

Catalogue no. 63-007-X

# New Motor Vehicle Sales

March 2010



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- . 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

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## Highlights

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### March 2010

New motor vehicles sold decreased 4.2% to 132,867 units in March, giving back about half of the gains from the previous month. Lower truck sales were the largest contributor to the decline in sales.

## Analysis – March 2010

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New motor vehicles sold decreased 4.2% to 132,867 units in March, giving back about half of the gains from the previous month. Lower truck sales were the largest contributor to the decline in sales.

Preliminary industry data indicate that the number of new motor vehicles sold decreased by 5% in April.

### Truck and passenger car sales down

Sales of new trucks (which include minivans, sport-utility vehicles, light and heavy trucks, vans and buses) decreased 5.7% to 67,960 units in March. Despite the decline in March, truck sales have continued to follow an upward trend that began at the beginning of 2009.

The number of new passenger cars sold in March decreased 2.5% to 64,907 units. Sales of North American-built passenger cars fell 5.7%, partially offsetting February's increase. The number of overseas-built passenger cars sold rose 1.5%, a third consecutive monthly increase.

### Sales down in most provinces

The number of new motor vehicles sold decreased in nine provinces in March. The largest declines were registered in provinces that had strong increases in February.

Saskatchewan (-14.1%) posted the biggest percentage decline, following increases of about 10% in each of the previous three months.

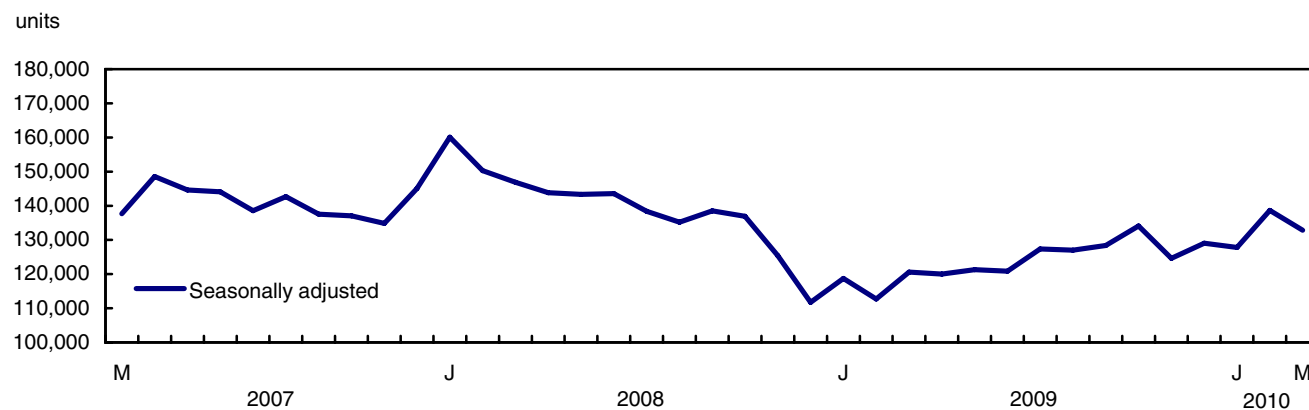
The largest contributor to the national decline was a 4.2% decrease in Ontario. March's decrease partially offset gains registered in February.

Sales in the region formed by British Columbia and the territories (-0.9%) fell for a fifth consecutive month. This series of decreases follows a run of eight consecutive increases.

Prince Edward Island (+7.6%) was the only province where sales increased in March. This gain offset the declines in January and February.

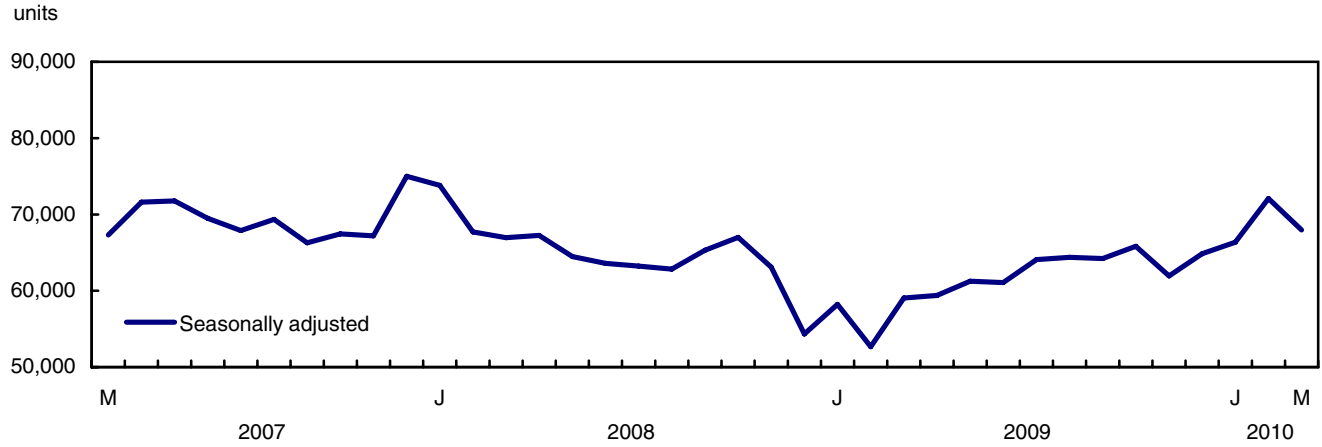
#### Chart 1

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

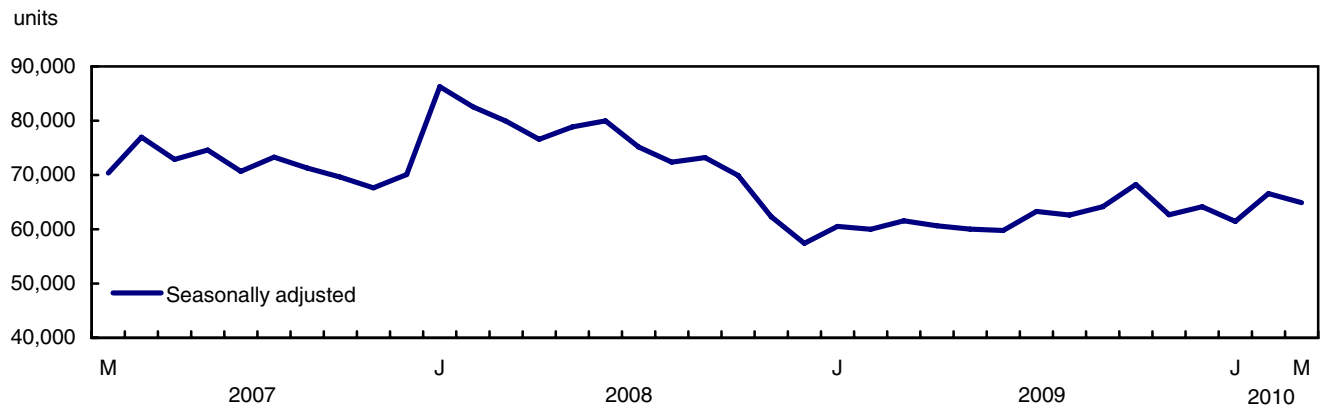




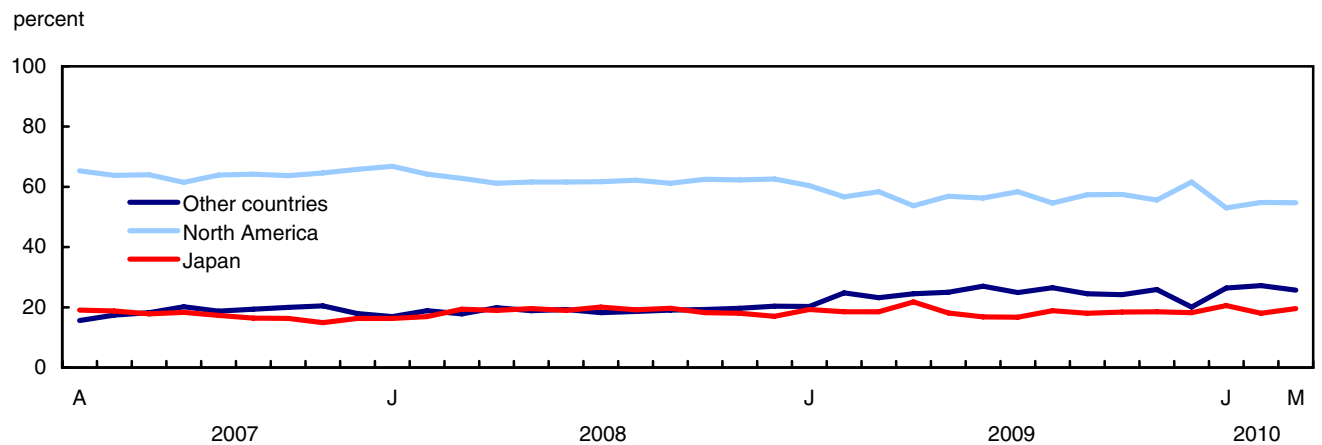
**Chart 2**  
Truck, van and bus sales, seasonally adjusted, in units, 2007 to 2010



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

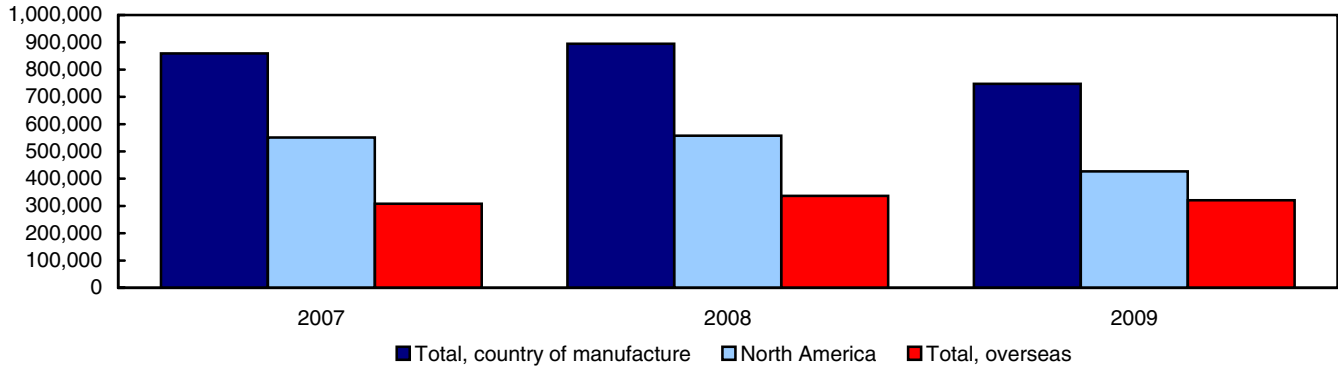


**Chart 4**  
Monthly distribution of the Canadian motor vehicle market (passenger cars), by origin, 2007 to 2010



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

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	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
<b>Year</b>	1,484,856	-11.3	426,709	-23.4	137,860	-17.9	183,102	8.2	747,671	-16.4
<b>2010</b>										
January	83,512	6.0	18,910	-12.4	7,361	6.6	9,403	29.6	35,674	-0.2
February	101,788	24.1	24,871	7.5	8,180	8.2	12,366	22.5	45,417	11.4
March	148,029	14.0	38,427	0.2	13,746	13.2	18,079	18.9	70,252	6.9

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	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
<b>Year</b>	1,484,856	-11.3	639,306	-4.2	97,879	-13.0	737,185	-5.4
<b>2010</b>								
January	83,512	6.0	41,494	12.2	6,344	4.2	47,838	11.1
February	101,788	24.1	49,027	40.3	7,344	16.3	56,371	36.6
March	148,029	14.0	67,292	19.9	10,485	30.5	77,777	21.3

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	4,166,515	-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
<b>Year</b>	<b>46,937,588</b>	<b>-9.0</b>	<b>10,346,359</b>	<b>-22.0</b>	<b>3,307,036</b>	<b>-16.6</b>	<b>5,535,011</b>	<b>8.5</b>	<b>19,188,411</b>	<b>-14.1</b>
<b>2010</b>										
January	2,833,500	14.5	474,593	-6.4	177,970	7.4	284,295	34.4	936,859	5.9
February	3,312,267	29.6	610,233	10.7	198,112	9.9	372,726	27.6	1,181,072	15.4
March	4,807,070	19.5	945,825	2.2	340,711	18.9	562,869	19.7	1,849,405	10.0

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>	<b>51,565,539</b>	<b>-3.9</b>	<b>25,036,422</b>	<b>-10.5</b>	<b>4,197,166</b>	<b>6.4</b>	<b>29,233,586</b>	<b>-8.4</b>
<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	4,166,515	-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
<b>Year</b>	<b>46,937,588</b>	<b>-9.0</b>	<b>23,847,949</b>	<b>-4.7</b>	<b>3,901,228</b>	<b>-7.1</b>	<b>27,749,177</b>	<b>-5.1</b>
<b>2010</b>								
January	2,833,500	14.5	1,640,621	21.1	256,021	8.9	1,896,642	19.3
February	3,312,267	29.6	1,839,852	42.9	291,344	19.4	2,131,195	39.1
March	4,807,070	19.5	2,533,996	25.0	423,669	34.9	2,957,666	26.3

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	26,452	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
<b>Year</b>	25,664	2.8	24,247	1.9	27,549	2.4	23,988	1.6	30,229	0.2
<b>2010</b>										
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	26,005	3.6	24,536	3.0	27,783	3.8	24,219	1.6	30,141	4.2
March	26,325	2.8	24,614	2.0	28,392	2.6	24,786	5.0	31,134	0.7

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

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

Period	Total		Passenger cars					
			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	51,261	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
<b>Year</b>	<b>747,671</b>	<b>100.0</b>	<b>426,709</b>	<b>57.1</b>	<b>137,860</b>	<b>18.4</b>	<b>183,102</b>	<b>24.5</b>
<b>2010</b>								
January	35,674	100.0	18,910	53.0	7,361	20.6	9,403	26.4
February	45,417	100.0	24,871	54.8	8,180	18.0	12,366	27.2
March	70,252	100.0	38,427	54.7	13,746	19.6	18,079	25.7

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

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)	153,505	2,530	452	4,990	3,509	39,517
2009 (number)	129,831	2,234	417	4,098	2,958	38,272
2010 (number)	148,029	2,822	529	4,404	3,545	44,685
2010 / 2009 (%)	14.0	26.3	26.9	7.5	19.8	16.8
2008 \$'000	4,775,620	66,511	11,202	132,409	93,782	1,096,782
2009 \$'000	4,023,591	63,705	11,802	123,063	86,021	1,117,391
2010 \$'000	4,807,070	81,442	13,988	136,366	109,714	1,308,125
2010 / 2009 (%)	19.5	27.8	18.5	10.8	27.5	17.1
<b>Passenger cars, manufactured in North America</b>						
2008 (number)	50,287	897	213	2,025	1,351	14,157
2009 (number)	38,347	658	164	1,440	892	11,847
2010 (number)	38,427	808	198	1,337	1,177	12,864
2010 / 2009 (%)	0.2	22.8	20.7	-7.2	32.0	8.6
2008 \$'000	1,206,511	19,806	4,634	46,343	29,762	318,226
2009 \$'000	925,045	15,214	3,576	34,079	20,584	276,822
2010 \$'000	945,825	17,744	4,415	31,123	28,076	300,527
2010 / 2009 (%)	2.2	16.6	23.5	-8.7	36.4	8.6
<b>Passenger cars, manufactured in Japan</b>						
2008 (number)	15,539	x	x	435	x	6,077
2009 (number)	12,138	x	x	344	x	5,417
2010 (number)	13,746	x	x	392	x	6,044
2010 / 2009 (%)	13.2	x	x	14.0	x	11.6
2008 \$'000	368,675	x	x	9,371	x	131,711
2009 \$'000	286,613	x	x	7,756	x	118,558
2010 \$'000	340,711	x	x	9,002	x	138,505
2010 / 2009 (%)	18.9	x	x	16.1	x	16.8
<b>Passenger cars, manufactured in other countries</b>						
2008 (number)	14,298	x	x	544	x	5,314
2009 (number)	15,210	x	x	495	x	6,459
2010 (number)	18,079	x	x	493	x	7,359
2010 / 2009 (%)	18.9	x	x	-0.4	x	13.9
2008 \$'000	406,385	x	x	10,873	x	131,038
2009 \$'000	470,337	x	x	12,004	x	178,585
2010 \$'000	562,869	x	x	12,107	x	206,800
2010 / 2009 (%)	19.7	x	x	0.9	x	15.8
<b>Trucks <sup>1</sup>, manufactured in North America</b>						
2008 (number)	62,765	x	x	1,748	1,427	11,283
2009 (number)	56,103	x	x	1,626	1,372	12,183
2010 (number)	67,292	x	x	1,998	1,624	15,058
2010 / 2009 (%)	19.9	x	x	22.9	18.4	23.6
2008 \$'000	2,401,028	x	x	57,874	47,565	419,927
2009 \$'000	2,027,588	x	x	62,434	48,443	456,116
2010 \$'000	2,533,996	x	x	77,363	62,556	536,889
2010 / 2009 (%)	25.0	x	x	23.9	29.1	17.7
<b>Trucks <sup>1</sup>, manufactured overseas</b>						
2008 (number)	10,616	x	x	238	156	2,686
2009 (number)	8,033	x	x	193	161	2,366
2010 (number)	10,485	x	x	184	152	3,360
2010 / 2009 (%)	30.5	x	x	-4.7	-5.6	42.0
2008 \$'000	393,023	x	x	7,949	5,054	95,881
2009 \$'000	314,007	x	x	6,790	5,359	87,311
2010 \$'000	423,669	x	x	6,773	5,266	125,403
2010 / 2009 (%)	34.9	x	x	-0.3	-1.7	43.6

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, March

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)	153,505	53,765	4,521	4,368	22,250	17,603
2009 (number)	129,831	47,304	3,643	3,795	15,152	11,958
2010 (number)	148,029	53,797	3,790	3,902	17,491	13,064
2010 / 2009 (%)	14.0	13.7	4.0	2.8	15.4	9.2
2008 \$'000	4,775,620	1,745,530	146,170	150,964	772,506	559,764
2009 \$'000	4,023,591	1,474,891	122,706	124,818	509,734	389,460
2010 \$'000	4,807,070	1,795,814	131,816	139,929	635,030	454,847
2010 / 2009 (%)	19.5	21.8	7.4	12.1	24.6	16.8
<b>Passenger cars, manufactured in North America</b>						
2008 (number)	50,287	19,122	1,308	1,044	5,468	4,702
2009 (number)	38,347	15,190	913	836	3,409	2,998
2010 (number)	38,427	14,651	824	699	3,121	2,748
2010 / 2009 (%)	0.2	-3.5	-9.7	-16.4	-8.4	-8.3
2008 \$'000	1,206,511	475,842	32,126	25,362	140,187	114,221
2009 \$'000	925,045	369,168	22,286	19,913	89,403	74,000
2010 \$'000	945,825	370,878	20,312	17,649	84,545	70,557
2010 / 2009 (%)	2.2	0.5	-8.9	-11.4	-5.4	-4.7
<b>Passenger cars, manufactured in Japan</b>						
2008 (number)	15,539	4,297	327	197	1,459	2,276
2009 (number)	12,138	3,465	196	158	771	1,378
2010 (number)	13,746	4,309	220	171	850	1,278
2010 / 2009 (%)	13.2	24.4	12.2	8.2	10.2	-7.3
2008 \$'000	368,675	110,894	7,829	4,983	38,729	55,440
2009 \$'000	286,613	90,233	4,890	3,726	20,428	32,697
2010 \$'000	340,711	116,987	5,293	4,463	23,717	31,908
2010 / 2009 (%)	18.9	29.6	8.2	19.8	16.1	-2.4
<b>Passenger cars, manufactured in other countries</b>						
2008 (number)	14,298	4,559	287	240	1,161	1,623
2009 (number)	15,210	4,773	249	190	955	1,469
2010 (number)	18,079	5,964	278	208	1,283	1,739
2010 / 2009 (%)	18.9	25.0	11.6	9.5	34.3	18.4
2008 \$'000	406,385	150,036	7,090	6,027	36,503	53,982
2009 \$'000	470,337	167,843	6,895	5,473	32,616	53,381
2010 \$'000	562,869	207,143	7,635	6,262	42,600	63,201
2010 / 2009 (%)	19.7	23.4	10.7	14.4	30.6	18.4
<b>Trucks<sup>1</sup>, manufactured in North America</b>						
2008 (number)	62,765	21,892	2,342	2,615	12,497	7,704
2009 (number)	56,103	20,965	2,105	2,439	8,997	5,227
2010 (number)	67,292	25,045	2,261	2,603	10,985	6,185
2010 / 2009 (%)	19.9	19.5	7.4	6.7	22.1	18.3
2008 \$'000	2,401,028	861,333	90,135	104,993	494,240	285,441
2009 \$'000	2,027,588	726,861	82,020	89,129	327,392	193,319
2010 \$'000	2,533,996	938,814	90,293	102,939	431,167	240,594
2010 / 2009 (%)	25.0	29.2	10.1	15.5	31.7	24.5
<b>Trucks<sup>1</sup>, manufactured overseas</b>						
2008 (number)	10,616	3,895	257	272	1,665	1,298
2009 (number)	8,033	2,911	180	172	1,020	886
2010 (number)	10,485	3,828	207	221	1,252	1,114
2010 / 2009 (%)	30.5	31.5	15.0	28.5	22.7	25.7
2008 \$'000	393,023	147,424	8,989	9,598	62,846	50,680
2009 \$'000	314,007	120,786	6,614	6,577	39,894	36,063
2010 \$'000	423,669	161,992	8,283	8,616	53,001	48,587
2010 / 2009 (%)	34.9	34.1	25.2	31.0	32.9	34.7

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 March**

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	6,253	26.5	2,307	30.4	x	x	x	x	3,237	31.6
Prince Edward Island	1,095	13.1	467	21.0	x	x	x	x	627	20.6
Nova Scotia	11,621	25.5	4,574	35.5	945	15.5	1,283	59.6	6,802	36.1
New Brunswick	8,174	9.3	3,115	14.5	x	x	x	x	4,375	17.4
Quebec	94,313	13.9	34,031	19.3	12,742	7.2	12,708	31.9	59,481	18.9
Ontario	129,667	4.2	45,975	10.6	9,785	10.4	10,684	8.8	66,444	10.2
Manitoba	10,557	10.7	3,310	20.3	670	49.9	634	36.6	4,614	26.0
Saskatchewan	10,533	22.7	2,573	37.2	416	76.3	480	57.9	3,469	43.6
Alberta	56,400	-0.3	14,016	11.0	3,262	19.5	2,681	7.0	19,959	11.8
British Columbia and the Territories <sup>1</sup>	44,315	0.3	11,845	-0.4	5,088	16.6	4,112	-3.2	21,045	2.7
<b>Canada</b>	<b>372,928</b>	<b>6.9</b>	<b>122,213</b>	<b>13.7</b>	<b>33,821</b>	<b>12.0</b>	<b>34,019</b>	<b>18.4</b>	<b>190,053</b>	<b>14.2</b>
<b>2009</b>										
Newfoundland and Labrador	4,547	-27.3	1,302	-43.6	x	x	x	x	2,151	-33.5
Prince Edward Island	906	-17.3	329	-29.6	x	x	x	x	516	-17.7
Nova Scotia	8,691	-25.2	2,940	-35.7	715	-24.3	1,082	-15.7	4,737	-30.4
New Brunswick	6,454	-21.0	1,856	-40.4	x	x	x	x	2,940	-32.8
Quebec	77,409	-17.9	23,287	-31.6	11,048	-13.3	12,786	0.6	47,121	-20.8
Ontario	105,339	-18.8	33,101	-28.0	7,730	-21.0	10,603	-0.8	51,434	-22.6
Manitoba	8,360	-20.8	2,080	-37.2	461	-31.2	569	-10.3	3,110	-32.6
Saskatchewan	8,917	-15.3	1,964	-23.7	358	-13.9	394	-17.9	2,716	-21.7
Alberta	39,405	-30.1	8,497	-39.4	1,933	-40.7	2,418	-9.8	12,848	-35.6
British Columbia and the Territories <sup>1</sup>	30,659	-30.8	7,701	-35.0	3,522	-30.8	3,428	-16.6	14,651	-30.4
<b>Canada</b>	<b>290,687</b>	<b>-22.1</b>	<b>83,057</b>	<b>-32.0</b>	<b>26,604</b>	<b>-21.3</b>	<b>32,563</b>	<b>-4.3</b>	<b>142,224</b>	<b>-25.2</b>
<b>2010</b>										
Newfoundland and Labrador	6,060	33.3	1,671	28.3	x	x	x	x	2,763	28.5
Prince Edward Island	1,123	24.0	374	13.7	x	x	x	x	560	8.5
Nova Scotia	10,212	17.5	3,031	3.1	828	15.8	1,223	13.0	5,082	7.3
New Brunswick	8,111	25.7	2,283	23.0	x	x	x	x	3,691	25.5
Quebec	90,561	17.0	24,481	5.1	12,153	10.0	14,820	15.9	51,454	9.2
Ontario	120,952	14.8	31,535	-4.7	9,077	17.4	13,570	28.0	54,182	5.3
Manitoba	9,051	8.3	2,051	-1.4	429	-6.9	622	9.3	3,102	-0.3
Saskatchewan	10,081	13.1	1,785	-9.1	384	7.3	516	31.0	2,685	-1.1
Alberta	43,786	11.1	7,986	-6.0	1,951	0.9	3,075	27.2	13,012	1.3
British Columbia and the Territories <sup>1</sup>	33,392	8.9	7,011	-9.0	3,500	-0.6	4,301	25.5	14,812	1.1
<b>Canada</b>	<b>333,329</b>	<b>14.7</b>	<b>82,208</b>	<b>-1.0</b>	<b>29,287</b>	<b>10.1</b>	<b>39,848</b>	<b>22.4</b>	<b>151,343</b>	<b>6.4</b>

See notes at the end of the table.

Table 5-1 – continued

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

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	6,253	26.5	x	x	x	x	3,016	21.5
Prince Edward Island	1,095	13.1	x	x	x	x	468	4.5
Nova Scotia	11,621	25.5	4,261	12.3	558	19.2	4,819	13.0
New Brunswick	8,174	9.3	3,400	0.6	399	7.3	3,799	1.3
Quebec	94,313	13.9	28,688	4.8	6,144	14.5	34,832	6.4
Ontario	129,667	4.2	54,025	-3.5	9,198	13.2	63,223	-1.4
Manitoba	10,557	10.7	5,336	0.4	607	8.4	5,943	1.1
Saskatchewan	10,533	22.7	6,486	14.2	578	18.4	7,064	14.5
Alberta	56,400	-0.3	32,658	-7.3	3,783	7.2	36,441	-5.9
British Columbia and the Territories <sup>1</sup>	44,315	0.3	19,955	-0.7	3,315	-7.5	23,270	-1.8
<b>Canada</b>	<b>372,928</b>	<b>6.9</b>	<b>157,918</b>	<b>-1.0</b>	<b>24,957</b>	<b>9.4</b>	<b>182,875</b>	<b>0.3</b>
<b>2009</b>								
Newfoundland and Labrador	4,547	-27.3	x	x	x	x	2,396	-20.6
Prince Edward Island	906	-17.3	x	x	x	x	390	-16.7
Nova Scotia	8,691	-25.2	3,467	-18.6	487	-12.7	3,954	-17.9
New Brunswick	6,454	-21.0	3,124	-8.1	390	-2.3	3,514	-7.5
Quebec	77,409	-17.9	24,909	-13.2	5,379	-12.5	30,288	-13.0
Ontario	105,339	-18.8	46,280	-14.3	7,625	-17.1	53,905	-14.7
Manitoba	8,360	-20.8	4,768	-10.6	482	-20.6	5,250	-11.7
Saskatchewan	8,917	-15.3	5,718	-11.8	483	-16.4	6,201	-12.2
Alberta	39,405	-30.1	23,887	-26.9	2,670	-29.4	26,557	-27.1
British Columbia and the Territories <sup>1</sup>	30,659	-30.8	13,422	-32.7	2,586	-22.0	16,008	-31.2
<b>Canada</b>	<b>290,687</b>	<b>-22.1</b>	<b>128,027</b>	<b>-18.9</b>	<b>20,436</b>	<b>-18.1</b>	<b>148,463</b>	<b>-18.8</b>
<b>2010</b>								
Newfoundland and Labrador	6,060	33.3	x	x	x	x	3,297	37.6
Prince Edward Island	1,123	24.0	x	x	x	x	563	44.4
Nova Scotia	10,212	17.5	4,658	34.4	472	-3.1	5,130	29.7
New Brunswick	8,111	25.7	4,016	28.6	404	3.6	4,420	25.8
Quebec	90,561	17.0	31,980	28.4	7,127	32.5	39,107	29.1
Ontario	120,952	14.8	57,981	25.3	8,789	15.3	66,770	23.9
Manitoba	9,051	8.3	5,456	14.4	493	2.3	5,949	13.3
Saskatchewan	10,081	13.1	6,890	20.5	506	4.8	7,396	19.3
Alberta	43,786	11.1	27,676	15.9	3,098	16.0	30,774	15.9
British Columbia and the Territories <sup>1</sup>	33,392	8.9	15,656	16.6	2,924	13.1	18,580	16.1
<b>Canada</b>	<b>333,329</b>	<b>14.7</b>	<b>157,813</b>	<b>23.3</b>	<b>24,173</b>	<b>18.3</b>	<b>181,986</b>	<b>22.6</b>

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

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

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

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

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	168,441	21.2	52,549	31.2	x	x	x	x	70,649	29.4
Prince Edward Island	27,990	6.6	10,339	15.6	x	x	x	x	13,430	14.9
Nova Scotia	315,325	16.6	107,134	35.0	20,452	7.3	26,425	49.4	154,010	32.7
New Brunswick	228,959	1.9	70,235	11.1	x	x	x	x	95,340	12.6
Quebec	2,640,910	8.9	776,006	16.3	274,516	4.2	305,164	17.9	1,355,684	14.0
Ontario	4,200,311	1.5	1,158,201	10.4	250,551	2.1	352,924	-0.5	1,761,677	6.8
Manitoba	347,802	1.3	82,170	21.4	15,693	35.6	15,482	27.1	113,345	24.0
Saskatchewan	372,976	18.8	63,491	35.1	10,696	62.7	11,761	42.0	85,949	39.0
Alberta	1,976,068	-3.9	361,465	13.6	83,879	14.9	81,028	-2.6	526,373	11.0
British Columbia and the Territories <sup>1</sup>	1,443,445	-5.3	281,441	-3.3	123,994	11.2	134,921	-5.3	540,355	-0.9
<b>Canada</b>	11,722,226	2.3	2,963,030	12.6	798,547	6.6	955,236	6.4	4,716,813	10.3
<b>2009</b>										
Newfoundland and Labrador	126,926	-24.6	29,476	-43.9	x	x	x	x	46,761	-33.8
Prince Edward Island	24,289	-13.2	7,148	-30.9	x	x	x	x	10,816	-19.5
Nova Scotia	252,066	-20.1	68,595	-36.0	16,057	-21.5	24,591	-6.9	109,244	-29.1
New Brunswick	190,904	-16.6	42,568	-39.4	x	x	x	x	65,889	-30.9
Quebec	2,272,857	-13.9	534,778	-31.1	242,168	-11.8	334,773	9.7	1,111,717	-18.0
Ontario	3,301,411	-21.4	799,322	-31.0	202,929	-19.0	364,595	3.3	1,366,845	-22.4
Manitoba	271,930	-21.8	49,637	-39.6	11,144	-29.0	14,412	-6.9	75,192	-33.7
Saskatchewan	293,202	-21.4	47,176	-25.7	8,600	-19.6	10,333	-12.1	66,109	-23.1
Alberta	1,321,027	-33.1	216,055	-40.2	50,813	-39.4	76,763	-5.3	343,632	-34.7
British Columbia and the Territories <sup>1</sup>	998,813	-30.8	188,626	-33.0	83,645	-32.5	121,482	-10.0	393,752	-27.1
<b>Canada</b>	9,053,424	-22.8	1,983,380	-33.1	632,570	-20.8	974,007	2.0	3,589,958	-23.9
<b>2010</b>										
Newfoundland and Labrador	177,280	39.7	37,111	25.9	x	x	x	x	60,722	29.9
Prince Edward Island	30,916	27.3	8,494	18.8	x	x	x	x	12,294	13.7
Nova Scotia	313,198	24.3	72,872	6.2	19,224	19.7	29,316	19.2	121,411	11.1
New Brunswick	253,665	32.9	54,854	28.9	x	x	x	x	86,789	31.7
Quebec	2,692,627	18.5	568,601	6.3	275,346	13.7	409,229	22.2	1,253,175	12.7
Ontario	4,039,276	22.3	804,100	0.6	240,692	18.6	463,187	27.0	1,507,978	10.3
Manitoba	315,188	15.9	50,256	1.2	10,600	-4.9	16,819	16.7	77,674	3.3
Saskatchewan	360,428	22.9	44,544	-5.6	9,944	15.6	14,438	39.7	68,926	4.3
Alberta	1,581,284	19.7	213,066	-1.4	53,208	4.7	100,080	30.4	366,354	6.6
British Columbia and the Territories <sup>1</sup>	1,188,977	19.0	176,755	-6.3	86,633	3.6	148,621	22.3	412,010	4.6
<b>Canada</b>	10,952,837	21.0	2,030,651	2.4	716,793	13.3	1,219,890	25.2	3,967,336	10.5

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 March

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	168,441	21.2	x	x	x	x	97,791	15.8
Prince Edward Island	27,990	6.6	x	x	x	x	14,560	-0.1
Nova Scotia	315,325	16.6	142,159	3.0	19,155	17.2	161,315	4.5
New Brunswick	228,959	1.9	120,633	-5.4	12,986	3.7	133,618	-4.6
Quebec	2,640,910	8.9	1,065,169	2.3	220,058	13.3	1,285,226	4.0
Ontario	4,200,311	1.5	2,079,119	-4.5	359,515	14.7	2,438,634	-2.1
Manitoba	347,802	1.3	212,909	-8.0	21,547	5.3	234,457	-6.9
Saskatchewan	372,976	18.8	266,481	13.7	20,545	15.4	287,028	13.9
Alberta	1,976,068	-3.9	1,304,960	-9.8	144,735	7.7	1,449,695	-8.3
British Columbia and the Territories <sup>1</sup>	1,443,445	-5.3	769,706	-8.5	133,383	-3.2	903,089	-7.7
<b>Canada</b>	11,722,226	2.3	6,061,887	-4.2	943,528	10.0	7,005,413	-2.5
<b>2009</b>								
Newfoundland and Labrador	126,926	-24.6	x	x	x	x	80,165	-18.0
Prince Edward Island	24,289	-13.2	x	x	x	x	13,474	-7.5
Nova Scotia	252,066	-20.1	125,991	-11.4	16,831	-12.1	142,822	-11.5
New Brunswick	190,904	-16.6	112,234	-7.0	12,782	-1.6	125,015	-6.4
Quebec	2,272,857	-13.9	961,329	-9.7	199,810	-9.2	1,161,139	-9.7
Ontario	3,301,411	-21.4	1,626,567	-21.8	307,997	-14.3	1,934,565	-20.7
Manitoba	271,930	-21.8	179,843	-15.5	16,894	-21.6	196,737	-16.1
Saskatchewan	293,202	-21.4	209,147	-21.5	17,946	-12.7	227,093	-20.9
Alberta	1,321,027	-33.1	873,387	-33.1	104,009	-28.1	977,396	-32.6
British Columbia and the Territories <sup>1</sup>	998,813	-30.8	499,164	-35.1	105,896	-20.6	605,060	-33.0
<b>Canada</b>	9,053,424	-22.8	4,670,476	-23.0	792,991	-16.0	5,463,466	-22.0
<b>2010</b>								
Newfoundland and Labrador	177,280	39.7	x	x	x	x	116,559	45.4
Prince Edward Island	30,916	27.3	x	x	x	x	18,622	38.2
Nova Scotia	313,198	24.3	174,244	38.3	17,544	4.2	191,787	34.3
New Brunswick	253,665	32.9	152,959	36.3	13,917	8.9	166,876	33.5
Quebec	2,692,627	18.5	1,174,303	22.2	265,149	32.7	1,439,452	24.0
Ontario	4,039,276	22.3	2,161,904	32.9	369,394	19.9	2,531,296	30.8
Manitoba	315,188	15.9	218,523	21.5	18,991	12.4	237,514	20.7
Saskatchewan	360,428	22.9	272,005	30.1	19,497	8.6	291,502	28.4
Alberta	1,581,284	19.7	1,087,852	24.6	127,078	22.2	1,214,930	24.3
British Columbia and the Territories <sup>1</sup>	1,188,977	19.0	649,713	30.2	127,253	20.2	776,967	28.4
<b>Canada</b>	10,952,837	21.0	6,014,469	28.8	971,034	22.5	6,985,503	27.9

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

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

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



**Table 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	1,484,856	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 <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	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
<b>2009</b>								
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	124,616	-7.1	35,540	-9.7	27,135	-6.1	61,941	-5.9
December	129,026	3.5	37,373	5.2	26,791	-1.3	64,862	4.7
<b>2010</b>								
January	127,813	-0.9	33,568	-10.2	27,883	4.1	66,362	2.3
February	138,666	8.5	37,086	10.5	29,492	5.8	72,088	8.6
March	132,867	-4.2	34,967	-5.7	29,940	1.5	67,960	-5.7

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

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

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

Period	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
number						
<b>2008</b>						
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
<b>2009</b>						
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	124,616	2,172	422	3,675	2,943	34,046
December	129,026	2,581	504	4,211	3,071	35,593
<b>2010</b>						
January	127,813	2,833	489	4,106	3,123	34,806
February	138,666	2,761	472	4,674	3,576	37,152
March	132,867	2,734	508	4,066	3,247	36,615

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	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
<b>2009</b>						
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	124,616	45,719	3,613	3,352	15,169	13,505
December	129,026	46,699	3,644	3,705	15,816	13,202
<b>2010</b>						
January	127,813	45,745	3,640	4,071	15,898	13,102
February	138,666	51,002	4,117	4,453	17,560	12,899
March	132,867	48,881	3,635	3,826	16,571	12,784

# Definitions

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## Trucks

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

## Passenger car

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

## Country of origin

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

## Motor vehicle sales - units

The number of new motor vehicles sold in Canada.

## Motor vehicle sales - dollars

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

## Average price of passenger cars

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

# Appendix I

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## Scope of the survey

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

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

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

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

## Data quality and methodology

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

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

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

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

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

## Data confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information relating to any identifiable business without the previous consent in writing of that business.<sup>2</sup> The disclosure of data likely to reveal specific information on the activity of a particular company is systematically and rigorously controlled and regulated to prevent the publication or disclosure of any information deemed confidential. The rules regarding confidentiality are therefore applied in such a way that no data are shown for cells (or statistical units). If information is withheld for reasons of confidentiality an "X" will appear in the appropriate cell of this publication.

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

## Seasonal adjustment

Time series contain the elements essential to the description, explanation and forecasting of the behaviour of an economic phenomenon: "They are statistical records of the evolution of economic processes through time."<sup>3</sup> Economic time series such as the New Motor Vehicles Sales Survey can be broken down into five main components: the trend-cycle, seasonality, the trading-day effect, the Easter holiday effect and the irregular component.

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

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

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

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

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

Thus, the latter four components—seasonal, irregular, trading-day and Easter holiday effect—all conceal the fundamental trend-cycle component of the series. Seasonal adjustment (correction of seasonal variation) consists in removing the seasonal, trading-day and Easter holiday effect components from the series, and it thus helps reveal the trend-cycle. While seasonal adjustment permits a better understanding of the underlying trend-cycle of a series, the seasonally adjusted series still contains an irregular component. Slight month-to-month variations in the seasonally adjusted series may be simple irregular movements. To get a better idea of the underlying trend, users should examine several months of the seasonally adjusted series.

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

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

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

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

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

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

To assist the user, the Months of Cyclical Dominance number, MCD, is provided.<sup>6</sup> The MCD is the shortest monthly span for which a certain ratio becomes and remains less than one, that is, the ratio for which the absolute average percentage change of the trend-cycle of the seasonally adjusted series becomes greater than the absolute average per cent change of the irregular component. The MCD can be interpreted as the number of months over which a change in the seasonally adjusted series must move in a given direction before one can be reasonably certain that the trend-cycle of that series also has moved in the given direction. Clearly small MCD's are desirable and indicative of a smooth series. Applying a moving average to the seasonally adjusted data of MCD length tends to smooth irregular movements which may obscure the underlying trend-cycle. The MCD moving average provides a method of reducing all types of series to approximately the same degree of smoothness, whatever the size of the irregular component in the original series.

## Revision procedures

The seasonally adjusted estimates are revised for the three months preceding the reference period. Monthly unadjusted data are revised for the previous month, when new information is made available to Statistics Canada. In addition, unadjusted new motor vehicle sales are revised each year, for the latest year, in the February issue of this publication. At that time, monthly seasonally adjusted estimates for the latest four years of data are revised.

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

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

6. MCD = 8 for North American passenger cars. MCD = 3 for Overseas passenger cars. MCD = 12 for Commercial vehicles.



## Appendix II

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### List of North American motor vehicle manufacturers

B.M.W. Canada Inc.  
Blue Bird Body Co.  
DaimlerChrysler Canada Inc.  
Ford Motor Company of Canada Limited  
Freightliner of Canada Ltd.  
General Motors of Canada Limited  
Honda Canada Inc.  
Hyundai Auto Canada Inc.  
International Truck and Engine Corporation Canada  
Kenworth Div., Paccar of Canada Ltd.  
Mack Canada Inc.  
Mazda Canada Inc.  
Mitsubishi Motor Sales of Canada, Inc.  
Motor Coach Industries Limited  
New Flyer Industries Ltd.  
Nissan Canada Inc.  
Nova Bus Corp.  
Orion Bus Industries Inc.  
Peterbilt Div., Paccar of Canada Ltd.  
Prévost Car Inc.  
Sterling Heavy Duty TrucksSubaru Canada Inc.  
Subaru Canada Inc.  
Suzuki Canada Inc.  
Thomas Built Buses of Canada Ltd.

Toyota Canada Ltd.

Volkswagen Canada Inc.

Volvo Trucks Canada Inc.

Western Star Trucks Inc.

## **List of importers and distributors of overseas manufactured motor vehicles**

### **Japan**

General Motors of Canada Ltd.

Hino Diesel Trucks Canada Ltd.

Honda Canada Inc.

Mazda Canada Inc.

Mitsubishi Motor Sales of Canada, Inc.

Nissan Canada Inc.

Subaru Canada Inc.

Suzuki Canada Inc.

Toyota Canada Inc.

### **Other Countries**

B.M.W. Canada Inc.

Daewoo Auto Canada Inc.

Ford Motor Company of Canada Limited

General Motors Canada Ltd.

Hyundai Auto Canada Inc.

Jaguar Canada Inc.

Kia Canada Inc.

Land Rover group Canada Inc.

Mercedes-Benz Canada Inc.

Porsche Cars of Canada Ltd.

Volkswagen Canada Inc.

Volvo Cars of Canada Ltd.