

Catalogue no. 63-007-X

# New Motor Vehicle Sales

January 2010



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# User information

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## Symbols

The following standard symbols are used in Statistics Canada publications:

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

## Note to users

Figures may not add up to totals because of rounding.

## Acknowledgements

This publication was prepared under the direction of:

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## Highlights

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### January 2010

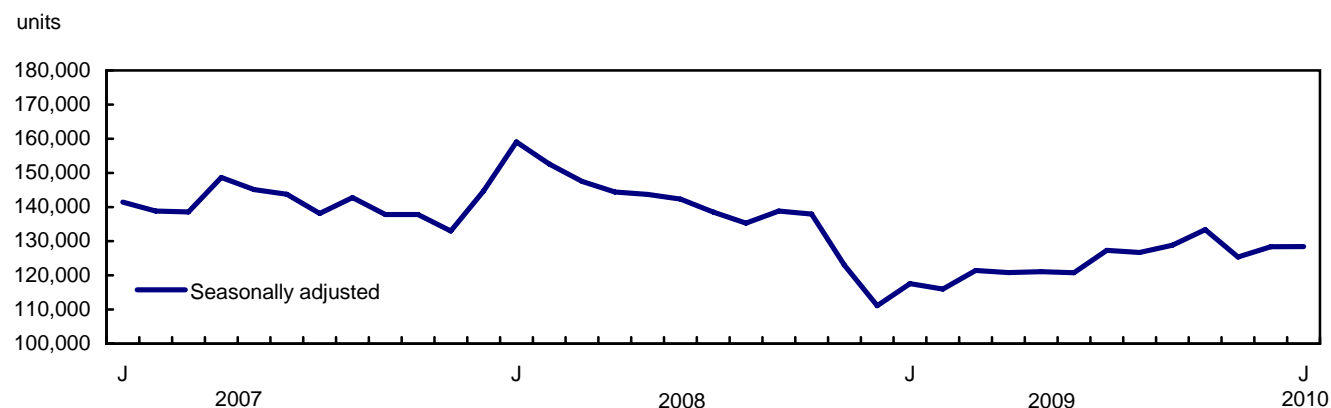
The number of new motor vehicles sold remained unchanged at 128,426 units in January. Lower sales of North American-built passenger cars were offset by higher sales of trucks and overseas-built passenger cars.

## Analysis – January 2010

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The number of new motor vehicles sold remained unchanged at 128,426 units in January. Lower sales of North American-built passenger cars were offset by higher sales of trucks and overseas-built passenger cars.

**Chart 1**  
**New motor vehicle sales, seasonally adjusted, in units, 2007 to 2010**



Preliminary industry data indicate that the number of new motor vehicles sold increased by 7% in February.

### Highest truck sales since October 2008

Sales of new trucks (which include minivans, sport-utility vehicles, light and heavy trucks, vans and buses) increased 2.4% to 65,726 units in January, a second consecutive monthly increase. The monthly level of sales in January was the highest since October 2008.

The number of new passenger cars sold in January decreased 2.3% to 62,700 units. Sales of North American-built passenger cars decreased 8.2% to 34,234 units, the lowest monthly level of sales since June 2009. The number of overseas-built passenger cars sold increased by 5.8%, almost offsetting the declines of the previous two months.

### Saskatchewan largest contributor to January sales

The number of new motor vehicles sold increased in six provinces. The largest contributor to January sales was Saskatchewan, where sales were up by 11.1%. Sales increases in Saskatchewan in December and January have almost offset the 19.0% sales decline in November 2009.

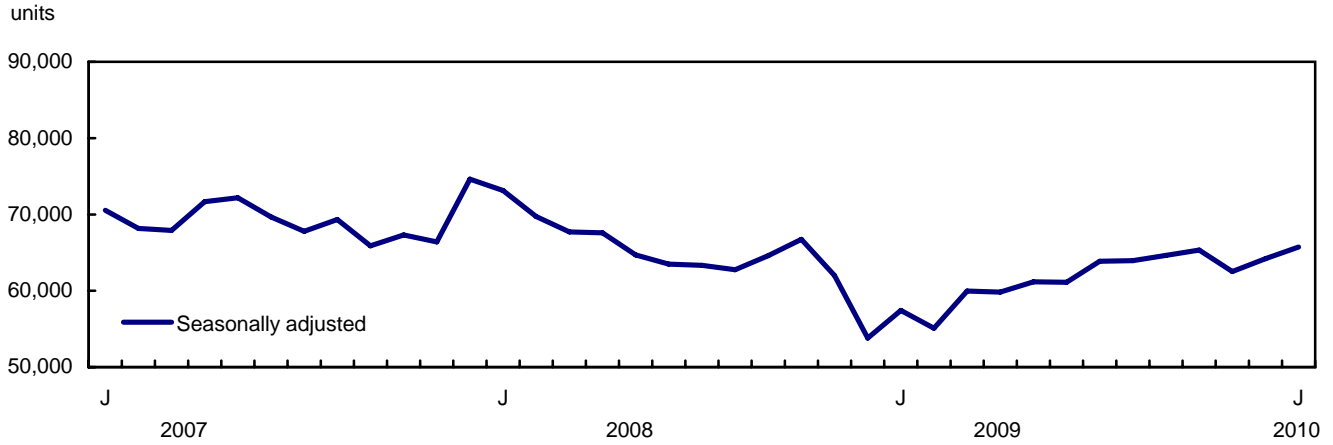
Newfoundland and Labrador (+9.6%) posted the second largest increase.

Sales in New Brunswick rose 1.3%. Slight increases were observed in Ontario, Alberta, and the region composed of British Columbia and the territories.

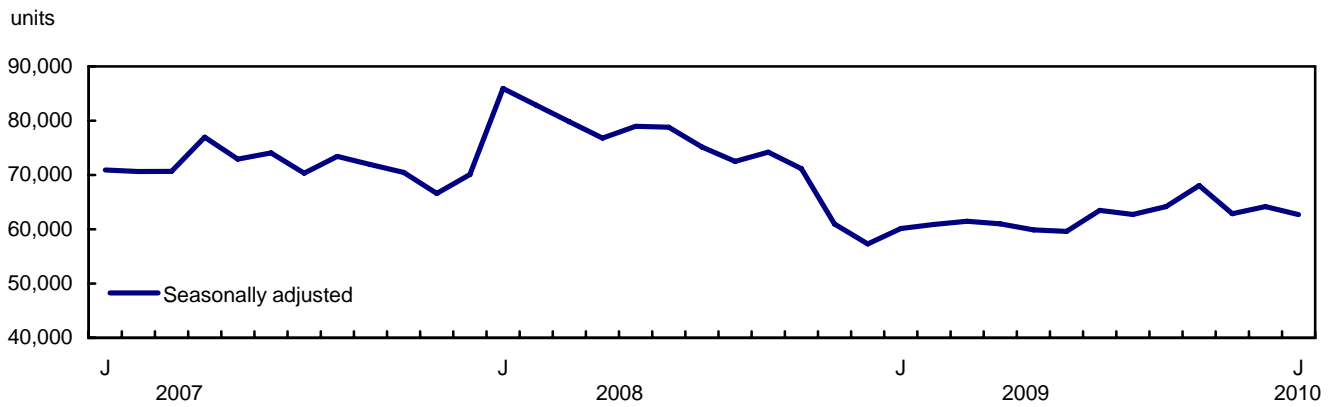
The largest decline in the number of new motor vehicles sold in January was in Quebec (-2.0%). Monthly sales fluctuations in Quebec were among the least volatile among the provinces in 2009.



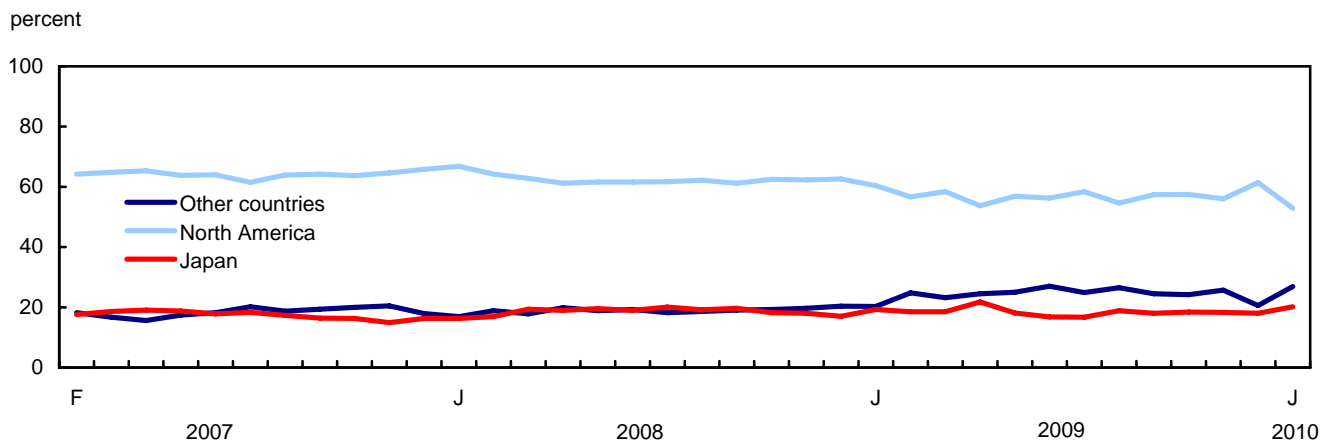
**Chart 2**  
Truck, van and bus sales, seasonally adjusted, in units, 2007 to 2010



**Chart 3**  
Passenger car sales, seasonally adjusted, in units, 2007 to 2010

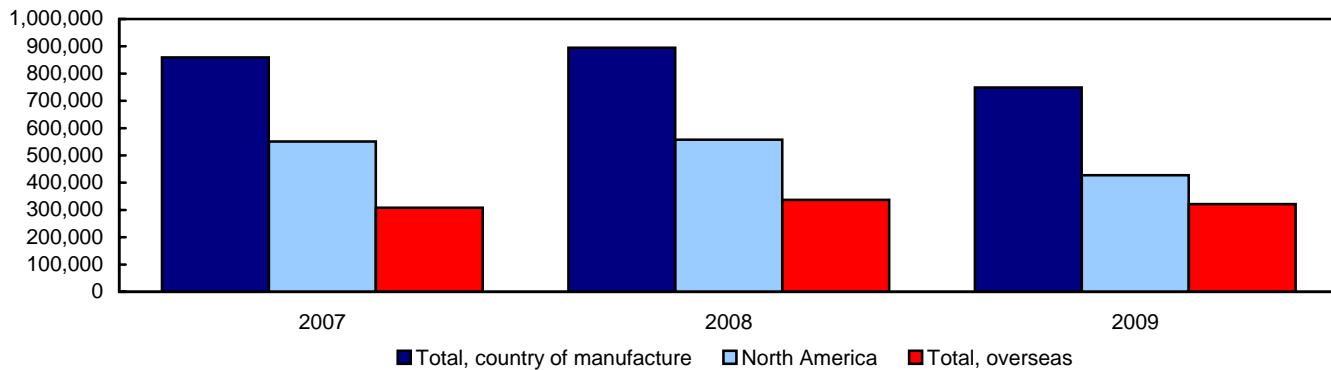


**Chart 4**  
Monthly distribution of the Canadian motor vehicle market (passenger cars), by origin, 2007 to 2010



**Chart 5**  
**Cumulative sales of new passenger cars, by origin, in units, 2007 to 2009**  
**January to December**

millions of units



## 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
	number	%	number	%	number	%	number	%	number	%
<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	85,826	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	132,595	-3.6	38,747	-15.0	12,175	-17.1	16,547	16.2	67,469	-9.4
October	123,607	-1.9	35,303	-11.1	11,284	-2.3	14,842	21.2	61,429	-3.3
November	104,926	-2.6	28,912	-9.5	9,477	2.9	13,280	31.3	51,669	0.8
December	114,443	17.8	31,741	13.3	9,295	22.4	10,657	16.8	51,693	15.5
<b>Year</b>	1,487,343	-11.2	427,460	-23.3	137,860	-17.9	183,513	8.5	748,833	-16.3
<b>2010</b>										
January <sup>p</sup>	84,293	6.9	19,242	-10.8	7,361	6.6	9,775	34.7	36,378	1.8

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
	number	%	number	%	number	%	number	%
<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	132,595	-3.6	56,370	5.6	8,756	-9.0	65,126	3.4
October	123,607	-1.9	54,058	3.6	8,120	-21.6	62,178	-0.6
November	104,926	-2.6	46,094	-4.3	7,163	-13.6	53,257	-5.7
December	114,443	17.8	55,688	23.4	7,062	-3.1	62,750	19.7
<b>Year</b>	1,487,343	-11.2	640,512	-4.0	97,998	-12.9	738,510	-5.3
<b>2010</b>								
January <sup>p</sup>	84,293	6.9	41,450	12.1	6,465	6.2	47,915	11.2

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>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	4,313,215	2.8	924,120	-14.2	292,836	-12.8	499,958	19.2	1,716,914	-6.3
October	4,035,344	2.0	870,534	-6.9	272,213	-2.2	469,490	18.4	1,612,237	0.1
November	3,443,833	1.5	717,252	-4.5	234,744	6.8	414,588	23.6	1,366,584	4.6
December	3,843,249	20.5	779,579	16.1	223,785	24.9	349,936	14.0	1,353,301	16.9
<b>Year</b>	<b>47,127,199</b>	<b>-8.6</b>	<b>10,368,179</b>	<b>-21.8</b>	<b>3,307,036</b>	<b>-16.6</b>	<b>5,557,241</b>	<b>8.9</b>	<b>19,232,461</b>	<b>-13.9</b>
<b>2010</b>										
January <sup>p</sup>	2,866,355	15.8	484,899	-4.4	177,970	7.4	307,497	45.4	970,366	9.7

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>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	4,313,215	2.8	2,243,777	11.8	352,524	-1.3	2,596,301	9.8
October	4,035,344	2.0	2,090,756	6.8	332,352	-14.5	2,423,108	3.3
November	3,443,833	1.5	1,777,272	0.2	299,977	-4.0	2,077,248	-0.5
December	3,843,249	20.5	2,191,865	24.9	298,083	7.7	2,489,949	22.6
<b>Year</b>	47,127,199	-8.6	23,987,764	-4.2	3,906,976	-6.9	27,894,739	-4.6
<b>2010</b>								
January <sup>p</sup>	2,866,355	15.8	1,634,409	20.6	261,581	11.3	1,895,990	19.2

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>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	25,447	3.5	23,850	0.9	27,602	5.7	24,052	5.2	30,214	2.6
October	26,246	3.5	24,659	4.7	28,389	0.1	24,124	0.1	31,633	-2.3
November	26,449	3.8	24,808	5.5	28,533	-0.7	24,770	3.8	31,219	-5.9
December	26,180	1.2	24,561	2.5	28,755	-1.1	24,076	2.0	32,836	-2.4
<b>Year</b>	25,683	2.9	24,255	1.9	27,583	2.5	23,988	1.6	30,283	0.4
<b>2010</b>										
January <sup>p</sup>	26,675	7.8	25,200	7.2	28,330	6.4	24,177	0.8	31,457	7.9

**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
	number	%	number	%	number	%	number	%
<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	67,469	100.0	38,747	57.4	12,175	18.0	16,547	24.5
October	61,429	100.0	35,303	57.5	11,284	18.4	14,842	24.2
November	51,669	100.0	28,912	56.0	9,477	18.3	13,280	25.7
December	51,693	100.0	31,741	61.4	9,295	18.0	10,657	20.6
<b>Year</b>	<b>748,833</b>	<b>100.0</b>	<b>427,460</b>	<b>57.1</b>	<b>137,860</b>	<b>18.4</b>	<b>183,513</b>	<b>24.5</b>
<b>2010</b>								
January P	36,378	100.0	19,242	52.9	7,361	20.2	9,775	26.9

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

Type and origin of vehicles	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
<b>Total, new motor vehicles</b>						
2008 (number)	105,546	1,710	288	3,115	2,138	25,041
2009 (number)	78,817	1,125	250	2,148	1,779	17,636
2010 (number)	84,293	1,547	303	2,608	2,021	19,592
2010 / 2009 (%)	6.9	37.5	21.2	21.4	13.6	11.1
2008 \$'000	3,386,322	47,807	7,692	88,049	64,485	712,847
2009 \$'000	2,474,417	30,305	6,179	61,088	54,778	521,279
2010 \$'000	2,866,355	45,930	8,727	81,336	63,555	613,297
2010 / 2009 (%)	15.8	51.6	41.2	33.1	16.0	17.7
<b>Passenger cars, manufactured in North America</b>						
2008 (number)	34,557	633	110	1,156	787	9,249
2009 (number)	21,581	289	98	675	477	5,181
2010 (number)	19,242	439	87	757	467	4,789
2010 / 2009 (%)	-10.8	51.9	-11.2	12.1	-2.1	-7.6
2008 \$'000	851,241	14,659	2,449	28,250	18,246	216,472
2009 \$'000	507,228	6,293	2,100	15,337	10,970	116,370
2010 \$'000	484,899	10,097	2,048	19,509	11,417	113,813
2010 / 2009 (%)	-4.4	60.4	-2.5	27.2	4.1	-2.2
<b>Passenger cars, manufactured in Japan</b>						
2008 (number)	8,443	x	x	222	x	2,867
2009 (number)	6,907	x	x	190	x	2,463
2010 (number)	7,361	x	x	217	x	2,632
2010 / 2009 (%)	6.6	x	x	14.2	x	6.9
2008 \$'000	203,258	x	x	4,878	x	61,808
2009 \$'000	165,705	x	x	4,239	x	54,245
2010 \$'000	177,970	x	x	5,033	x	58,726
2010 / 2009 (%)	7.4	x	x	18.7	x	8.3
<b>Passenger cars, manufactured in other countries</b>						
2008 (number)	8,719	x	x	327	x	2,877
2009 (number)	7,255	x	x	243	x	2,529
2010 (number)	9,775	x	x	290	x	3,298
2010 / 2009 (%)	34.7	x	x	19.3	x	30.4
2008 \$'000	250,349	x	x	6,595	x	69,171
2009 \$'000	211,478	x	x	5,410	x	62,446
2010 \$'000	307,497	x	x	6,886	x	92,709
2010 / 2009 (%)	45.4	x	x	27.3	x	48.5
<b>Trucks <sup>1</sup>, manufactured in North America</b>						
2008 (number)	46,838	x	x	1,250	952	8,448
2009 (number)	36,985	x	x	896	925	6,120
2010 (number)	41,450	x	x	1,242	1,099	7,191
2010 / 2009 (%)	12.1	x	x	38.6	18.8	17.5
2008 \$'000	1,811,270	x	x	42,649	36,766	307,201
2009 \$'000	1,354,960	x	x	31,113	34,586	238,662
2010 \$'000	1,634,409	x	x	45,991	40,525	284,131
2010 / 2009 (%)	20.6	x	x	47.8	17.2	19.1
<b>Trucks <sup>1</sup>, manufactured overseas</b>						
2008 (number)	6,989	x	x	160	117	1,600
2009 (number)	6,089	x	x	144	112	1,343
2010 (number)	6,465	x	x	102	125	1,682
2010 / 2009 (%)	6.2	x	x	-29.2	11.6	25.2
2008 \$'000	270,204	x	x	5,677	3,926	58,196
2009 \$'000	235,048	x	x	4,988	3,600	49,556
2010 \$'000	261,581	x	x	3,915	4,194	63,919
2010 / 2009 (%)	11.3	x	x	-21.5	16.5	29.0

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, January

Type and origin of vehicles	Canada	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia and the Territories <sup>2</sup>
<b>Total, new motor vehicles</b>						
2008 (number)	105,546	37,288	2,949	2,958	16,968	13,091
2009 (number)	78,817	27,732	2,430	2,736	13,151	9,830
2010 (number)	84,293	30,052	2,358	3,003	12,618	10,191
2010 / 2009 (%)	6.9	8.4	-3.0	9.8	-4.1	3.7
2008 \$'000	3,386,322	1,220,338	100,668	105,683	603,958	434,796
2009 \$'000	2,474,417	872,132	74,498	90,132	441,390	322,636
2010 \$'000	2,866,355	1,015,973	81,964	109,499	453,051	393,023
2010 / 2009 (%)	15.8	16.5	10.0	21.5	2.6	21.8
<b>Passenger cars, manufactured in North America</b>						
2008 (number)	34,557	13,099	1,021	656	4,443	3,403
2009 (number)	21,581	8,480	614	608	2,677	2,482
2010 (number)	19,242	7,072	515	503	2,471	2,142
2010 / 2009 (%)	-10.8	-16.6	-16.1	-17.3	-7.7	-13.7
2008 \$'000	851,241	337,462	26,111	16,522	116,412	74,661
2009 \$'000	507,228	199,924	14,335	14,678	66,630	60,592
2010 \$'000	484,899	182,267	12,895	12,928	65,958	53,966
2010 / 2009 (%)	-4.4	-8.8	-10.0	-11.9	-1.0	-10.9
<b>Passenger cars, manufactured in Japan</b>						
2008 (number)	8,443	2,678	168	102	836	1,376
2009 (number)	6,907	2,109	136	90	631	1,067
2010 (number)	7,361	2,291	108	105	502	1,292
2010 / 2009 (%)	6.6	8.6	-20.6	16.7	-20.4	21.1
2008 \$'000	203,258	70,044	4,119	2,714	21,203	34,438
2009 \$'000	165,705	55,545	3,150	2,184	16,185	25,532
2010 \$'000	177,970	59,620	2,722	2,707	13,401	31,148
2010 / 2009 (%)	7.4	7.3	-13.6	23.9	-17.2	22.0
<b>Passenger cars, manufactured in other countries</b>						
2008 (number)	8,719	2,970	147	115	749	1,179
2009 (number)	7,255	2,394	158	87	668	867
2010 (number)	9,775	3,420	181	148	786	1,237
2010 / 2009 (%)	34.7	42.9	14.6	70.1	17.7	42.7
2008 \$'000	250,349	99,881	3,385	2,717	22,600	39,215
2009 \$'000	211,478	81,976	3,648	2,140	20,516	29,023
2010 \$'000	307,497	119,937	4,874	4,105	27,048	42,868
2010 / 2009 (%)	45.4	46.3	33.6	91.8	31.8	47.7
<b>Trucks<sup>1</sup>, manufactured in North America</b>						
2008 (number)	46,838	15,827	1,459	1,920	9,925	6,165
2009 (number)	36,985	12,437	1,366	1,792	8,301	4,528
2010 (number)	41,450	14,903	1,409	2,106	7,982	4,590
2010 / 2009 (%)	12.1	19.8	3.1	17.5	-3.8	1.4
2008 \$'000	1,811,270	604,334	61,524	77,843	403,674	247,141
2009 \$'000	1,354,960	442,545	48,115	65,424	303,880	171,041
2010 \$'000	1,634,409	554,377	55,785	84,223	311,838	224,561
2010 / 2009 (%)	20.6	25.3	15.9	28.7	2.6	31.3
<b>Trucks<sup>1</sup>, manufactured overseas</b>						
2008 (number)	6,989	2,714	154	165	1,015	968
2009 (number)	6,089	2,312	156	159	874	886
2010 (number)	6,465	2,366	145	141	877	930
2010 / 2009 (%)	6.2	2.3	-7.1	-11.3	0.3	5.0
2008 \$'000	270,204	108,617	5,530	5,887	40,069	39,341
2009 \$'000	235,048	92,142	5,251	5,706	34,180	36,449
2010 \$'000	261,581	99,772	5,689	5,537	34,805	40,478
2010 / 2009 (%)	11.3	8.3	8.3	-3.0	1.8	11.1

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**

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
	number	%	number	%	number	%	number	%	number	%
<b>2008</b>										
Newfoundland and Labrador	1,710	46.9	633	73.0	x	x	x	x	872	68.3
Prince Edward Island	288	18.5	110	5.8	x	x	x	x	138	0.7
Nova Scotia	3,115	27.8	1,156	44.3	222	23.3	327	52.8	1,705	42.7
New Brunswick	2,138	5.8	787	8.4	x	x	x	x	1,069	7.4
Quebec	25,041	21.1	9,249	36.9	2,867	3.4	2,877	21.3	14,993	26.0
Ontario	37,288	8.4	13,099	18.7	2,678	8.2	2,970	16.2	18,747	16.7
Manitoba	2,949	16.6	1,021	41.6	168	73.2	147	8.9	1,336	40.2
Saskatchewan	2,958	21.3	656	29.4	102	59.4	115	40.2	873	33.7
Alberta	16,968	3.5	4,443	31.4	836	11.0	749	17.0	6,028	26.2
British Columbia and the Territories <sup>1</sup>	13,091	8.1	3,403	6.5	1,376	17.9	1,179	2.5	5,958	8.1
<b>Canada</b>	<b>105,546</b>	<b>11.8</b>	<b>34,557</b>	<b>25.2</b>	<b>8,443</b>	<b>9.6</b>	<b>8,719</b>	<b>17.7</b>	<b>51,719</b>	<b>21.1</b>
<b>2009</b>										
Newfoundland and Labrador	1,125	-34.2	289	-54.3	x	x	x	x	504	-42.2
Prince Edward Island	250	-13.2	98	-10.9	x	x	x	x	148	7.2
Nova Scotia	2,148	-31.0	675	-41.6	190	-14.4	243	-25.7	1,108	-35.0
New Brunswick	1,779	-16.8	477	-39.4	x	x	x	x	742	-30.6
Quebec	17,636	-29.6	5,181	-44.0	2,463	-14.1	2,529	-12.1	10,173	-32.1
Ontario	27,732	-25.6	8,480	-35.3	2,109	-21.2	2,394	-19.4	12,983	-30.7
Manitoba	2,430	-17.6	614	-39.9	136	-19.0	158	7.5	908	-32.0
Saskatchewan	2,736	-7.5	608	-7.3	90	-11.8	87	-24.3	785	-10.1
Alberta	13,151	-22.5	2,677	-39.7	631	-24.5	668	-10.8	3,976	-34.0
British Columbia and the Territories <sup>1</sup>	9,830	-24.9	2,482	-27.1	1,067	-22.5	867	-26.5	4,416	-25.9
<b>Canada</b>	<b>78,817</b>	<b>-25.3</b>	<b>21,581</b>	<b>-37.5</b>	<b>6,907</b>	<b>-18.2</b>	<b>7,255</b>	<b>-16.8</b>	<b>35,743</b>	<b>-30.9</b>
<b>2010</b>										
Newfoundland and Labrador	1,547	37.5	439	51.9	x	x	x	x	690	36.9
Prince Edward Island	303	21.2	87	-11.2	x	x	x	x	135	-8.8
Nova Scotia	2,608	21.4	757	12.1	217	14.2	290	19.3	1,264	14.1
New Brunswick	2,021	13.6	467	-2.1	x	x	x	x	797	7.4
Quebec	19,592	11.1	4,789	-7.6	2,632	6.9	3,298	30.4	10,719	5.4
Ontario	30,052	8.4	7,072	-16.6	2,291	8.6	3,420	42.9	12,783	-1.5
Manitoba	2,358	-3.0	515	-16.1	108	-20.6	181	14.6	804	-11.5
Saskatchewan	3,003	9.8	503	-17.3	105	16.7	148	70.1	756	-3.7
Alberta	12,618	-4.1	2,471	-7.7	502	-20.4	786	17.7	3,759	-5.5
British Columbia and the Territories <sup>1</sup>	10,191	3.7	2,142	-13.7	1,292	21.1	1,237	42.7	4,671	5.8
<b>Canada</b>	<b>84,293</b>	<b>6.9</b>	<b>19,242</b>	<b>-10.8</b>	<b>7,361</b>	<b>6.6</b>	<b>9,775</b>	<b>34.7</b>	<b>36,378</b>	<b>1.8</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

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
	number	%	number	%	number	%	number	%
<b>2008</b>								
Newfoundland and Labrador	1,710	46.9	x	x	x	x	838	29.7
Prince Edward Island	288	18.5	x	x	x	x	150	41.5
Nova Scotia	3,115	27.8	1,250	14.8	160	4.6	1,410	13.5
New Brunswick	2,138	5.8	952	5.7	117	-5.6	1,069	4.3
Quebec	25,041	21.1	8,448	15.3	1,600	9.8	10,048	14.4
Ontario	37,288	8.4	15,827	-0.7	2,714	13.2	18,541	1.1
Manitoba	2,949	16.6	1,459	2.0	154	4.8	1,613	2.3
Saskatchewan	2,958	21.3	1,920	17.2	165	11.5	2,085	16.7
Alberta	16,968	3.5	9,925	-5.9	1,015	-4.9	10,940	-5.8
British Columbia and the Territories <sup>1</sup>	13,091	8.1	6,165	11.5	968	-9.2	7,133	8.1
<b>Canada</b>	105,546	11.8	46,838	4.0	6,989	4.9	53,827	4.1
<b>2009</b>								
Newfoundland and Labrador	1,125	-34.2	x	x	x	x	621	-25.9
Prince Edward Island	250	-13.2	x	x	x	x	102	-32.0
Nova Scotia	2,148	-31.0	896	-28.3	144	-10.0	1,040	-26.2
New Brunswick	1,779	-16.8	925	-2.8	112	-4.3	1,037	-3.0
Quebec	17,636	-29.6	6,120	-27.6	1,343	-16.1	7,463	-25.7
Ontario	27,732	-25.6	12,437	-21.4	2,312	-14.8	14,749	-20.5
Manitoba	2,430	-17.6	1,366	-6.4	156	1.3	1,522	-5.6
Saskatchewan	2,736	-7.5	1,792	-6.7	159	-3.6	1,951	-6.4
Alberta	13,151	-22.5	8,301	-16.4	874	-13.9	9,175	-16.1
British Columbia and the Territories <sup>1</sup>	9,830	-24.9	4,528	-26.6	886	-8.5	5,414	-24.1
<b>Canada</b>	78,817	-25.3	36,985	-21.0	6,089	-12.9	43,074	-20.0
<b>2010</b>								
Newfoundland and Labrador	1,547	37.5	x	x	x	x	857	38.0
Prince Edward Island	303	21.2	x	x	x	x	168	64.7
Nova Scotia	2,608	21.4	1,242	38.6	102	-29.2	1,344	29.2
New Brunswick	2,021	13.6	1,099	18.8	125	11.6	1,224	18.0
Quebec	19,592	11.1	7,191	17.5	1,682	25.2	8,873	18.9
Ontario	30,052	8.4	14,903	19.8	2,366	2.3	17,269	17.1
Manitoba	2,358	-3.0	1,409	3.1	145	-7.1	1,554	2.1
Saskatchewan	3,003	9.8	2,106	17.5	141	-11.3	2,247	15.2
Alberta	12,618	-4.1	7,982	-3.8	877	0.3	8,859	-3.4
British Columbia and the Territories <sup>1</sup>	10,191	3.7	4,590	1.4	930	5.0	5,520	2.0
<b>Canada</b>	84,293	6.9	41,450	12.1	6,465	6.2	47,915	11.2

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

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>2008</b>										
Newfoundland and Labrador	47,807	44.8	14,659	73.7	x	x	x	x	19,387	69.9
Prince Edward Island	7,692	20.1	2,449	0.0	x	x	x	x	3,013	-3.3
Nova Scotia	88,049	11.6	28,250	47.4	4,878	7.4	6,595	50.5	39,722	41.4
New Brunswick	64,485	3.4	18,246	6.4	x	x	x	x	23,793	4.3
Quebec	712,847	16.2	216,472	36.0	61,808	3.2	69,171	15.1	347,451	24.4
Ontario	1,220,338	6.0	337,462	21.2	70,044	1.6	99,881	10.0	507,387	15.8
Manitoba	100,668	6.7	26,111	49.2	4,119	63.6	3,385	-2.6	33,614	43.1
Saskatchewan	105,683	20.5	16,522	28.4	2,714	59.4	2,717	46.5	21,953	33.7
Alberta	603,958	3.0	116,412	36.0	21,203	1.2	22,600	6.9	160,215	25.5
British Columbia and the Territories <sup>1</sup>	434,796	3.4	74,661	-4.5	34,438	17.5	39,215	-2.7	148,313	0.4
<b>Canada</b>	<b>3,386,322</b>	<b>8.1</b>	<b>851,241</b>	<b>25.4</b>	<b>203,258</b>	<b>5.9</b>	<b>250,349</b>	<b>10.1</b>	<b>1,304,849</b>	<b>18.8</b>
<b>2009</b>										
Newfoundland and Labrador	30,305	-36.6	6,293	-57.1	x	x	x	x	10,642	-45.1
Prince Edward Island	6,179	-19.7	2,100	-14.3	x	x	x	x	3,072	2.0
Nova Scotia	61,088	-30.6	15,337	-45.7	4,239	-13.1	5,410	-18.0	24,986	-37.1
New Brunswick	54,778	-15.1	10,970	-39.9	x	x	x	x	16,593	-30.3
Quebec	521,279	-26.9	116,370	-46.2	54,245	-12.2	62,446	-9.7	233,060	-32.9
Ontario	872,132	-28.5	199,924	-40.8	55,545	-20.7	81,976	-17.9	337,445	-33.5
Manitoba	74,498	-26.0	14,335	-45.1	3,150	-23.5	3,648	7.8	21,132	-37.1
Saskatchewan	90,132	-14.7	14,678	-11.2	2,184	-19.5	2,140	-21.2	19,002	-13.4
Alberta	441,390	-26.9	66,630	-42.8	16,185	-23.7	20,516	-9.2	103,331	-35.5
British Columbia and the Territories <sup>1</sup>	322,636	-25.8	60,592	-18.8	25,532	-25.9	29,023	-26.0	115,146	-22.4
<b>Canada</b>	<b>2,474,417</b>	<b>-26.9</b>	<b>507,228</b>	<b>-40.4</b>	<b>165,705</b>	<b>-18.5</b>	<b>211,478</b>	<b>-15.5</b>	<b>884,410</b>	<b>-32.2</b>
<b>2010</b>										
Newfoundland and Labrador	45,930	51.6	10,097	60.4	x	x	x	x	15,324	44.0
Prince Edward Island	8,727	41.2	2,048	-2.5	x	x	x	x	3,084	0.4
Nova Scotia	81,336	33.1	19,509	27.2	5,033	18.7	6,886	27.3	31,429	25.8
New Brunswick	63,555	16.0	11,417	4.1	x	x	x	x	18,837	13.5
Quebec	613,297	17.7	113,813	-2.2	58,726	8.3	92,709	48.5	265,247	13.8
Ontario	1,015,973	16.5	182,267	-8.8	59,620	7.3	119,937	46.3	361,824	7.2
Manitoba	81,964	10.0	12,895	-10.0	2,722	-13.6	4,874	33.6	20,490	-3.0
Saskatchewan	109,499	21.5	12,928	-11.9	2,707	23.9	4,105	91.8	19,739	3.9
Alberta	453,051	2.6	65,958	-1.0	13,401	-17.2	27,048	31.8	106,408	3.0
British Columbia and the Territories <sup>1</sup>	393,023	21.8	53,966	-10.9	31,148	22.0	42,868	47.7	127,983	11.1
<b>Canada</b>	<b>2,866,355</b>	<b>15.8</b>	<b>484,899</b>	<b>-4.4</b>	<b>177,970</b>	<b>7.4</b>	<b>307,497</b>	<b>45.4</b>	<b>970,366</b>	<b>9.7</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

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>2008</b>								
Newfoundland and Labrador	47,807	44.8	x	x	x	x	28,419	31.5
Prince Edward Island	7,692	20.1	x	x	x	x	4,679	42.2
Nova Scotia	88,049	11.6	42,649	-6.8	5,677	12.7	48,327	-4.9
New Brunswick	64,485	3.4	36,766	4.0	3,926	-7.4	40,692	2.8
Quebec	712,847	16.2	307,201	9.3	58,196	10.0	365,396	9.4
Ontario	1,220,338	6.0	604,334	-2.3	108,617	15.4	712,951	0.0
Manitoba	100,668	6.7	61,524	-6.2	5,530	4.8	67,054	-5.4
Saskatchewan	105,683	20.5	77,843	18.5	5,887	5.2	83,730	17.5
Alberta	603,958	3.0	403,674	-3.2	40,069	-3.1	443,743	-3.2
British Columbia and the Territories <sup>1</sup>	434,796	3.4	247,141	6.9	39,341	-5.7	286,483	5.0
<b>Canada</b>	<b>3,386,322</b>	<b>8.1</b>	<b>1,811,270</b>	<b>1.7</b>	<b>270,204</b>	<b>6.6</b>	<b>2,081,474</b>	<b>2.3</b>
<b>2009</b>								
Newfoundland and Labrador	30,305	-36.6	x	x	x	x	19,663	-30.8
Prince Edward Island	6,179	-19.7	x	x	x	x	3,107	-33.6
Nova Scotia	61,088	-30.6	31,113	-27.0	4,988	-12.1	36,102	-25.3
New Brunswick	54,778	-15.1	34,586	-5.9	3,600	-8.3	38,186	-6.2
Quebec	521,279	-26.9	238,662	-22.3	49,556	-14.8	288,218	-21.1
Ontario	872,132	-28.5	442,545	-26.8	92,142	-15.2	534,687	-25.0
Manitoba	74,498	-26.0	48,115	-21.8	5,251	-5.0	53,366	-20.4
Saskatchewan	90,132	-14.7	65,424	-16.0	5,706	-3.1	71,130	-15.0
Alberta	441,390	-26.9	303,880	-24.7	34,180	-14.7	338,059	-23.8
British Columbia and the Territories <sup>1</sup>	322,636	-25.8	171,041	-30.8	36,449	-7.4	207,490	-27.6
<b>Canada</b>	<b>2,474,417</b>	<b>-26.9</b>	<b>1,354,960</b>	<b>-25.2</b>	<b>235,048</b>	<b>-13.0</b>	<b>1,590,007</b>	<b>-23.6</b>
<b>2010</b>								
Newfoundland and Labrador	45,930	51.6	x	x	x	x	30,606	55.7
Prince Edward Island	8,727	41.2	x	x	x	x	5,644	81.7
Nova Scotia	81,336	33.1	45,991	47.8	3,915	-21.5	49,906	38.2
New Brunswick	63,555	16.0	40,525	17.2	4,194	16.5	44,719	17.1
Quebec	613,297	17.7	284,131	19.1	63,919	29.0	348,049	20.8
Ontario	1,015,973	16.5	554,377	25.3	99,772	8.3	654,149	22.3
Manitoba	81,964	10.0	55,785	15.9	5,689	8.3	61,474	15.2
Saskatchewan	109,499	21.5	84,223	28.7	5,537	-3.0	89,760	26.2
Alberta	453,051	2.6	311,838	2.6	34,805	1.8	346,643	2.5
British Columbia and the Territories <sup>1</sup>	393,023	21.8	224,561	31.3	40,478	11.1	265,039	27.7
<b>Canada</b>	<b>2,866,355</b>	<b>15.8</b>	<b>1,634,409</b>	<b>20.6</b>	<b>261,581</b>	<b>11.3</b>	<b>1,895,990</b>	<b>19.2</b>

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

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

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



**Table 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								
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
2009	1,487,343	748,833	427,460	137,860	183,513	738,510	640,512	97,998
\$'000								
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
2009	47,127,199	19,232,461	10,368,179	3,307,036	5,557,241	27,894,739	23,987,764	3,906,976

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
	number	%	number	%	number	%	number	%
<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	120,746	-0.3	32,803	2.2	26,819	-3.5	61,124	-0.1
July	127,327	5.5	37,382	14.0	26,086	-2.7	63,859	4.5
August	126,675	-0.5	34,523	-7.6	28,208	8.1	63,944	0.1
September	128,810	1.7	36,470	5.6	27,696	-1.8	64,644	1.1
October <sup>r</sup>	133,383	3.6	39,198	7.5	28,848	4.2	65,337	1.1
November <sup>r</sup>	125,377	-6.0	35,659	-9.0	27,205	-5.7	62,513	-4.3
December <sup>r</sup>	128,387	2.4	37,281	4.5	26,900	-1.1	64,206	2.7
<b>2010</b>								
January <sup>p</sup>	128,426	0.0	34,234	-8.2	28,466	5.8	65,726	2.4

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>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	120,746	2,413	422	4,108	2,760	32,308
July	127,327	2,470	445	4,212	2,978	33,222
August	126,675	2,383	422	4,232	3,090	33,108
September	128,810	2,668	481	4,150	3,409	33,619
October <sup>r</sup>	133,383	2,736	460	4,397	3,234	34,849
November <sup>r</sup>	125,377	2,187	429	3,776	2,967	34,114
December <sup>r</sup>	128,387	2,574	505	4,255	3,092	34,980
<b>2010</b>						
January <sup>P</sup>	128,426	2,820	496	4,183	3,131	34,269

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>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	127,327	47,602	3,755	3,970	15,864	12,809
August	126,675	47,446	3,760	3,688	15,660	12,886
September	128,810	47,184	3,748	3,970	16,107	13,474
October r	133,383	48,843	3,890	4,162	16,796	14,016
November r	125,377	45,995	3,641	3,372	15,254	13,642
December r	128,387	46,367	3,700	3,688	15,853	13,373
<b>2010</b>						
January P	128,426	46,459	3,698	4,099	15,884	13,387

# Definitions

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## Trucks

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

## Passenger car

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

## Country of origin

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

## Motor vehicle sales - units

The number of new motor vehicles sold in Canada.

## Motor vehicle sales - dollars

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

## Average price of passenger cars

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

# Appendix I

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## Scope of the survey

The interest in and need for detailed statistics on the automobile industry arose years ago, when the industry began playing a prominent role in the Canadian economy. For over 50 years, Statistics Canada has been collecting and disseminating statistical information on the retail sales of new motor vehicles. Not only are these statistics required to produce estimates of Canadian consumer spending for the national accounts and the gross domestic product, but they have also served and continue to serve as one of the most important, most often requested indicators of the health of Canada's economy.<sup>1</sup>

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

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

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

## Data quality and methodology

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

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

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

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

## Data confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information relating to any identifiable business without the previous consent in writing of that business.<sup>2</sup> The disclosure of data likely to reveal specific information on the activity of a particular company is systematically and rigorously controlled and regulated to prevent the publication or disclosure of any information deemed confidential. The rules regarding confidentiality

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

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

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

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

## Seasonal adjustment

Time series contain the elements essential to the description, explanation and forecasting of the behaviour of an economic phenomenon: "They are statistical records of the evolution of economic processes through time."<sup>3</sup> 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.

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.

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

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

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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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.