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New Motor Vehicle Sales

February 2010



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Symbols

The following standard symbols are used in Statistics Canada publications:

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

Note to users

Figures may not add up to totals because of rounding.

Acknowledgements

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Highlights

February 2010

New motor vehicles sold increased 8.1% to 138,336 units in February, reflecting similar growth rates for both trucks and passenger cars. Sales of new motor vehicles have generally been rising since early 2009.

Analysis – February 2010

New motor vehicles sold increased 8.1% to 138,336 units in February, reflecting similar growth rates for both trucks and passenger cars. Sales of new motor vehicles have generally been rising since early 2009.

Preliminary industry data indicate that the number of new motor vehicles sold decreased by 4% in March.

Truck, passenger car sales up

Sales of new trucks (which include minivans, sport-utility vehicles, light and heavy trucks, vans and buses) increased 8.0% to 71,803 units in February. Sales of trucks in February were the highest since January 2008. While the number of passenger cars sold has traditionally exceeded the number of trucks sold on a monthly basis, truck sales have been higher in 8 of the past 10 months.

The number of new passenger cars sold in February increased 8.2% to 66,533 units. Sales of North American-built passenger cars increased 10.1%, mostly offsetting January's decline. The number of overseas-built passenger cars sold increased by 5.9%, a second consecutive monthly increase.

Sales up in seven provinces

The number of new motor vehicles sold increased in seven provinces. The largest contribution to the national increase came from an 11.0% rise in Ontario's sales, the most significant gain in this province since July 2009.

Notable gains were also registered in New Brunswick (+13.1%), Manitoba (+12.1%), Nova Scotia (+11.1%), and Alberta (+10.2%).

Declines were registered in Prince Edward Island (-5.3%), Newfoundland and Labrador (-2.9%), and British Columbia and the Territories (-1.0%).

Note to readers

Seasonally adjusted estimates of new motor vehicle sales have been revised for 2006 to 2009. The annual sum of seasonally adjusted figures now corresponds to the annual sum of unadjusted estimates.

The unadjusted estimates of new motor vehicle sales have been revised back to January 2009.

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

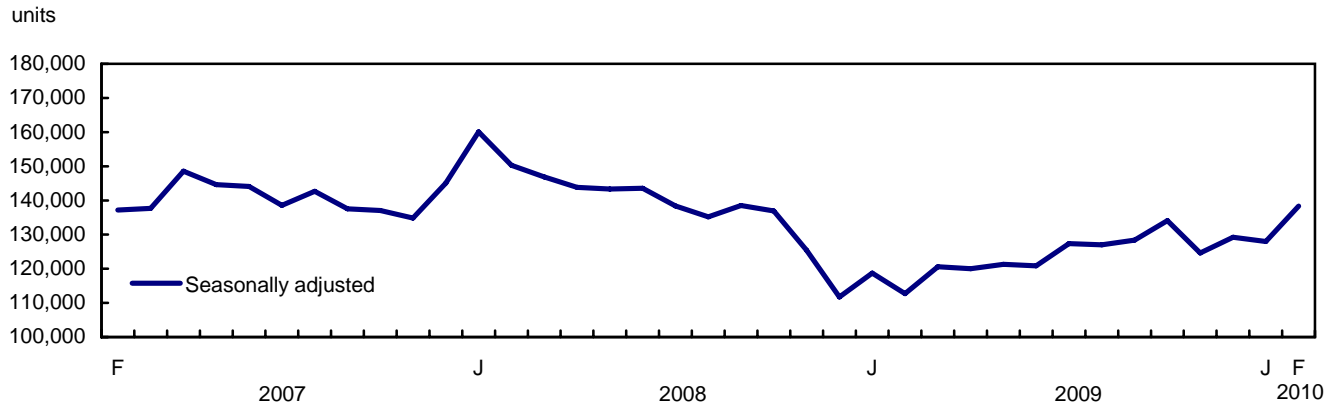


Chart 2
Truck, van and bus sales, seasonally adjusted, in units, 2007 to 2010

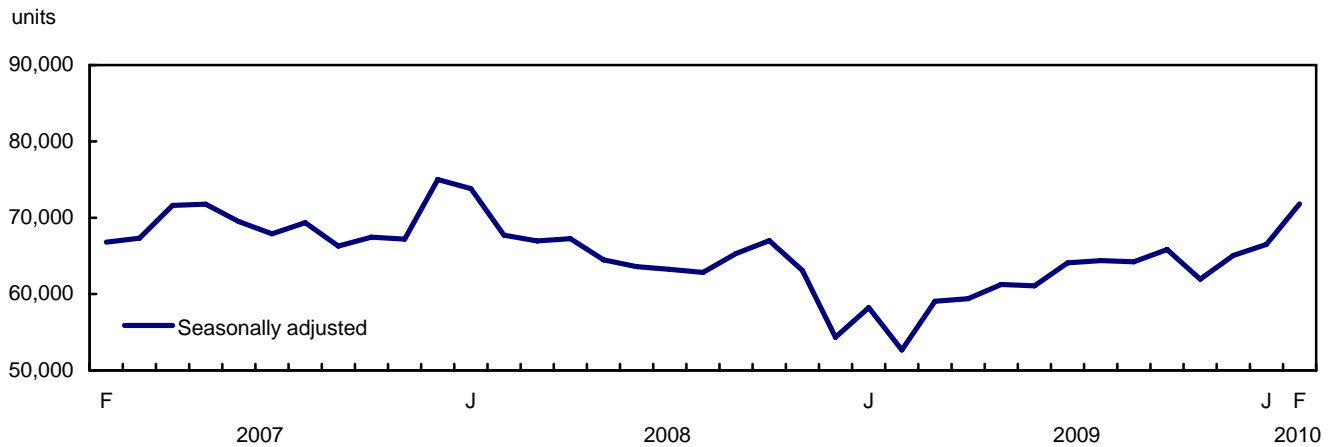


Chart 3
Passenger car sales, seasonally adjusted, in units, 2007 to 2010

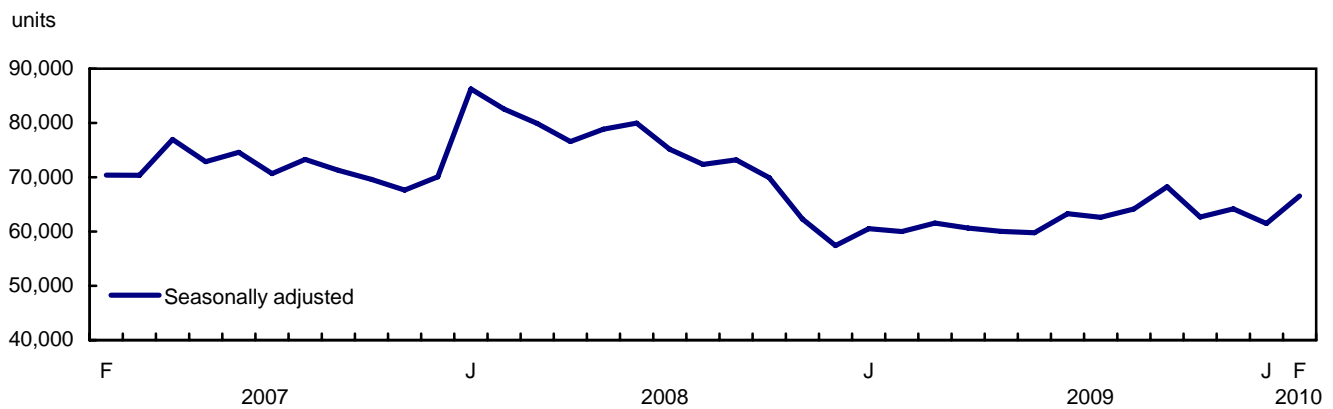


Chart 4

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

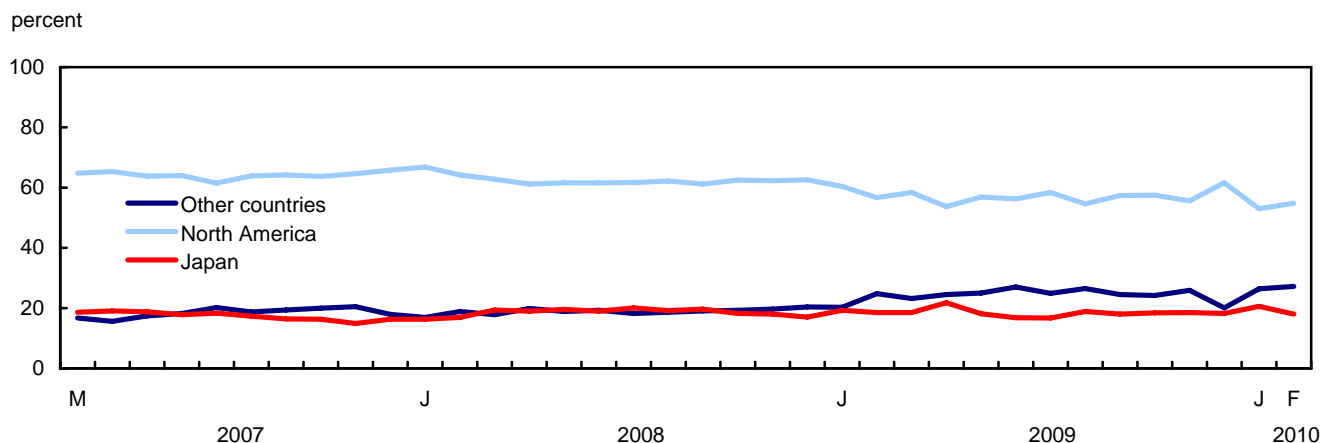
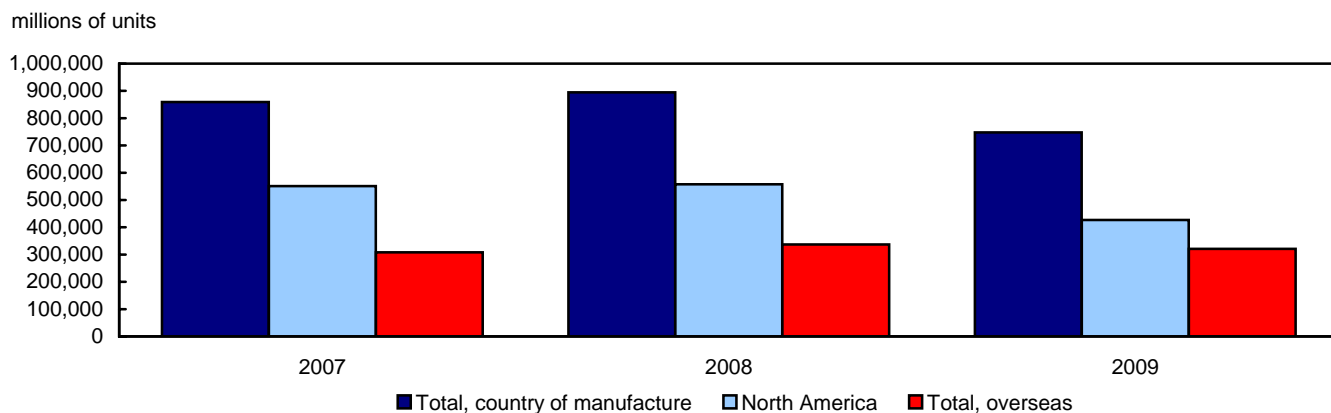


Chart 5

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



Related products

Selected publications from Statistics Canada

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

Selected CANSIM tables from Statistics Canada

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

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

- *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

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	%
2008										
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
Year	1,674,145	-1.0	557,422	1.2	167,916	11.0	169,168	8.0	894,506	4.1
2009										
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	131,275	-4.5	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	104,589	-2.9	28,504	-10.7	9,477	2.9	13,280	31.3	51,261	0.0
December	113,613	16.9	31,398	12.1	9,295	22.4	10,246	12.3	50,939	13.9
Year	1,484,856	-11.3	426,709	-23.4	137,860	-17.9	183,102	8.2	747,671	-16.4
2010										
January ^r	83,512	6.0	18,910	-12.4	7,361	6.6	9,403	29.6	35,674	-0.2
February ^p	101,793	24.1	24,871	7.5	8,180	8.2	12,371	22.5	45,422	11.4

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 ¹					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	number	%	number	%	number	%	number	%
2008								
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
Year	1,674,145	-1.0	667,139	-8.3	112,500	8.6	779,639	-6.2
2009								
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	131,275	-4.5	55,050	3.1	8,756	-9.0	63,806	1.3
October	123,607	-1.9	54,058	3.6	8,120	-21.6	62,178	-0.6
November	104,589	-2.9	46,165	-4.1	7,163	-13.6	53,328	-5.5
December	113,613	16.9	55,731	23.5	6,943	-4.7	62,674	19.5
Year	1,484,856	-11.3	639,306	-4.2	97,879	-13.0	737,185	-5.4
2010								
January ^r	83,512	6.0	41,494	12.2	6,344	4.2	47,838	11.1
February ^p	101,793	24.1	49,027	40.3	7,344	16.3	56,371	36.6

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

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

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

	Total new motor vehicles		Passenger cars							
			North America		Japan		Other countries		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%	\$'000	%
2008										
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
Year	51,565,539	-3.9	13,263,053	-1.4	3,966,400	7.0	5,102,499	10.7	22,331,952	2.6
2009										
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	4,166,515	-0.7	924,120	-14.2	292,836	-12.8	499,958	19.2	1,716,914	-6.3
October	4,036,810	2.0	870,534	-6.9	272,213	-2.2	469,490	18.4	1,612,237	0.1
November	3,437,215	1.3	706,632	-5.9	234,744	6.8	414,588	23.6	1,355,965	3.8
December	3,805,490	19.4	768,379	14.5	223,785	24.9	327,706	6.8	1,319,870	14.0
Year	46,937,588	-9.0	10,346,359	-22.0	3,307,036	-16.6	5,535,011	8.5	19,188,411	-14.1
2010										
January ^r	2,833,500	14.5	474,593	-6.4	177,970	7.4	284,295	34.4	936,859	5.9
February ^p	3,312,768	29.6	610,233	10.7	198,112	9.9	373,430	27.8	1,181,776	15.5

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 ¹					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%
2008								
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
Year	51,565,539	-3.9	25,036,422	-10.5	4,197,166	6.4	29,233,586	-8.4
2009								
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	4,166,515	-0.7	2,097,077	4.5	352,524	-1.3	2,449,601	3.6
October	4,036,810	2.0	2,092,221	6.9	332,352	-14.5	2,424,573	3.4
November	3,437,215	1.3	1,781,273	0.4	299,977	-4.0	2,081,250	-0.3
December	3,805,490	19.4	2,193,284	25.0	292,335	5.7	2,485,620	22.4
Year	46,937,588	-9.0	23,847,949	-4.7	3,901,228	-7.1	27,749,177	-5.1
2010								
January ^r	2,833,500	14.5	1,640,621	21.1	256,021	8.9	1,896,642	19.3
February ^p	3,312,768	29.6	1,839,852	42.9	291,141	19.4	2,130,993	39.1

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

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

Table 2
Average monthly prices of passenger cars, by origin

Period	Total, country of manufacture		North America		Total, overseas		Japan		Other countries	
	Amount	Change	Amount	Change	Amount	Change	Amount	Change	Amount	Change
	\$	%	\$	%	\$	%	\$	%	\$	%
2008										
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
Year	24,966	-1.5	23,794	-2.5	26,904	-0.4	23,621	-3.6	30,162	2.5
2009										
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	26,452	3.8	24,791	5.4	28,533	-0.7	24,770	3.8	31,219	-5.9
December	25,911	0.2	24,472	2.1	28,222	-2.9	24,076	2.0	31,984	-4.9
Year	25,664	2.8	24,247	1.9	27,549	2.4	23,988	1.6	30,229	0.2
2010										
January ^r	26,262 ^r	6.1 ^r	25,097 ^r	6.8 ^r	27,575 ^r	3.5 ^r	24,177	0.8	30,234 ^r	3.7 ^r
February ^p	26,018	3.7	24,536	3.0	27,811	3.9	24,219	1.6	30,186	4.3

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	%
2008								
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
Year	894,506	100.0	557,422	62.3	167,916	18.8	169,168	18.9
2009								
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	51,261	100.0	28,504	55.6	9,477	18.5	13,280	25.9
December	50,939	100.0	31,398	61.6	9,295	18.2	10,246	20.1
Year	747,671	100.0	426,709	57.1	137,860	18.4	183,102	24.5
2010								
January r	35,674	100.0	18,910	53.0	7,361	20.6	9,403	26.4
February p	45,422	100.0	24,871	54.8	8,180	18.0	12,371	27.2

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

Type and origin of vehicles	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
Total, new motor vehicles						
2008 (number)	113,877	2,013	355	3,516	2,527	29,755
2009 (number)	82,039	1,188	239	2,445	1,717	21,501
2010 (number)	101,793	1,693	297	3,242	2,553	26,476
2010 / 2009 (%)	24.1	42.5	24.3	32.6	48.7	23.1
2008 \$'000	3,560,284	54,123	9,096	94,867	70,692	831,281
2009 \$'000	2,555,416	32,916	6,308	67,915	50,105	634,187
2010 \$'000	3,312,768	49,972	8,433	96,841	80,442	779,532
2010 / 2009 (%)	29.6	51.8	33.7	42.6	60.5	22.9
Passenger cars, manufactured in North America						
2008 (number)	37,369	777	144	1,393	977	10,625
2009 (number)	23,129	355	67	825	487	6,259
2010 (number)	24,871	426	92	958	648	6,901
2010 / 2009 (%)	7.5	20.0	37.3	16.1	33.1	10.3
2008 \$'000	905,278	18,084	3,256	32,541	22,227	241,308
2009 \$'000	551,107	7,969	1,472	19,179	11,014	141,586
2010 \$'000	610,233	9,315	2,126	22,906	15,633	156,657
2010 / 2009 (%)	10.7	16.9	44.4	19.4	41.9	10.6
Passenger cars, manufactured in Japan						
2008 (number)	9,839	x	x	288	x	3,798
2009 (number)	7,559	x	x	181	x	3,168
2010 (number)	8,180	x	x	219	x	3,477
2010 / 2009 (%)	8.2	x	x	21.0	x	9.8
2008 \$'000	226,614	x	x	6,203	x	80,997
2009 \$'000	180,252	x	x	4,062	x	69,365
2010 \$'000	198,112	x	x	5,189	x	78,115
2010 / 2009 (%)	9.9	x	x	27.7	x	12.6
Passenger cars, manufactured in other countries						
2008 (number)	11,002	x	x	412	x	4,517
2009 (number)	10,098	x	x	344	x	3,798
2010 (number)	12,371	x	x	460	x	4,271
2010 / 2009 (%)	22.5	x	x	33.7	x	12.5
2008 \$'000	298,502	x	x	8,957	x	104,955
2009 \$'000	292,192	x	x	7,177	x	93,742
2010 \$'000	373,430	x	x	11,016	x	116,243
2010 / 2009 (%)	27.8	x	x	53.5	x	24.0
Trucks ¹ , manufactured in North America						
2008 (number)	48,315	x	x	1,263	1,021	8,957
2009 (number)	34,939	x	x	945	827	6,606
2010 (number)	49,027	x	x	1,418	1,291	9,720
2010 / 2009 (%)	40.3	x	x	50.1	56.1	47.1
2008 \$'000	1,849,589	x	x	41,636	36,302	338,041
2009 \$'000	1,287,928	x	x	32,444	29,205	266,551
2010 \$'000	1,839,852	x	x	50,805	49,557	351,730
2010 / 2009 (%)	42.9	x	x	56.6	69.7	32.0
Trucks ¹ , manufactured overseas						
2008 (number)	7,352	x	x	160	126	1,858
2009 (number)	6,314	x	x	150	117	1,670
2010 (number)	7,344	x	x	187	130	2,107
2010 / 2009 (%)	16.3	x	x	24.7	11.1	26.2
2008 \$'000	280,301	x	x	5,529	4,006	65,981
2009 \$'000	243,936	x	x	5,053	3,823	62,943
2010 \$'000	291,141	x	x	6,925	4,553	76,787
2010 / 2009 (%)	19.4	x	x	37.0	19.1	22.0

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, February

Type and origin of vehicles	Canada	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia and the Territories ²
Total, new motor vehicles						
2008 (number)	113,877	38,614	3,087	3,207	17,182	13,621
2009 (number)	82,039	30,303	2,287	2,386	11,102	8,871
2010 (number)	101,793	37,431	2,921	3,187	13,770	10,223
2010 / 2009 (%)	24.1	23.5	27.7	33.6	24.0	15.2
2008 \$'000	3,560,284	1,234,443	100,964	116,329	599,604	448,885
2009 \$'000	2,555,416	954,388	74,726	78,252	369,903	286,717
2010 \$'000	3,312,768	1,242,141	101,802	111,287	496,659	345,660
2010 / 2009 (%)	29.6	30.2	36.2	42.2	34.3	20.6
Passenger cars, manufactured in North America						
2008 (number)	37,369	13,754	981	873	4,105	3,740
2009 (number)	23,129	9,431	553	520	2,411	2,221
2010 (number)	24,871	9,950	718	587	2,433	2,158
2010 / 2009 (%)	7.5	5.5	29.8	12.9	0.9	-2.8
2008 \$'000	905,278	344,897	23,933	21,607	104,866	92,559
2009 \$'000	551,107	230,230	13,016	12,585	60,022	54,034
2010 \$'000	610,233	255,146	17,310	14,175	63,731	53,235
2010 / 2009 (%)	10.7	10.8	33.0	12.6	6.2	-1.5
Passenger cars, manufactured in Japan						
2008 (number)	9,839	2,810	175	117	967	1,436
2009 (number)	7,559	2,156	129	110	531	1,077
2010 (number)	8,180	2,477	101	108	599	930
2010 / 2009 (%)	8.2	14.9	-21.7	-1.8	12.8	-13.6
2008 \$'000	226,614	69,613	3,745	2,999	23,947	34,116
2009 \$'000	180,252	57,151	3,104	2,690	14,200	25,416
2010 \$'000	198,112	64,085	2,585	2,774	16,090	23,577
2010 / 2009 (%)	9.9	12.1	-16.7	3.1	13.3	-7.2
Passenger cars, manufactured in other countries						
2008 (number)	11,002	3,155	200	125	771	1,310
2009 (number)	10,098	3,436	162	117	795	1,092
2010 (number)	12,371	4,339	170	166	1,045	1,369
2010 / 2009 (%)	22.5	26.3	4.9	41.9	31.4	25.4
2008 \$'000	298,502	103,007	5,007	3,017	21,925	41,724
2009 \$'000	292,192	114,776	3,869	2,720	23,631	39,078
2010 \$'000	373,430	146,486	4,586	4,489	32,722	45,756
2010 / 2009 (%)	27.8	27.6	18.5	65.0	38.5	17.1
Trucks ¹ , manufactured in North America						
2008 (number)	48,315	16,306	1,535	1,951	10,236	6,086
2009 (number)	34,939	12,878	1,297	1,487	6,589	3,667
2010 (number)	49,027	18,013	1,785	2,181	8,703	4,878
2010 / 2009 (%)	40.3	39.9	37.6	46.7	32.1	33.0
2008 \$'000	1,849,589	613,452	61,250	83,645	407,046	237,124
2009 \$'000	1,287,928	457,161	49,708	54,594	242,115	134,804
2010 \$'000	1,839,852	666,353	71,987	84,418	343,969	184,459
2010 / 2009 (%)	42.9	45.8	44.8	54.6	42.1	36.8
Trucks ¹ , manufactured overseas						
2008 (number)	7,352	2,589	196	141	1,103	1,049
2009 (number)	6,314	2,402	146	152	776	814
2010 (number)	7,344	2,652	147	145	990	888
2010 / 2009 (%)	16.3	10.4	0.7	-4.6	27.6	9.1
2008 \$'000	280,301	103,474	7,028	5,060	41,820	43,362
2009 \$'000	243,936	95,069	5,029	5,663	29,935	33,384
2010 \$'000	291,141	110,071	5,334	5,430	40,147	38,632
2010 / 2009 (%)	19.4	15.8	6.1	-4.1	34.1	15.7

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 February

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	%
2008										
Newfoundland and Labrador	3,723	54.0	1,410	83.6	x	x	x	x	1,941	81.6
Prince Edward Island	643	23.4	254	16.0	x	x	x	x	347	19.2
Nova Scotia	6,631	31.5	2,549	47.3	510	25.6	739	60.3	3,798	46.2
New Brunswick	4,665	15.5	1,764	24.4	x	x	x	x	2,449	24.9
Quebec	54,796	24.6	19,874	34.0	6,665	12.9	7,394	40.1	33,933	30.5
Ontario	75,902	8.8	26,853	18.8	5,488	10.9	6,125	11.7	38,466	16.5
Manitoba	6,036	16.5	2,002	36.7	343	44.7	347	34.0	2,692	37.3
Saskatchewan	6,165	26.6	1,529	48.4	219	63.4	240	42.0	1,988	49.1
Alberta	34,150	4.4	8,548	23.2	1,803	23.7	1,520	7.6	11,871	21.0
British Columbia and the Territories¹	26,712	3.7	7,143	2.6	2,812	12.0	2,489	2.2	12,444	4.5
Canada	219,423	12.9	71,926	24.1	18,282	14.2	19,721	23.2	109,929	22.2
2009										
Newfoundland and Labrador	2,313	-37.9	644	-54.3	x	x	x	x	1,081	-44.3
Prince Edward Island	489	-24.0	165	-35.0	x	x	x	x	268	-22.8
Nova Scotia	4,593	-30.7	1,500	-41.2	371	-27.3	587	-20.6	2,458	-35.3
New Brunswick	3,496	-25.1	964	-45.4	x	x	x	x	1,515	-38.1
Quebec	39,137	-28.6	11,440	-42.4	5,631	-15.5	6,327	-14.4	23,398	-31.0
Ontario	58,035	-23.5	17,911	-33.3	4,265	-22.3	5,830	-4.8	28,006	-27.2
Manitoba	4,717	-21.9	1,167	-41.7	265	-22.7	320	-7.8	1,752	-34.9
Saskatchewan	5,122	-16.9	1,128	-26.2	200	-8.7	204	-15.0	1,532	-22.9
Alberta	24,253	-29.0	5,088	-40.5	1,162	-35.6	1,463	-3.8	7,713	-35.0
British Columbia and the Territories¹	18,701	-30.0	4,703	-34.2	2,144	-23.8	1,959	-21.3	8,806	-29.2
Canada	160,856	-26.7	44,710	-37.8	14,466	-20.9	17,353	-12.0	76,529	-30.4
2010										
Newfoundland and Labrador	3,238	40.0	863	34.0	x	x	x	x	1,410	30.4
Prince Edward Island	594	21.5	176	6.7	x	x	x	x	262	-2.2
Nova Scotia	5,808	26.5	1,694	12.9	436	17.5	730	24.4	2,860	16.4
New Brunswick	4,566	30.6	1,106	14.7	x	x	x	x	1,922	26.9
Quebec	45,876	17.2	11,617	1.5	6,109	8.5	7,461	17.9	25,187	7.6
Ontario	67,159	15.7	16,884	-5.7	4,768	11.8	7,610	30.5	29,262	4.5
Manitoba	5,261	11.5	1,227	5.1	209	-21.1	344	7.5	1,780	1.6
Saskatchewan	6,179	20.6	1,086	-3.7	213	6.5	308	51.0	1,607	4.9
Alberta	26,295	8.4	4,865	-4.4	1,101	-5.2	1,792	22.5	7,758	0.6
British Columbia and the Territories¹	20,329	8.7	4,263	-9.4	2,222	3.6	2,563	30.8	9,048	2.7
Canada	185,305	15.2	43,781	-2.1	15,541	7.4	21,774	25.5	81,096	6.0

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 February

Province	Total new motor vehicles		Trucks ²					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	number	%	number	%	number	%	number	%
2008								
Newfoundland and Labrador	3,723	54.0	x	x	x	x	1,782	32.2
Prince Edward Island	643	23.4	x	x	x	x	296	28.7
Nova Scotia	6,631	31.5	2,513	16.8	320	8.8	2,833	15.8
New Brunswick	4,665	15.5	1,973	6.8	243	4.7	2,216	6.6
Quebec	54,796	24.6	17,405	16.1	3,458	15.6	20,863	16.0
Ontario	75,902	8.8	32,133	0.4	5,303	12.8	37,436	2.0
Manitoba	6,036	16.5	2,994	3.0	350	11.1	3,344	3.8
Saskatchewan	6,165	26.6	3,871	18.7	306	12.1	4,177	18.2
Alberta	34,150	4.4	20,161	-3.9	2,118	9.7	22,279	-2.8
British Columbia and the Territories ¹	26,712	3.7	12,251	5.4	2,017	-9.5	14,268	3.0
Canada	219,423	12.9	95,153	4.4	14,341	8.9	109,494	5.0
2009								
Newfoundland and Labrador	2,313	-37.9	x	x	x	x	1,232	-30.9
Prince Edward Island	489	-24.0	x	x	x	x	221	-25.3
Nova Scotia	4,593	-30.7	1,841	-26.7	294	-8.1	2,135	-24.6
New Brunswick	3,496	-25.1	1,752	-11.2	229	-5.8	1,981	-10.6
Quebec	39,137	-28.6	12,726	-26.9	3,013	-12.9	15,739	-24.6
Ontario	58,035	-23.5	25,315	-21.2	4,714	-11.1	30,029	-19.8
Manitoba	4,717	-21.9	2,663	-11.1	302	-13.7	2,965	-11.3
Saskatchewan	5,122	-16.9	3,279	-15.3	311	1.6	3,590	-14.1
Alberta	24,253	-29.0	14,890	-26.1	1,650	-22.1	16,540	-25.8
British Columbia and the Territories ¹	18,701	-30.0	8,195	-33.1	1,700	-15.7	9,895	-30.6
Canada	160,856	-26.7	71,924	-24.4	12,403	-13.5	84,327	-23.0
2010								
Newfoundland and Labrador	3,238	40.0	x	x	x	x	1,828	48.4
Prince Edward Island	594	21.5	x	x	x	x	332	50.2
Nova Scotia	5,808	26.5	2,660	44.5	288	-2.0	2,948	38.1
New Brunswick	4,566	30.6	2,392	36.5	252	10.0	2,644	33.5
Quebec	45,876	17.2	16,922	33.0	3,767	25.0	20,689	31.5
Ontario	67,159	15.7	32,936	30.1	4,961	5.2	37,897	26.2
Manitoba	5,261	11.5	3,195	20.0	286	-5.3	3,481	17.4
Saskatchewan	6,179	20.6	4,287	30.7	285	-8.4	4,572	27.4
Alberta	26,295	8.4	16,691	12.1	1,846	11.9	18,537	12.1
British Columbia and the Territories ¹	20,329	8.7	9,471	15.6	1,810	6.5	11,281	14.0
Canada	185,305	15.2	90,521	25.9	13,688	10.4	104,209	23.6

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

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

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

Table 5-2

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

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	%
2008										
Newfoundland and Labrador	101,930	46.2	32,743	86.3	x	x	x	x	42,956	81.3
Prince Edward Island	16,788	21.8	5,705	12.3	x	x	x	x	7,532	14.9
Nova Scotia	182,916	19.1	60,791	48.2	11,081	14.1	15,552	58.0	87,423	44.3
New Brunswick	135,177	7.6	40,473	21.8	x	x	x	x	54,177	21.0
Quebec	1,544,128	18.5	457,780	31.8	142,805	9.7	174,126	28.6	774,710	26.4
Ontario	2,454,781	5.6	682,359	19.3	139,657	2.2	202,888	5.0	1,024,904	13.7
Manitoba	201,632	7.2	50,044	39.7	7,864	28.4	8,392	27.4	66,299	36.6
Saskatchewan	222,012	24.1	38,129	47.9	5,713	52.1	5,734	33.9	49,576	46.6
Alberta	1,203,562	0.7	221,278	26.4	45,150	11.7	44,525	-0.8	310,953	19.4
British Columbia and the Territories¹	883,681	-1.3	167,220	-2.4	68,554	5.9	80,939	-1.3	316,712	-0.4
Canada	6,946,606	7.7	1,756,519	23.3	429,872	7.4	548,851	12.7	2,735,243	18.4
2009										
Newfoundland and Labrador	63,221	-38.0	14,262	-56.4	x	x	x	x	23,029	-46.4
Prince Edward Island	12,487	-25.6	3,572	-37.4	x	x	x	x	5,527	-26.6
Nova Scotia	129,003	-29.5	34,516	-43.2	8,301	-25.1	12,587	-19.1	55,405	-36.6
New Brunswick	104,883	-22.4	21,984	-45.7	x	x	x	x	33,670	-37.9
Quebec	1,155,466	-25.2	257,956	-43.7	123,610	-13.4	156,188	-10.3	537,753	-30.6
Ontario	1,826,520	-25.6	430,154	-37.0	112,696	-19.3	196,752	-3.0	739,602	-27.8
Manitoba	149,224	-26.0	27,351	-45.3	6,254	-20.5	7,517	-10.4	41,120	-38.0
Saskatchewan	168,384	-24.2	27,263	-28.5	4,874	-14.7	4,860	-15.2	36,997	-25.4
Alberta	811,293	-32.6	126,652	-42.8	30,385	-32.7	44,147	-0.8	201,184	-35.3
British Columbia and the Territories¹	609,353	-31.0	114,626	-31.5	50,948	-25.7	68,101	-15.9	233,674	-26.2
Canada	5,029,833	-27.6	1,058,335	-39.7	345,957	-19.5	503,670	-8.2	1,907,962	-30.2
2010										
Newfoundland and Labrador	95,838	51.6	19,367	35.8	x	x	x	x	30,902	34.2
Prince Edward Island	16,928	35.6	4,079	14.2	x	x	x	x	5,814	5.2
Nova Scotia	176,855	37.1	41,749	21.0	10,222	23.1	17,209	36.7	69,180	24.9
New Brunswick	143,951	37.2	26,778	21.8	x	x	x	x	44,897	33.3
Quebec	1,384,475	19.8	268,074	3.9	136,841	10.7	202,466	29.6	607,380	12.9
Ontario	2,243,784	22.8	433,222	0.7	123,705	9.8	256,585	30.4	813,511	10.0
Manitoba	183,413	22.9	29,944	9.5	5,307	-15.1	9,184	22.2	44,434	8.1
Saskatchewan	220,519	31.0	26,895	-1.3	5,481	12.5	8,176	68.2	40,552	9.6
Alberta	946,185	16.6	128,521	1.5	29,491	-2.9	57,499	30.2	215,511	7.1
British Columbia and the Territories¹	734,322	20.5	106,198	-7.4	54,725	7.4	85,527	25.6	246,451	5.5
Canada	6,146,268	22.2	1,084,826	2.5	376,082	8.7	657,725	30.6	2,118,635	11.0

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 February

Province	Total new motor vehicles		Trucks ²					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%
2008								
Newfoundland and Labrador	101,930	46.2	x	x	x	x	58,973	28.2
Prince Edward Island	16,788	21.8	x	x	x	x	9,256	28.1
Nova Scotia	182,916	19.1	84,285	1.7	11,206	10.7	95,493	2.7
New Brunswick	135,177	7.6	73,068	0.3	7,932	-1.1	80,999	0.2
Quebec	1,544,128	18.5	645,242	11.1	124,177	13.2	769,418	11.4
Ontario	2,454,781	5.6	1,217,786	-1.8	212,091	15.4	1,429,877	0.4
Manitoba	201,632	7.2	122,774	-4.2	12,558	10.1	135,333	-3.0
Saskatchewan	222,012	24.1	161,488	19.6	10,947	9.3	172,436	18.9
Alberta	1,203,562	0.7	810,720	-5.7	81,889	9.8	892,609	-4.5
British Columbia and the Territories ¹	883,681	-1.3	484,265	-1.5	82,703	-3.8	566,969	-1.9
Canada	6,946,606	7.7	3,660,859	0.6	550,505	10.0	4,211,363	1.8
2009								
Newfoundland and Labrador	63,221	-38.0	x	x	x	x	40,192	-31.8
Prince Edward Island	12,487	-25.6	x	x	x	x	6,961	-24.8
Nova Scotia	129,003	-29.5	63,557	-24.6	10,041	-10.4	73,598	-22.9
New Brunswick	104,883	-22.4	63,791	-12.7	7,423	-6.4	71,213	-12.1
Quebec	1,155,466	-25.2	505,213	-21.7	112,499	-9.4	617,712	-19.7
Ontario	1,826,520	-25.6	899,706	-26.1	187,211	-11.7	1,086,918	-24.0
Manitoba	149,224	-26.0	97,823	-20.3	10,280	-18.1	108,103	-20.1
Saskatchewan	168,384	-24.2	120,018	-25.7	11,369	3.9	131,387	-23.8
Alberta	811,293	-32.6	545,995	-32.7	64,115	-21.7	610,110	-31.6
British Columbia and the Territories ¹	609,353	-31.0	305,845	-36.8	69,833	-15.6	375,678	-33.7
Canada	5,029,833	-27.6	2,642,888	-27.8	478,984	-13.0	3,121,871	-25.9
2010								
Newfoundland and Labrador	95,838	51.6	x	x	x	x	64,937	61.6
Prince Edward Island	16,928	35.6	x	x	x	x	11,114	59.7
Nova Scotia	176,855	37.1	96,881	52.4	10,794	7.5	107,675	46.3
New Brunswick	143,951	37.2	90,403	41.7	8,651	16.5	99,054	39.1
Quebec	1,384,475	19.8	637,414	26.2	139,681	24.2	777,095	25.8
Ontario	2,243,784	22.8	1,223,090	35.9	207,183	10.7	1,430,272	31.6
Manitoba	183,413	22.9	128,230	31.1	10,748	4.6	138,979	28.6
Saskatchewan	220,519	31.0	169,066	40.9	10,900	-4.1	179,967	37.0
Alberta	946,185	16.6	656,685	20.3	73,989	15.4	730,674	19.8
British Columbia and the Territories ¹	734,322	20.5	409,119	33.8	78,750	12.8	487,870	29.9
Canada	6,146,268	22.2	3,480,473	31.7	547,162	14.2	4,027,635	29.0

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 ¹		
		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	1,484,856	747,671	426,709	137,860	183,102	737,185	639,306	97,879
\$'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	46,937,588	19,188,411	10,346,359	3,307,036	5,535,011	27,749,177	23,847,949	3,901,228

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 ¹	
			North America		Overseas		Total	
	Units	Month/month change	Units	Month/month change	Units	Month/month change	Units	Month/month change
	number	%	number	%	number	%	number	%
2008								
January	160,098	10.4	54,772	24.8	31,508	20.3	73,818	-1.6
February	150,274	-6.1	51,947	-5.2	30,620	-2.8	67,707	-8.3
March	146,895	-2.2	49,173	-5.3	30,755	0.4	66,967	-1.1
April	143,831	-2.1	48,325	-1.7	28,258	-8.1	67,248	0.4
May	143,350	-0.3	49,190	1.8	29,677	5.0	64,483	-4.1
June	143,564	0.1	50,115	1.9	29,855	0.6	63,594	-1.4
July	138,389	-3.6	47,393	-5.4	27,752	-7.0	63,244	-0.6
August	135,200	-2.3	45,039	-5.0	27,318	-1.6	62,843	-0.6
September	138,505	2.4	44,544	-1.1	28,652	4.9	65,309	3.9
October	136,907	-1.2	43,879	-1.5	26,032	-9.1	66,996	2.6
November	125,393	-8.4	38,599	-12.0	23,700	-9.0	63,094	-5.8
December	111,741	-10.9	34,446	-10.8	22,958	-3.1	54,337	-13.9
2009								
January	118,738	6.3	36,959	7.3	23,564	2.6	58,215	7.1
February	112,685	-5.1	34,960	-5.4	25,045	6.3	52,680	-9.5
March	120,605	7.0	35,278	0.9	26,268	4.9	59,059	12.1
April	120,024	-0.5	33,195	-5.9	27,442	4.5	59,387	0.6
May	121,282	1.0	32,463	-2.2	27,557	0.4	61,262	3.2
June	120,849	-0.4	32,996	1.6	26,781	-2.8	61,072	-0.3
July	127,374	5.4	37,547	13.8	25,736	-3.9	64,091	4.9
August	127,006	-0.3	34,493	-8.1	28,135	9.3	64,378	0.4
September	128,375	1.1	36,449	5.7	27,701	-1.5	64,225	-0.2
October	134,079	4.4	39,360	8.0	28,893	4.3	65,826	2.5
November ^r	124,616	-7.1	35,540	-9.7	27,135	-6.1	61,941	-5.9
December ^r	129,224	3.7	37,469	5.4	26,705	-1.6	65,050	5.0
2010								
January ^r	127,979	-1.0	33,747	-9.9	27,723	3.8	66,509	2.2
February ^p	138,336	8.1	37,169	10.1	29,364	5.9	71,803	8.0

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

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

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

Period	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
	number					
2008						
January	160,098	3,127	506	5,033	3,353	42,945
February	150,274	3,224	499	4,744	3,429	40,986
March	146,895	2,567	496	4,724	3,467	36,732
April	143,831	2,559	467	4,356	3,500	37,252
May	143,350	2,517	515	4,535	3,363	37,723
June	143,564	2,495	465	4,525	3,400	36,451
July	138,389	2,665	442	4,284	3,514	35,868
August	135,200	2,711	433	4,075	3,336	35,395
September	138,505	2,734	446	4,562	3,411	35,757
October	136,907	2,699	429	4,375	3,305	34,741
November	125,393	2,055	424	3,734	2,729	30,809
December	111,741	2,095	382	3,479	2,715	30,497
2009						
January	118,738	2,096	427	3,529	2,822	30,757
February	112,685	1,976	370	3,508	2,422	30,544
March	120,605	2,264	439	3,801	2,753	33,628
April	120,024	2,386	467	3,871	2,873	32,350
May	121,282	2,489	417	4,098	2,938	31,914
June	120,849	2,442	424	4,119	2,723	32,466
July	127,374	2,491	449	4,220	2,976	33,371
August	127,006	2,412	428	4,238	3,100	33,331
September	128,375	2,693	482	4,162	3,389	33,549
October	134,079	2,756	461	4,420	3,253	35,066
November ^r	124,616	2,172	422	3,675	2,943	34,046
December ^r	129,224	2,578	500	4,231	3,082	35,552
2010						
January ^r	127,979	2,830	486	4,137	3,137	34,775
February ^p	138,336	2,747	460	4,598	3,548	37,029

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					
2008						
January	160,098	56,552	4,567	4,292	22,234	17,489
February	150,274	51,080	4,230	4,257	21,137	16,688
March	146,895	51,052	4,264	4,404	21,734	17,455
April	143,831	52,006	4,049	4,242	19,629	15,771
May	143,350	50,512	3,953	3,919	20,395	15,918
June	143,564	51,312	4,110	4,114	20,591	16,101
July	138,389	49,066	4,034	4,052	19,705	14,759
August	135,200	47,970	3,793	4,151	19,038	14,298
September	138,505	49,214	3,882	4,069	19,892	14,538
October	136,907	49,048	3,888	4,212	19,862	14,348
November	125,393	45,770	3,683	4,254	18,657	13,278
December	111,741	38,507	3,576	3,514	15,539	11,437
2009						
January	118,738	41,945	3,741	3,827	16,770	12,824
February	112,685	41,626	3,261	3,376	14,259	11,343
March	120,605	43,994	3,467	3,732	14,856	11,671
April	120,024	43,629	3,623	3,624	15,150	12,051
May	121,282	44,391	3,851	3,821	14,950	12,413
June	120,849	43,384	3,620	3,636	15,421	12,614
July	127,374	47,488	3,751	3,956	15,847	12,825
August	127,006	47,455	3,762	3,723	15,660	12,897
September	128,375	47,095	3,715	3,951	15,955	13,384
October	134,079	49,063	3,913	4,161	16,922	14,064
November ^r	124,616	45,719	3,613	3,352	15,169	13,505
December ^r	129,224	46,821	3,678	3,734	15,809	13,239
2010						
January ^r	127,979	45,724	3,674	4,115	15,916	13,185
February ^p	138,336	50,776	4,118	4,465	17,540	13,055

Definitions

Trucks

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

Passenger car

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

Country of origin

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

Motor vehicle sales - units

The number of new motor vehicles sold in Canada.

Motor vehicle sales - dollars

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

Average price of passenger cars

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

Appendix I

Scope of the survey

The interest in and need for detailed statistics on the automobile industry arose years ago, when the industry began playing a prominent role in the Canadian economy. For over 50 years, Statistics Canada has been collecting and disseminating statistical information on the retail 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.¹

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.² 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

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."³ 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-ARIMA⁴ 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.

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.⁵ 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.⁶ 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.

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

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.