3	468,349	18.0	526,054	11.3	2,580,801	4.9
June	5,348,247	3.0	1,411,335	-0.5	392,487	2.1	483,196	10.7	2,287,018	2.2
July	4,471,995	-2.6	1,150,234	-3.9	340,890	-2.1	425,667	11.9	1,916,791	-0.5
August	4,906,210	-1.9	1,287,028	-3.2	352,457	-3.7	431,219	18.6	2,070,704	0.6
September	4,192,666	-7.9	1,111,996	-6.2	284,723	-6.1	392,779	8.9	1,789,498	-3.2
October	3,989,014	-3.1	972,401	2.1	252,753	-9.2	358,920	3.1	1,584,073	0.3
November	3,907,470	-7.6	959,721	-6.4	219,328	-16.8	343,356	-1.5	1,522,405	-7.0
December	4,159,628	-6.0	877,188	-23.8	220,947	-2.6	306,270	-0.4	1,404,404	-16.7
<b>Year</b>	<b>53,676,866</b>	<b>-0.5</b>	<b>13,452,878</b>	<b>-5.6</b>	<b>3,707,820</b>	<b>6.9</b>	<b>4,609,417</b>	<b>5.8</b>	<b>21,770,114</b>	<b>-1.4</b>
<b>2008</b>										
January	3,386,322	8.1	851,241	25.4	203,258	5.9	250,349	10.1	1,304,849	18.8
February	3,560,284	7.4	905,278	21.5	226,614	8.8	298,502	15.1	1,430,394	17.9
March	4,775,620	-4.7	1,206,511	-0.1	368,675	5.8	406,385	-1.1	1,981,570	0.7
April	5,502,356	2.1	1,438,647	-1.8	453,087	6.1	570,437	28.4	2,462,171	5.4
May	5,583,623	-4.6	1,594,777	0.5	505,095	7.8	618,347	17.5	2,718,218	5.3
June	4,935,721	-7.7	1,409,908	-0.1	433,544	10.5	585,413	21.2	2,428,865	6.2
July	4,603,855	2.9	1,242,564	8.0	404,648	18.7	474,076	11.4	2,121,288	10.7
August	4,484,657	-8.6	1,179,815	-8.3	358,465	1.7	440,900	2.2	1,979,181	-4.4
September	4,196,301	0.1	1,077,053	-3.1	335,636	17.9	419,388	6.8	1,832,077	2.4
October	3,955,760	-0.8	935,139	-3.8	278,325	10.1	396,511	10.5	1,609,975	1.6
November	3,392,779	-13.2	750,802	-21.8	219,812	0.2	335,337	-2.3	1,305,952	-14.2
December	3,188,261	-23.4	671,318	-23.5	179,241	-18.9	306,854	0.2	1,157,412	-17.6
<b>Year</b>	<b>51,565,539</b>	<b>-3.9</b>	<b>13,263,053</b>	<b>-1.4</b>	<b>3,966,400</b>	<b>7.0</b>	<b>5,102,499</b>	<b>10.7</b>	<b>22,331,952</b>	<b>2.6</b>
<b>2009</b>										
January	2,474,417	-26.9	507,228	-40.4	165,705	-18.5	211,478	-15.5	884,410	-32.2
February	2,555,416	-28.2	551,107	-39.1	180,252	-20.5	292,192	-2.1	1,023,552	-28.4
March	4,023,591	-15.7	925,045	-23.3	286,613	-22.3	470,337	15.7	1,681,996	-15.1
April	4,414,203	-19.8	976,849	-32.1	367,461	-18.9	527,386	-7.5	1,871,697	-24.0
May	4,824,893	-13.6	1,155,227	-27.6	358,324	-29.1	613,272	-0.8	2,126,824	-21.8
June	4,461,372	-9.6	1,030,140	-26.9	303,416	-30.0	616,397	5.3	1,949,953	-19.7
July	4,372,313	-5.0	1,027,236	-17.3	305,041	-24.6	545,203	15.0	1,877,480	-11.5
August	4,365,353	-2.7	903,862	-23.4	316,646	-11.7	547,004	24.1	1,767,513	-10.7
September p	4,313,215	2.8	924,120	-14.2	292,836	-12.8	499,958	19.2	1,716,914	-6.3

See notes 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>2007</b>								
January	3,133,627	6.5	1,781,828	12.1	253,581	12.0	2,035,409	12.1
February	3,315,696	0.0	1,856,239	4.1	246,671	-10.1	2,102,910	2.2
March	5,011,240	-0.6	2,686,417	4.5	357,729	-13.9	3,044,146	2.0
April	5,386,679	6.7	2,672,679	10.1	377,677	-11.0	3,050,357	7.0
May	5,854,394	6.3	2,890,475	10.8	383,117	-12.0	3,273,592	7.5
June	5,348,247	3.0	2,720,450	6.6	340,779	-14.5	3,061,229	3.7
July	4,471,995	-2.6	2,229,574	-1.3	325,631	-20.3	2,555,204	-4.2
August	4,906,210	-1.9	2,485,017	-0.3	350,490	-22.5	2,835,506	-3.7
September	4,192,666	-7.9	2,069,737	-9.1	333,431	-21.5	2,403,168	-11.1
October	3,989,014	-3.1	2,103,501	-3.5	301,440	-15.9	2,404,941	-5.3
November	3,907,470	-7.6	2,098,567	-7.4	286,499	-12.4	2,385,066	-8.0
December	4,159,628	-6.0	2,366,702	-3.0	388,522	30.0	2,755,224	0.6
<b>Year</b>	53,676,866	-0.5	27,961,186	1.9	3,945,567	-11.2	31,906,752	0.1
<b>2008</b>								
January	3,386,322	8.1	1,811,270	1.7	270,204	6.6	2,081,474	2.3
February	3,560,284	7.4	1,849,589	-0.4	280,301	13.6	2,129,889	1.3
March	4,775,620	-4.7	2,401,028	-10.6	393,023	9.9	2,794,050	-8.2
April	5,502,356	2.1	2,602,092	-2.6	438,093	16.0	3,040,185	-0.3
May	5,583,623	-4.6	2,449,907	-15.2	415,498	8.5	2,865,404	-12.5
June	4,935,721	-7.7	2,145,142	-21.1	361,714	6.1	2,506,856	-18.1
July	4,603,855	2.9	2,140,487	-4.0	342,080	5.1	2,482,567	-2.8
August	4,484,657	-8.6	2,144,357	-13.7	361,119	3.0	2,505,476	-11.6
September	4,196,301	0.1	2,006,901	-3.0	357,323	7.2	2,364,224	-1.6
October	3,955,760	-0.8	1,957,062	-7.0	388,723	29.0	2,345,785	-2.5
November	3,392,779	-13.2	1,774,389	-15.4	312,438	9.1	2,086,828	-12.5
December	3,188,261	-23.4	1,754,198	-25.9	276,650	-28.8	2,030,848	-26.3
<b>Year</b>	51,565,539	-3.9	25,036,422	-10.5	4,197,166	6.4	29,233,586	-8.4
<b>2009</b>								
January	2,474,417	-26.9	1,354,960	-25.2	235,048	-13.0	1,590,007	-23.6
February	2,555,416	-28.2	1,287,928	-30.4	243,936	-13.0	1,531,864	-28.1
March	4,023,591	-15.7	2,027,588	-15.6	314,007	-20.1	2,341,595	-16.2
April	4,414,203	-19.8	2,195,008	-15.6	347,498	-20.7	2,542,506	-16.4
May	4,824,893	-13.6	2,315,522	-5.5	382,547	-7.9	2,698,069	-5.8
June	4,461,372	-9.6	2,139,679	-0.3	371,740	2.8	2,511,419	0.2
July	4,372,313	-5.0	2,119,983	-1.0	374,850	9.6	2,494,833	0.5
August	4,365,353	-2.7	2,243,426	4.6	354,414	-1.9	2,597,840	3.7
September P	4,313,215	2.8	2,243,777	11.8	352,524	-1.3	2,596,301	9.8

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>2007</b>										
January	25,716	0.7	24,605	-1.3	27,745	2.5	24,909	-0.3	30,695	6.9
February	25,664	-0.6	24,541	-2.2	27,683	1.2	25,093	0.3	30,183	4.2
March	25,718	-0.8	24,378	-2.1	28,182	0.1	24,539	-2.0	32,243	5.7
April	25,272	-0.8	24,256	-1.9	27,188	1.0	24,201	2.1	30,846	2.6
May	25,163	-1.7	24,257	-2.4	26,757	-1.1	24,248	-0.1	29,472	-1.5
June	24,932	-1.9	24,043	-3.6	26,513	0.9	24,057	0.1	28,910	0.9
July	24,662	-2.0	24,054	-2.9	25,635	-0.8	23,952	0.5	27,163	-2.9
August	24,632	-1.6	23,945	-3.1	25,849	0.7	24,196	1.4	27,377	-1.5
September	25,256	-0.6	24,432	0.0	26,734	-2.1	24,541	1.0	28,587	-6.2
October	25,548	1.0	24,626	0.4	27,162	2.4	25,030	3.2	28,896	0.7
November	26,164	1.9	25,536	3.3	27,308	-0.5	25,242	-0.1	28,815	-1.9
December	26,509	-1.6	25,160	-2.8	29,104	-1.7	25,626	-1.9	32,263	-1.7
<b>Year</b>	25,343	-0.9	24,415	-1.8	27,004	0.1	24,507	0.4	29,415	-0.2
<b>2008</b>										
January	25,230	-1.9	24,633	0.1	26,431	-4.7	24,074	-3.4	28,713	-6.5
February	24,573	-4.3	24,225	-1.3	25,196	-9.0	23,032	-8.2	27,132	-10.1
March	24,731	-3.8	23,993	-1.6	25,976	-7.8	23,726	-3.3	28,423	-11.8
April	25,039	-0.9	23,923	-1.4	26,797	-1.4	24,289	0.4	29,190	-5.4
May	24,850	-1.2	23,678	-2.4	26,726	-0.1	23,616	-2.6	29,949	1.6
June	25,303	1.5	23,831	-0.9	27,667	4.4	23,727	-1.4	31,547	9.1
July	24,716	0.2	23,457	-2.5	26,747	4.3	23,459	-2.1	30,382	11.9
August	24,458	-0.7	23,431	-2.1	26,148	1.2	23,128	-4.4	29,253	6.9
September	24,597	-2.6	23,641	-3.2	26,103	-2.4	22,862	-6.8	29,443	3.0
October	25,347	-0.8	23,541	-4.4	28,362	4.4	24,108	-3.7	32,371	12.0
November	25,480	-2.6	23,514	-7.9	28,730	5.2	23,864	-5.5	33,162	15.1
December	25,870	-2.4	23,958	-4.8	29,076	-0.1	23,597	-7.9	33,639	4.3
<b>Year</b>	24,966	-1.5	23,794	-2.5	26,904	-0.4	23,621	-3.6	30,162	2.5
<b>2009</b>										
January	24,744	-1.9	23,503	-4.6	26,633	0.8	23,991	-0.3	29,149	1.5
February	25,096	2.1	23,828	-1.6	26,757	6.2	23,846	3.5	28,936	6.6
March	25,603	3.5	24,123	0.5	27,678	6.6	23,613	-0.5	30,923	8.8
April	24,846	-0.8	24,144	0.9	25,661	-4.2	22,375	-7.9	28,586	-2.1
May	25,569	2.9	24,388	3.0	27,130	1.5	23,856	1.0	29,496	-1.5
June	26,341	4.1	24,731	3.8	28,412	2.7	24,455	3.1	30,871	-2.1
July	25,570	3.5	23,940	2.1	27,861	4.2	24,946	6.3	29,810	-1.9
August	25,847	5.7	24,226	3.4	27,793	6.3	24,457	5.7	30,176	3.2
September <sup>P</sup>	25,447	3.5	23,850	0.9	27,602	5.7	24,052	5.2	30,214	2.6

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

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

Period	Total		Passenger cars					
			North America		Japan		Other countries	
	Units	Market share	Units	Market share	Units	Market share	Units	Market share
	no.	%	no.	%	no.	%	no.	%
<b>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>	<b>859,003</b>	<b>100.0</b>	<b>551,001</b>	<b>64.1</b>	<b>151,298</b>	<b>17.6</b>	<b>156,704</b>	<b>18.2</b>
<b>2008</b>								
January	51,719	100.0	34,557	66.8	8,443	16.3	8,719	16.9
February	58,210	100.0	37,369	64.2	9,839	16.9	11,002	18.9
March	80,124	100.0	50,287	62.8	15,539	19.4	14,298	17.8
April	98,333	100.0	60,137	61.2	18,654	19.0	19,542	19.9
May	109,387	100.0	67,352	61.6	21,388	19.6	20,647	18.9
June	95,991	100.0	59,162	61.6	18,272	19.0	18,557	19.3
July	85,826	100.0	52,973	61.7	17,249	20.1	15,604	18.2
August	80,923	100.0	50,352	62.2	15,499	19.2	15,072	18.6
September	74,483	100.0	45,558	61.2	14,681	19.7	14,244	19.1
October	63,518	100.0	39,724	62.5	11,545	18.2	12,249	19.3
November	51,253	100.0	31,930	62.3	9,211	18.0	10,112	19.7
December	44,739	100.0	28,021	62.6	7,596	17.0	9,122	20.4
<b>Year</b>	<b>894,506</b>	<b>100.0</b>	<b>557,422</b>	<b>62.3</b>	<b>167,916</b>	<b>18.8</b>	<b>169,168</b>	<b>18.9</b>
<b>2009</b>								
January	35,743	100.0	21,581	60.4	6,907	19.3	7,255	20.3
February	40,786	100.0	23,129	56.7	7,559	18.5	10,098	24.8
March	65,695	100.0	38,347	58.4	12,138	18.5	15,210	23.2
April	75,332	100.0	40,460	53.7	16,423	21.8	18,449	24.5
May	83,181	100.0	47,369	56.9	15,020	18.1	20,792	25.0
June	74,028	100.0	41,654	56.3	12,407	16.8	19,967	27.0
July	73,425	100.0	42,908	58.4	12,228	16.7	18,289	24.9
August	68,383	100.0	37,309	54.6	12,947	18.9	18,127	26.5
September p	67,469	100.0	38,747	57.4	12,175	18.0	16,547	24.5

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

Type and origin of vehicles	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
<b>Total, new motor vehicles</b>						
2007 (no.)	134,516	2,162	383	3,853	2,845	33,565
2008 (no.)	137,479	2,621	454	4,274	3,138	35,786
2009 (no.)	132,595	2,792	527	4,100	3,391	35,453
2009 / 2008 (%)	-3.6	6.5	16.1	-4.1	8.1	-0.9
2007 (\$'000)	4,192,666	57,586	9,698	108,677	80,854	935,797
2008 (\$'000)	4,196,301	69,257	10,965	110,690	84,352	997,012
2009 (\$'000)	4,313,215	81,284	14,970	119,658	106,075	1,049,748
2009 / 2008 (%)	2.8	17.4	36.5	8.1	25.8	5.3
<b>Passenger cars, manufactured in North America</b>						
2007 (no.)	45,513	816	175	1,488	1,083	12,424
2008 (no.)	45,558	906	200	1,715	1,214	12,552
2009 (no.)	38,747	819	221	1,342	1,054	11,796
2009 / 2008 (%)	-15.0	-9.6	10.5	-21.7	-13.2	-6.0
2007 (\$'000)	1,111,996	18,117	3,962	35,229	25,566	288,374
2008 (\$'000)	1,077,053	20,223	4,388	39,347	27,498	289,669
2009 (\$'000)	924,120	17,936	5,031	30,360	24,361	268,698
2009 / 2008 (%)	-14.2	-11.3	14.7	-22.8	-11.4	-7.2
<b>Passenger cars, manufactured in Japan</b>						
2007 (no.)	11,602	x	x	295	x	4,278
2008 (no.)	14,681	x	x	400	x	5,743
2009 (no.)	12,175	x	x	352	x	4,667
2009 / 2008 (%)	-17.1	x	x	-12.0	x	-18.7
2007 (\$'000)	284,723	x	x	6,617	x	96,014
2008 (\$'000)	335,636	x	x	8,427	x	118,139
2009 (\$'000)	292,836	x	x	8,237	x	102,163
2009 / 2008 (%)	-12.8	x	x	-2.3	x	-13.5
<b>Passenger cars, manufactured in other countries</b>						
2007 (no.)	13,740	x	x	411	x	4,660
2008 (no.)	14,244	x	x	476	x	5,100
2009 (no.)	16,547	x	x	551	x	6,050
2009 / 2008 (%)	16.2	x	x	15.8	x	18.6
2007 (\$'000)	392,779	x	x	8,349	x	114,687
2008 (\$'000)	419,388	x	x	9,737	x	132,211
2009 (\$'000)	499,958	x	x	13,308	x	167,016
2009 / 2008 (%)	19.2	x	x	36.7	x	26.3
<b>Trucks <sup>1</sup>, manufactured in North America</b>						
2007 (no.)	55,095	x	x	1,478	1,118	10,246
2008 (no.)	53,375	x	x	1,511	1,232	9,870
2009 (no.)	56,370	x	x	1,658	1,649	10,673
2009 / 2008 (%)	5.6	x	x	9.7	33.8	8.1
2007 (\$'000)	2,069,737	x	x	52,206	39,158	362,879
2008 (\$'000)	2,006,901	x	x	47,428	40,937	366,645
2009 (\$'000)	2,243,777	x	x	60,200	64,341	425,307
2009 / 2008 (%)	11.8	x	x	26.9	57.2	16.0
<b>Trucks <sup>1</sup>, manufactured overseas</b>						
2007 (no.)	8,566	x	x	181	162	1,957
2008 (no.)	9,621	x	x	172	157	2,521
2009 (no.)	8,756	x	x	197	174	2,267
2009 / 2008 (%)	-9.0	x	x	14.5	10.8	-10.1
2007 (\$'000)	333,431	x	x	6,276	6,047	73,842
2008 (\$'000)	357,323	x	x	5,751	5,002	90,346
2009 (\$'000)	352,524	x	x	7,553	5,840	86,564
2009 / 2008 (%)	-1.3	x	x	31.3	16.8	-4.2

See notes at the end of the table.

Table 4 – continued

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

Type and origin of vehicles	Canada	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia and the Territories <sup>2</sup>
<b>Total, new motor vehicles</b>						
2007 (no.)	134,516	48,348	4,125	3,609	19,624	16,002
2008 (no.)	137,479	49,739	4,179	4,125	19,190	13,973
2009 (no.)	132,595	48,354	4,139	4,212	16,205	13,422
2009 / 2008 (%)	-3.6	-2.8	-1.0	2.1	-15.6	-3.9
2007 (\$'000)	4,192,666	1,512,901	131,718	121,979	701,727	531,729
2008 (\$'000)	4,196,301	1,549,550	124,634	135,891	666,471	447,480
2009 (\$'000)	4,313,215	1,578,410	141,622	152,054	592,958	476,434
2009 / 2008 (%)	2.8	1.9	13.6	11.9	-11.0	6.5
<b>Passenger cars, manufactured in North America</b>						
2007 (no.)	45,513	17,595	1,471	1,022	4,816	4,623
2008 (no.)	45,558	18,046	1,453	1,282	4,517	3,673
2009 (no.)	38,747	14,947	1,179	1,039	3,327	3,023
2009 / 2008 (%)	-15.0	-17.2	-18.9	-19.0	-26.3	-17.7
2007 (\$'000)	1,111,996	442,893	36,732	25,675	122,262	113,187
2008 (\$'000)	1,077,053	432,864	33,086	30,231	113,064	86,684
2009 (\$'000)	924,120	365,999	28,615	25,446	83,926	73,748
2009 / 2008 (%)	-14.2	-15.4	-13.5	-15.8	-25.8	-14.9
<b>Passenger cars, manufactured in Japan</b>						
2007 (no.)	11,602	3,500	217	135	1,093	1,768
2008 (no.)	14,681	4,329	256	181	1,303	1,996
2009 (no.)	12,175	3,905	242	173	992	1,470
2009 / 2008 (%)	-17.1	-9.8	-5.5	-4.4	-23.9	-26.4
2007 (\$'000)	284,723	93,466	5,129	3,430	28,905	44,609
2008 (\$'000)	335,636	108,953	6,251	4,312	33,883	46,401
2009 (\$'000)	292,836	101,886	5,870	4,390	25,699	36,628
2009 / 2008 (%)	-12.8	-6.5	-6.1	1.8	-24.2	-21.1
<b>Passenger cars, manufactured in other countries</b>						
2007 (no.)	13,740	4,808	254	180	1,122	1,733
2008 (no.)	14,244	4,685	274	199	1,225	1,643
2009 (no.)	16,547	5,714	262	240	1,206	1,829
2009 / 2008 (%)	16.2	22.0	-4.4	20.6	-1.6	11.3
2007 (\$'000)	392,779	154,336	5,799	3,993	37,050	57,035
2008 (\$'000)	419,388	157,617	6,613	4,843	38,586	56,836
2009 (\$'000)	499,958	188,722	6,674	6,614	39,333	62,977
2009 / 2008 (%)	19.2	19.7	0.9	36.6	1.9	10.8
<b>Trucks<sup>1</sup>, manufactured in North America</b>						
2007 (no.)	55,095	19,370	1,964	2,035	11,215	6,661
2008 (no.)	53,375	19,040	1,995	2,243	10,655	5,632
2009 (no.)	56,370	20,581	2,217	2,617	9,488	5,926
2009 / 2008 (%)	5.6	8.1	11.1	16.7	-11.0	5.2
2007 (\$'000)	2,069,737	698,442	76,252	79,967	459,692	268,265
2008 (\$'000)	2,006,901	711,541	71,503	88,479	425,263	216,835
2009 (\$'000)	2,243,777	786,631	91,336	109,920	395,789	253,987
2009 / 2008 (%)	11.8	10.6	27.7	24.2	-6.9	17.1
<b>Trucks<sup>1</sup>, manufactured overseas</b>						
2007 (no.)	8,566	3,075	219	237	1,378	1,217
2008 (no.)	9,621	3,639	201	220	1,490	1,029
2009 (no.)	8,756	3,207	239	143	1,192	1,174
2009 / 2008 (%)	-9.0	-11.9	18.9	-35.0	-20.0	14.1
2007 (\$'000)	333,431	123,764	7,807	8,914	53,819	48,632
2008 (\$'000)	357,323	138,576	7,181	8,027	55,675	40,724
2009 (\$'000)	352,524	135,172	9,127	5,684	48,211	49,094
2009 / 2008 (%)	-1.3	-2.5	27.1	-29.2	-13.4	20.6

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 September**

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>2007</b>										
Newfoundland and Labrador	22,987	19.5	9,058	19.0	x	x	x	x	12,535	18.2
Prince Edward Island	4,269	9.8	1,860	8.4	x	x	x	x	2,658	9.4
Nova Scotia	38,949	3.3	15,818	-2.2	3,369	17.3	4,037	10.2	23,224	2.3
New Brunswick	29,763	8.3	11,532	3.5	x	x	x	x	16,213	5.6
Quebec	332,218	4.4	120,282	0.3	49,741	10.2	42,595	1.4	212,618	2.7
Ontario	469,749	-1.2	166,674	-5.9	36,285	9.7	41,498	7.9	244,457	-1.7
Manitoba	36,180	3.9	11,609	0.3	1,909	9.5	2,351	18.7	15,869	3.7
Saskatchewan	34,343	14.1	8,852	5.6	1,262	11.8	1,561	8.0	11,675	6.6
Alberta	198,117	5.1	48,795	0.5	10,963	13.5	10,035	17.3	69,793	4.6
British Columbia and the Territories <sup>1</sup>	156,925	5.5	44,588	-3.2	16,540	12.0	15,661	14.7	76,789	3.1
<b>Canada</b>	<b>1,323,500</b>	<b>3.0</b>	<b>439,068</b>	<b>-2.1</b>	<b>123,889</b>	<b>11.0</b>	<b>122,874</b>	<b>7.3</b>	<b>685,831</b>	<b>1.7</b>
<b>2008</b>										
Newfoundland and Labrador	26,140	13.7	9,796	8.1	x	x	x	x	14,314	14.2
Prince Edward Island	4,485	5.1	2,032	9.2	x	x	x	x	2,906	9.3
Nova Scotia	43,004	10.4	18,197	15.0	4,084	21.2	5,094	26.2	27,375	17.9
New Brunswick	32,351	8.7	12,443	7.9	x	x	x	x	18,491	14.1
Quebec	356,974	7.5	129,868	8.0	56,390	13.4	49,344	15.8	235,602	10.8
Ontario	471,084	0.3	171,186	2.7	40,059	10.4	45,551	9.8	256,796	5.0
Manitoba	37,726	4.3	12,448	7.2	2,580	35.1	2,443	3.9	17,471	10.1
Saskatchewan	38,212	11.3	10,475	18.3	1,746	38.4	1,946	24.7	14,167	21.3
Alberta	187,030	-5.6	48,798	0.0	11,939	8.9	10,998	9.6	71,735	2.8
British Columbia and the Territories <sup>1</sup>	146,202	-6.8	42,504	-4.7	17,860	8.0	15,775	0.7	76,139	-0.8
<b>Canada</b>	<b>1,343,208</b>	<b>1.5</b>	<b>457,747</b>	<b>4.3</b>	<b>139,564</b>	<b>12.7</b>	<b>137,685</b>	<b>12.1</b>	<b>734,996</b>	<b>7.2</b>
<b>2009</b>										
Newfoundland and Labrador	23,082	-11.7	7,138	-27.1	x	x	x	x	11,631	-18.7
Prince Edward Island	4,164	-7.2	1,576	-22.4	x	x	x	x	2,418	-16.8
Nova Scotia	37,911	-11.8	13,138	-27.8	2,929	-28.3	5,320	4.4	21,387	-21.9
New Brunswick	27,699	-14.4	8,557	-31.2	x	x	x	x	13,776	-25.5
Quebec	312,571	-12.4	96,571	-25.6	44,804	-20.5	57,023	15.6	198,398	-15.8
Ontario	414,330	-12.0	129,146	-24.6	31,667	-20.9	47,255	3.7	208,068	-19.0
Manitoba	33,716	-10.6	8,899	-28.5	1,939	-24.8	2,528	3.5	13,366	-23.5
Saskatchewan	34,359	-10.1	8,246	-21.3	1,373	-21.4	1,820	-6.5	11,439	-19.3
Alberta	141,467	-24.4	30,269	-38.0	8,313	-30.4	9,698	-11.8	48,280	-32.7
British Columbia and the Territories <sup>1</sup>	115,068	-21.3	27,964	-34.2	12,909	-27.7	14,406	-8.7	55,279	-27.4
<b>Canada</b>	<b>1,144,367</b>	<b>-14.8</b>	<b>331,504</b>	<b>-27.6</b>	<b>107,804</b>	<b>-22.8</b>	<b>144,734</b>	<b>5.1</b>	<b>584,042</b>	<b>-20.5</b>

See notes 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 September

Province	Total new motor vehicles		Trucks <sup>2</sup>					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	no.	%	no.	%	no.	%	no.	%
<b>2007</b>								
Newfoundland and Labrador	22,987	19.5	x	x	x	x	10,452	21.2
Prince Edward Island	4,269	9.8	x	x	x	x	1,611	10.3
Nova Scotia	38,949	3.3	14,050	9.7	1,675	-23.8	15,725	4.8
New Brunswick	29,763	8.3	12,058	15.5	1,492	-10.9	13,550	11.8
Quebec	332,218	4.4	101,177	16.5	18,423	-24.4	119,600	7.6
Ontario	469,749	-1.2	196,809	3.6	28,483	-22.6	225,292	-0.7
Manitoba	36,180	3.9	18,338	7.5	1,973	-20.3	20,311	4.0
Saskatchewan	34,343	14.1	20,785	20.2	1,883	1.3	22,668	18.3
Alberta	198,117	5.1	116,214	6.3	12,110	-2.9	128,324	5.4
British Columbia and the Territories <sup>1</sup>	156,925	5.5	69,169	12.5	10,967	-13.9	80,136	7.9
<b>Canada</b>	1,323,500	3.0	559,224	8.9	78,445	-18.5	637,669	4.5
<b>2008</b>								
Newfoundland and Labrador	26,140	13.7	x	x	x	x	11,826	13.1
Prince Edward Island	4,485	5.1	x	x	x	x	1,579	-2.0
Nova Scotia	43,004	10.4	13,852	-1.4	1,777	6.1	15,629	-0.6
New Brunswick	32,351	8.7	12,341	2.3	1,519	1.8	13,860	2.3
Quebec	356,974	7.5	98,928	-2.2	22,444	21.8	121,372	1.5
Ontario	471,084	0.3	182,046	-7.5	32,242	13.2	214,288	-4.9
Manitoba	37,726	4.3	18,129	-1.1	2,126	7.8	20,255	-0.3
Saskatchewan	38,212	11.3	21,892	5.3	2,153	14.3	24,045	6.1
Alberta	187,030	-5.6	102,659	-11.7	12,636	4.3	115,295	-10.2
British Columbia and the Territories <sup>1</sup>	146,202	-6.8	59,974	-13.3	10,089	-8.0	70,063	-12.6
<b>Canada</b>	1,343,208	1.5	521,649	-6.7	86,563	10.3	608,212	-4.6
<b>2009</b>								
Newfoundland and Labrador	23,082	-11.7	x	x	x	x	11,451	-3.2
Prince Edward Island	4,164	-7.2	x	x	x	x	1,746	10.6
Nova Scotia	37,911	-11.8	14,870	7.3	1,654	-6.9	16,524	5.7
New Brunswick	27,699	-14.4	12,565	1.8	1,358	-10.6	13,923	0.5
Quebec	312,571	-12.4	92,929	-6.1	21,244	-5.3	114,173	-5.9
Ontario	414,330	-12.0	178,470	-2.0	27,792	-13.8	206,262	-3.7
Manitoba	33,716	-10.6	18,489	2.0	1,861	-12.5	20,350	0.5
Saskatchewan	34,359	-10.1	21,400	-2.2	1,520	-29.4	22,920	-4.7
Alberta	141,467	-24.4	83,808	-18.4	9,379	-25.8	93,187	-19.2
British Columbia and the Territories <sup>1</sup>	115,068	-21.3	50,405	-16.0	9,384	-7.0	59,789	-14.7
<b>Canada</b>	1,144,367	-14.8	484,672	-7.1	75,653	-12.6	560,325	-7.9

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 September**

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>2007</b>										
Newfoundland and Labrador	619,349	19.5	203,715	16.5	x	x	x	x	273,270	16.6
Prince Edward Island	109,488	7.5	42,028	5.7	x	x	x	x	57,490	7.6
Nova Scotia	1,071,919	1.3	365,707	-3.5	75,640	15.9	87,445	7.5	528,791	0.6
New Brunswick	845,825	4.6	266,240	1.0	x	x	x	x	361,195	3.4
Quebec	9,339,839	2.0	2,783,038	-2.9	1,098,699	11.4	1,097,228	2.7	4,978,966	1.2
Ontario	14,965,542	-3.7	4,174,663	-7.5	979,376	10.8	1,387,077	7.6	6,541,115	-2.2
Manitoba	1,210,836	2.0	285,282	-1.0	46,768	11.3	56,725	13.9	388,773	2.3
Saskatchewan	1,194,605	14.5	219,015	2.5	32,651	12.2	37,529	8.2	289,191	4.3
Alberta	7,025,464	3.5	1,228,038	-0.4	288,382	13.1	323,501	19.2	1,839,923	4.6
British Columbia and the Territories <sup>1</sup>	5,237,885	5.1	1,075,842	-6.2	413,731	11.3	510,949	9.6	2,000,521	0.8
<b>Canada</b>	<b>41,620,754</b>	<b>1.0</b>	<b>10,643,568</b>	<b>-4.3</b>	<b>3,014,792</b>	<b>11.6</b>	<b>3,600,871</b>	<b>7.4</b>	<b>17,259,232</b>	<b>0.5</b>
<b>2008</b>										
Newfoundland and Labrador	691,562	11.7	220,901	8.4	x	x	x	x	311,064	13.8
Prince Edward Island	110,665	1.1	44,506	5.9	x	x	x	x	61,203	6.5
Nova Scotia	1,135,393	5.9	416,541	13.9	90,045	19.0	108,711	24.3	615,296	16.4
New Brunswick	873,736	3.3	277,233	4.1	x	x	x	x	400,761	11.0
Quebec	9,798,748	4.9	2,957,790	6.3	1,208,611	10.0	1,285,377	17.1	5,451,778	9.5
Ontario	14,903,794	-0.4	4,201,350	0.6	1,036,187	5.8	1,547,334	11.6	6,784,872	3.7
Manitoba	1,201,552	-0.8	295,944	3.7	61,616	31.7	59,921	5.6	417,481	7.4
Saskatchewan	1,287,298	7.8	254,524	16.2	43,711	33.9	48,098	28.2	346,334	19.8
Alberta	6,382,375	-9.2	1,240,479	1.0	311,285	7.9	350,177	8.2	1,901,940	3.4
British Columbia and the Territories <sup>1</sup>	4,643,617	-11.3	996,527	-7.4	436,351	5.5	535,002	4.7	1,967,881	-1.6
<b>Canada</b>	<b>41,028,739</b>	<b>-1.4</b>	<b>10,905,794</b>	<b>2.5</b>	<b>3,289,022</b>	<b>9.1</b>	<b>4,063,797</b>	<b>12.9</b>	<b>18,258,613</b>	<b>5.8</b>
<b>2009</b>										
Newfoundland and Labrador	657,596	-4.9	165,032	-25.3	x	x	x	x	262,044	-15.8
Prince Edward Island	113,540	2.6	35,674	-19.8	x	x	x	x	52,800	-13.7
Nova Scotia	1,098,220	-3.3	314,482	-24.5	66,178	-26.5	126,483	16.3	507,142	-17.6
New Brunswick	827,246	-5.3	202,251	-27.0	x	x	x	x	317,762	-20.7
Quebec	9,033,951	-7.8	2,216,603	-25.1	983,153	-18.7	1,548,986	20.5	4,748,740	-12.9
Ontario	13,128,912	-11.9	3,176,474	-24.4	829,544	-19.9	1,579,891	2.1	5,585,908	-17.7
Manitoba	1,102,148	-8.3	214,783	-27.4	46,787	-24.1	65,859	9.9	327,428	-21.6
Saskatchewan	1,151,093	-10.6	201,743	-20.7	34,932	-20.1	49,027	1.9	285,699	-17.5
Alberta	4,872,394	-23.7	779,298	-37.2	219,236	-29.6	311,791	-11.0	1,310,327	-31.1
British Columbia and the Territories <sup>1</sup>	3,819,670	-17.7	694,477	-30.3	315,394	-27.7	492,615	-7.9	1,502,486	-23.6
<b>Canada</b>	<b>35,804,773</b>	<b>-12.7</b>	<b>8,000,814</b>	<b>-26.6</b>	<b>2,576,294</b>	<b>-21.7</b>	<b>4,323,227</b>	<b>6.4</b>	<b>14,900,339</b>	<b>-18.4</b>

See notes 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 September

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>2007</b>								
Newfoundland and Labrador	619,349	19.5	x	x	x	x	346,080	21.8
Prince Edward Island	109,488	7.5	x	x	x	x	51,997	7.5
Nova Scotia	1,071,919	1.3	485,678	5.7	57,450	-21.5	543,127	2.0
New Brunswick	845,825	4.6	435,073	7.1	49,560	-6.2	484,631	5.6
Quebec	9,339,839	2.0	3,680,157	8.2	680,716	-18.6	4,360,872	2.9
Ontario	14,965,542	-3.7	7,318,569	-2.3	1,105,859	-19.1	8,424,428	-4.9
Manitoba	1,210,836	2.0	751,857	4.1	70,208	-17.7	822,063	1.8
Saskatchewan	1,194,605	14.5	836,850	19.3	68,564	6.6	905,413	18.2
Alberta	7,025,464	3.5	4,723,285	3.4	462,260	0.9	5,185,544	3.2
British Columbia and the Territories <sup>1</sup>	5,237,885	5.1	2,808,234	11.2	429,131	-9.5	3,237,364	8.0
<b>Canada</b>	41,620,754	1.0	21,392,416	4.1	2,969,106	-14.2	24,361,521	1.4
<b>2008</b>								
Newfoundland and Labrador	691,562	11.7	x	x	x	x	380,497	9.9
Prince Edward Island	110,665	1.1	x	x	x	x	49,463	-4.9
Nova Scotia	1,135,393	5.9	458,850	-5.5	61,245	6.6	520,096	-4.2
New Brunswick	873,736	3.3	423,803	-2.6	49,170	-0.8	472,972	-2.4
Quebec	9,798,748	4.9	3,542,971	-3.7	804,001	18.1	4,346,971	-0.3
Ontario	14,903,794	-0.4	6,886,536	-5.9	1,232,385	11.4	8,118,922	-3.6
Manitoba	1,201,552	-0.8	709,918	-5.6	74,152	5.6	784,070	-4.6
Saskatchewan	1,287,298	7.8	863,612	3.2	77,351	12.8	940,965	3.9
Alberta	6,382,375	-9.2	4,006,043	-15.2	474,389	2.6	4,480,434	-13.6
British Columbia and the Territories <sup>1</sup>	4,643,617	-11.3	2,277,717	-18.9	398,019	-7.2	2,675,734	-17.3
<b>Canada</b>	41,028,739	-1.4	19,550,773	-8.6	3,219,355	8.4	22,770,125	-6.5
<b>2009</b>								
Newfoundland and Labrador	657,596	-4.9	x	x	x	x	395,552	4.0
Prince Edward Island	113,540	2.6	x	x	x	x	60,741	22.8
Nova Scotia	1,098,220	-3.3	531,428	15.8	59,650	-2.6	591,079	13.6
New Brunswick	827,246	-5.3	464,286	9.6	45,200	-8.1	509,486	7.7
Quebec	9,033,951	-7.8	3,490,971	-1.5	794,239	-1.2	4,285,211	-1.4
Ontario	13,128,912	-11.9	6,403,066	-7.0	1,139,936	-7.5	7,543,003	-7.1
Manitoba	1,102,148	-8.3	706,875	-0.4	67,843	-8.5	774,719	-1.2
Saskatchewan	1,151,093	-10.6	807,473	-6.5	57,918	-25.1	865,393	-8.0
Alberta	4,872,394	-23.7	3,187,821	-20.4	374,248	-21.1	3,562,068	-20.5
British Columbia and the Territories <sup>1</sup>	3,819,670	-17.7	1,927,109	-15.4	390,073	-2.0	2,317,184	-13.4
<b>Canada</b>	35,804,773	-12.7	17,927,871	-8.3	2,976,564	-7.5	20,904,434	-8.2

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

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

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



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

Year	Total	Passenger cars				Trucks <sup>1</sup>		
		Total	North America	Japan	Other countries	Total	North America	Overseas
number								
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
2008	1,674,145	894,506	557,422	167,916	169,168	779,639	667,139	112,500
\$'000								
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	53,676,866	21,770,114	13,452,878	3,707,820	4,609,417	31,906,752	27,961,186	3,945,567
2008	51,565,539	22,331,952	13,263,053	3,966,400	5,102,499	29,233,586	25,036,422	4,197,166

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>2007</b>								
January	141,458	-5.6	44,574	-15.9	26,338	2.7	70,546	-0.9
February	138,814	-1.9	45,051	1.1	25,600	-2.8	68,163	-3.4
March	138,578	-0.2	44,896	-0.3	25,766	0.6	67,916	-0.4
April	148,648	7.3	51,682	15.1	25,283	-1.9	71,683	5.5
May	145,106	-2.4	46,999	-9.1	25,927	2.5	72,180	0.7
June	143,727	-1.0	47,740	1.6	26,313	1.5	69,674	-3.5
July	138,126	-3.9	44,385	-7.0	25,953	-1.4	67,788	-2.7
August	142,775	3.4	47,359	6.7	26,074	0.5	69,342	2.3
September	137,805	-3.5	46,088	-2.7	25,824	-1.0	65,893	-5.0
October	137,795	0.0	45,342	-1.6	25,128	-2.7	67,325	2.2
November	133,004	-3.5	42,825	-5.6	23,773	-5.4	66,406	-1.4
December	144,704	8.8	44,060	2.9	26,025	9.5	74,619	12.4
<b>2008</b>								
January	159,064	9.9	54,359	23.4	31,569	21.3	73,136	-2.0
February	152,597	-4.1	52,065	-4.2	30,796	-2.4	69,736	-4.6
March	147,519	-3.3	48,951	-6.0	30,853	0.2	67,715	-2.9
April	144,384	-2.1	48,425	-1.1	28,358	-8.1	67,601	-0.2
May	143,682	-0.5	49,381	2.0	29,600	4.4	64,701	-4.3
June	142,306	-1.0	49,351	-0.1	29,462	-0.5	63,493	-1.9
July	138,498	-2.7	47,781	-3.2	27,375	-7.1	63,342	-0.2
August	135,264	-2.3	44,551	-6.8	27,953	2.1	62,760	-0.9
September	138,809	2.6	45,183	1.4	29,021	3.8	64,605	2.9
October	137,920	-0.6	44,911	-0.6	26,271	-9.5	66,738	3.3
November	122,987	-10.8	37,690	-16.1	23,291	-11.3	62,006	-7.1
December	111,115	-9.7	34,774	-7.7	22,535	-3.2	53,806	-13.2
<b>2009</b>								
January	117,579	5.8	36,280	4.3	23,864	5.9	57,435	6.7
February	115,990	-1.4	35,435	-2.3	25,469	6.7	55,086	-4.1
March	121,427	4.7	35,069	-1.0	26,394	3.6	59,964	8.9
April	120,827	-0.5	33,154	-5.5	27,853	5.5	59,820	-0.2
May	121,067	0.2	32,108	-3.2	27,778	-0.3	61,181	2.3
June r	120,746	-0.3	32,803	2.2	26,819	-3.5	61,124	-0.1
July r	127,068	5.2	37,409	14.0	25,868	-3.5	63,791	4.4
August r	126,849	-0.2	34,276	-8.4	28,497	10.2	64,076	0.4
September p	128,415	1.2	36,080	5.3	27,963	-1.9	64,372	0.5

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

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

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

Period	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
number						
<b>2007</b>						
January	141,458	2,265	433	3,926	3,183	34,885
February	138,814	2,189	426	3,753	2,946	34,041
March	138,578	2,434	466	3,791	3,027	32,853
April	148,648	2,545	465	4,375	3,043	36,848
May	145,106	2,403	468	3,773	3,262	36,764
June	143,727	2,412	448	4,156	3,268	35,182
July	138,126	2,321	423	4,145	3,073	33,050
August	142,775	2,435	486	4,378	3,209	33,921
September	137,805	2,231	401	4,224	3,067	34,247
October	137,795	2,339	491	4,247	3,281	33,799
November	133,004	2,239	317	4,119	2,792	32,033
December	144,704	2,447	479	4,300	3,142	35,783
<b>2008</b>						
January	159,064	3,188	520	5,028	3,342	42,379
February	152,597	3,362	501	4,804	3,580	41,859
March	147,519	2,541	490	4,714	3,448	37,210
April	144,384	2,553	471	4,326	3,509	37,489
May	143,682	2,507	505	4,570	3,351	37,813
June	142,306	2,428	458	4,472	3,398	36,100
July	138,498	2,637	440	4,291	3,480	35,748
August	135,264	2,666	425	4,130	3,371	34,915
September	138,809	2,748	460	4,601	3,442	35,646
October	137,920	2,727	429	4,437	3,341	34,793
November	122,987	2,017	405	3,581	2,578	30,455
December	111,115	2,074	400	3,472	2,682	30,748
<b>2009</b>						
January	117,579	2,151	437	3,519	2,802	30,165
February	115,990	2,083	374	3,617	2,573	31,744
March	121,427	2,241	439	3,772	2,741	34,412
April	120,827	2,363	464	3,867	2,888	32,636
May	121,067	2,472	414	4,089	2,936	31,836
June r	120,746	2,413	422	4,108	2,760	32,308
July r	127,068	2,467	446	4,205	2,974	33,201
August r	126,849	2,382	423	4,228	3,105	33,134
September P	128,415	2,634	493	4,152	3,376	33,413

Table 8 – continued

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

Period	Canada	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia and the Territories
	number					
<b>2007</b>						
January	141,458	51,725	3,845	3,585	21,397	16,214
February	138,814	49,585	3,862	3,519	21,349	17,144
March	138,578	49,014	3,986	3,561	22,496	16,950
April	148,648	53,717	4,210	3,923	21,618	17,904
May	145,106	51,764	3,900	3,991	21,715	17,066
June	143,727	51,749	3,872	3,946	21,953	16,741
July	138,126	48,931	3,708	3,788	21,804	16,883
August	142,775	51,492	3,970	3,863	22,179	16,842
September	137,805	49,032	3,886	3,702	20,408	16,607
October	137,795	49,041	3,924	3,842	20,466	16,365
November	133,004	47,745	3,752	3,555	20,453	15,999
December	144,704	52,005	4,184	4,271	21,212	16,881
<b>2008</b>						
January	159,064	56,343	4,474	4,370	22,154	17,266
February	152,597	51,581	4,353	4,413	21,510	16,634
March	147,519	51,293	4,305	4,426	21,684	17,408
April	144,384	51,849	4,101	4,330	19,745	16,011
May	143,682	50,635	3,971	3,959	20,508	15,863
June	142,306	51,008	4,104	4,099	20,419	15,820
July	138,498	49,480	4,055	4,103	19,679	14,585
August	135,264	48,531	3,791	4,106	19,115	14,214
September	138,809	49,313	3,854	4,089	19,935	14,721
October	137,920	49,453	3,914	4,272	19,898	14,656
November	122,987	44,791	3,589	3,908	18,233	13,430
December	111,115	37,811	3,518	3,405	15,533	11,472
<b>2009</b>						
January	117,579	41,617	3,640	3,912	16,666	12,670
February	115,990	42,574	3,405	3,554	14,714	11,352
March	121,427	44,011	3,510	3,757	14,830	11,714
April	120,827	43,708	3,687	3,674	15,270	12,270
May	121,067	44,335	3,825	3,820	14,939	12,401
June	120,746	43,522	3,615	3,631	15,394	12,573
July	127,068	47,477	3,748	3,955	15,819	12,776
August	126,849	47,490	3,772	3,734	15,737	12,844
September	128,415	47,133	3,758	4,021	16,089	13,346

# 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.

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 = 8 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.