

Catalogue no. 63-007-X

# New Motor Vehicle Sales

November 2010



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# New Motor Vehicle Sales

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January 2011

Catalogue no. 63-007-X, vol. 82, no. 11

ISSN 1209-1146

Frequency: Monthly

Ottawa

Cette publication est également disponible en français.

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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

This publication was prepared under the direction of:

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## Highlights

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### November 2010

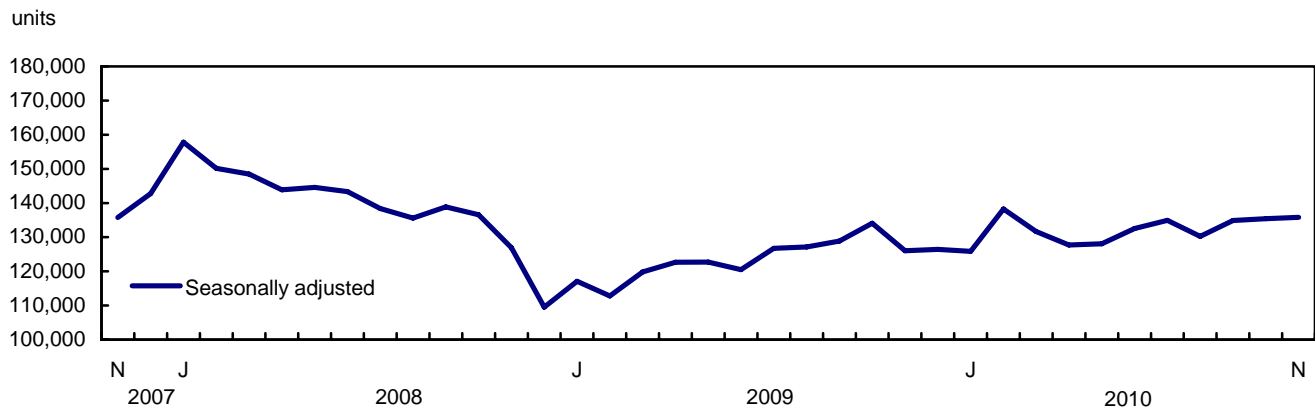
The number of new motor vehicles sold in November was up 0.3% to 135,823 units. Stronger truck sales were responsible for the increase.

## Analysis – November 2010

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The number of new motor vehicles sold in November was up 0.3% to 135,823 units. Stronger truck sales were responsible for the increase.

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

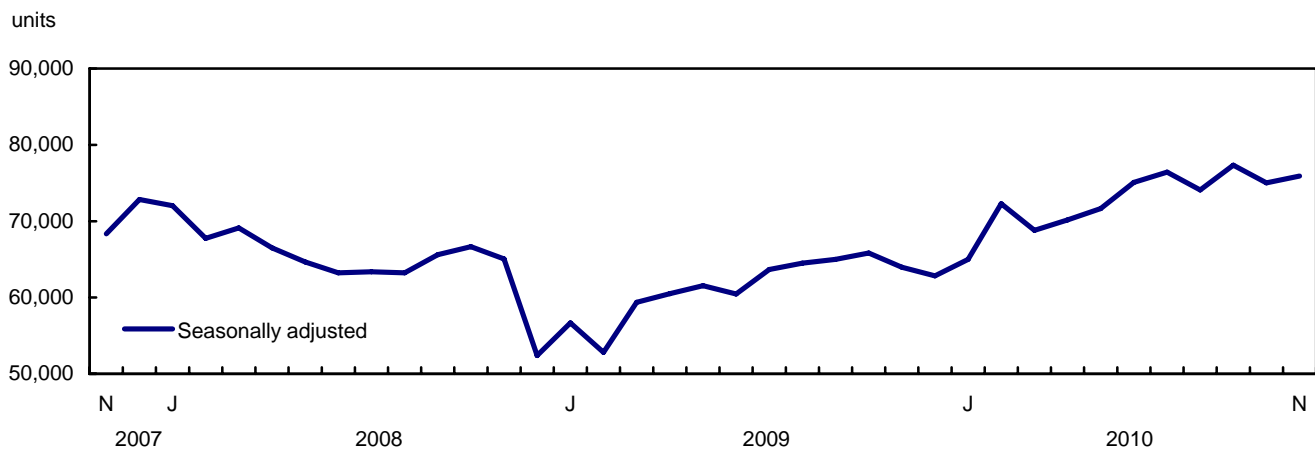


Preliminary industry data indicate that the number of new motor vehicles sold in December decreased 5%.

### Sales of trucks up while passenger car sales down

Sales of trucks (which include minivans, sport-utility vehicles, light and heavy trucks, vans and buses) increased 1.2% to 75,916 units in November, partially offsetting October's decline. Continuing a trend that began in late 2009, sales of trucks remain higher than sales of passenger cars. Purchases of trucks for both personal and commercial use have contributed to the growth of truck sales in 2010.

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





After two consecutive months of increases, sales of passenger cars declined 0.8% to 59,907 units in November. A 2.0% decrease in sales of North American-built passenger cars was partially offset by a 0.8% increase in sales of overseas-built passenger cars. The level of sales for both North American and overseas-built passenger cars remains below the level observed in 2009.

### Sales up in seven provinces

Sales of new motor vehicles increased in seven provinces in November.

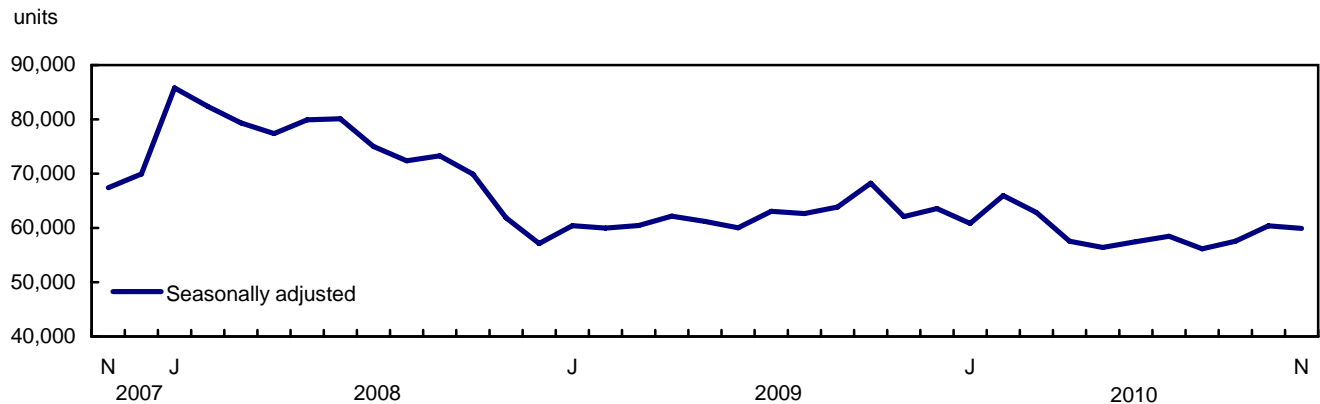
The largest increase in the number of vehicles sold was in Alberta (+1.4%), the sixth increase in seven months.

Sales of new motor vehicles in Ontario rose for a third consecutive month, edging up 0.4% in November.

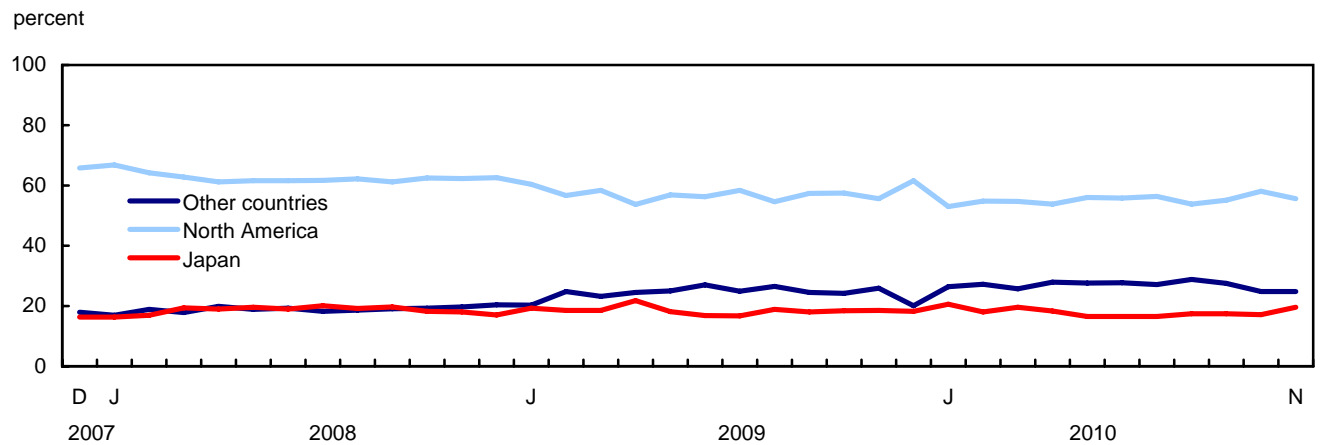
In New Brunswick, sales increased 4.0% in November, offsetting a decline reported in the previous month.

A sales decrease of 1.1% in Quebec did not erase the gains registered in this province over the previous two months.

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

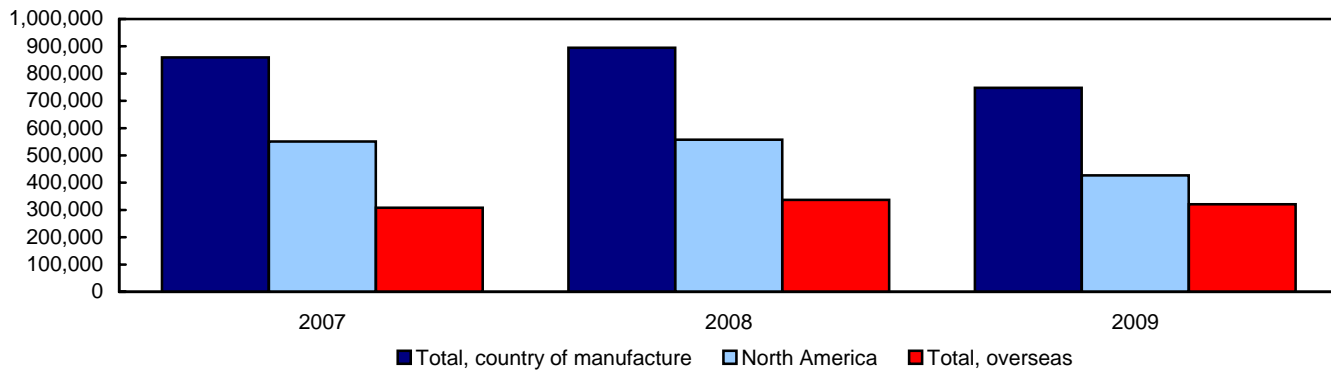


**Chart 4**  
**Monthly distribution of the Canadian motor vehicle market (passenger cars), by origin, 2007 to 2010**



**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	148,052	14.0	38,427	0.2	13,746	13.2	18,079	18.9	70,252	6.9
April	152,187	4.2	37,922	-6.3	12,908	-21.4	19,682	6.7	70,512	-6.4
May	157,082	0.7	41,793	-11.8	12,296	-18.1	20,591	-1.0	74,680	-10.2
June	156,891	11.7	40,725	-2.2	12,069	-2.7	20,212	1.2	73,006	-1.4
July	150,800	6.5	38,221	-10.9	11,170	-8.7	18,394	0.6	67,785	-7.7
August	138,210	0.9	33,006	-11.5	10,669	-17.6	17,632	-2.7	61,307	-10.3
September	137,349	4.6	32,976	-14.9	10,398	-14.6	16,449	-0.6	59,823	-11.3
October	125,731	1.7	32,293	-8.5	9,496	-15.8	13,809	-7.0	55,598	-9.5
November	118,517	13.3	28,557	0.2	10,067	6.2	12,762	-3.9	51,386	0.2

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	148,052	14.0	67,315	20.0	10,485	30.5	77,800	21.3
April	152,187	4.2	71,547	15.6	10,128	15.0	81,675	15.5
May	157,082	0.7	72,085	14.2	10,317	6.1	82,402	13.1
June	156,891	11.7	73,561	28.9	10,324	10.4	83,885	26.3
July	150,800	6.5	72,738	24.2	10,277	6.8	83,015	21.7
August	138,210	0.9	67,111	12.5	9,792	9.5	76,903	12.1
September	137,349	4.6	68,135	23.8	9,391	7.3	77,526	21.5
October	125,731	1.7	60,219	11.4	9,914	22.1	70,133	12.8
November	118,517	13.3	57,483	24.5	9,648	34.7	67,131	25.9

1. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.  
**Note(s):** Percentage change are year-over-year changes.

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

	Total new motor vehicles		Passenger cars							
			North America		Japan		Other countries		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%	\$'000	%
<b>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	4,813,649	19.6	945,825	2.2	340,711	18.9	562,869	19.7	1,849,405	10.0
April	4,984,212	12.9	955,079	-2.2	323,502	-12.0	614,913	16.6	1,893,494	1.2
May	5,022,808	4.1	1,031,988	-10.7	304,179	-15.1	637,861	4.0	1,974,028	-7.2
June	5,111,902	14.6	1,002,286	-2.7	310,286	2.3	647,111	5.0	1,959,683	0.5
July	4,870,224	11.4	946,606	-7.8	280,458	-8.1	574,342	5.3	1,801,405	-4.1
August	4,557,166	4.4	818,745	-9.4	259,445	-18.1	553,311	1.2	1,631,501	-7.7
September	4,563,791	9.5	808,781	-12.5	254,411	-13.1	536,317	7.3	1,599,509	-6.8
October	4,228,944	4.8	790,829	-9.2	238,846	-12.3	468,816	-0.1	1,498,491	-7.1
November	4,071,805	18.5	721,191	2.1	245,570	4.6	443,100	6.9	1,409,862	4.0

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	4,813,649	19.6	2,540,575	25.3	423,669	34.9	2,964,244	26.6
April	4,984,212	12.9	2,688,034	22.5	402,684	15.9	3,090,718	21.6
May	5,022,808	4.1	2,648,271	14.4	400,509	4.7	3,048,780	13.0
June	5,111,902	14.6	2,746,511	28.4	405,708	9.1	3,152,219	25.5
July	4,870,224	11.4	2,662,257	25.6	406,561	8.5	3,068,818	23.0
August	4,557,166	4.4	2,533,359	12.9	392,306	10.7	2,925,665	12.6
September	4,563,791	9.5	2,577,347	22.9	386,934	9.8	2,964,282	21.0
October	4,228,944	4.8	2,329,711	11.4	400,743	20.6	2,730,454	12.6
November	4,071,805	18.5	2,285,083	28.3	376,860	25.6	2,661,943	27.9

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

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



**Table 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	-4.2	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	26,262	6.1	25,097	6.8	27,575	3.5	24,177	0.8	30,234	3.7
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
April	26,854	8.1	25,185	4.3	28,795	12.2	25,062	12.0	31,242	9.3
May	26,433	3.4	24,693	1.3	28,645	5.6	24,738	3.7	30,978	5.0
June	26,843	1.9	24,611	-0.5	29,658	4.4	25,709	5.1	32,016	3.7
July	26,575	3.9	24,767	3.5	28,914	3.8	25,108	0.6	31,224	4.7
August	26,612	3.0	24,806	2.4	28,718	3.3	24,318	-0.6	31,381	4.0
September	26,737	5.1	24,526	2.8	29,453	6.7	24,467	1.7	32,605	7.9
October	26,952	2.7	24,489	-0.7	30,365	7.0	25,152	4.3	33,950	7.3
November	27,437	3.7	25,254	1.9	30,166	5.7	24,394	-1.5	34,720	11.2

**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
April	70,512	100.0	37,922	53.8	12,908	18.3	19,682	27.9
May	74,680	100.0	41,793	56.0	12,296	16.5	20,591	27.6
June	73,006	100.0	40,725	55.8	12,069	16.5	20,212	27.7
July	67,785	100.0	38,221	56.4	11,170	16.5	18,394	27.1
August	61,307	100.0	33,006	53.8	10,669	17.4	17,632	28.8
September	59,823	100.0	32,976	55.1	10,398	17.4	16,449	27.5
October	55,598	100.0	32,293	58.1	9,496	17.1	13,809	24.8
November	51,386	100.0	28,557	55.6	10,067	19.6	12,762	24.8

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

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)	107,709	1,662	339	3,027	2,130	24,546
2009 (number)	104,589	1,600	335	2,953	2,268	26,690
2010 (number)	118,517	2,078	447	3,092	2,764	29,431
2010 / 2009 (%)	13.3	29.9	33.4	4.7	21.9	10.3
2008 \$'000	3,392,779	44,928	8,820	84,584	60,345	717,036
2009 \$'000	3,437,215	47,683	8,747	88,083	70,276	798,046
2010 \$'000	4,071,805	65,004	12,534	94,777	91,024	919,501
2010 / 2009 (%)	18.5	36.3	43.3	7.6	29.5	15.2
<b>Passenger cars, manufactured in North America</b>						
2008 (number)	31,930	503	125	990	617	8,038
2009 (number)	28,504	466	132	964	704	7,997
2010 (number)	28,557	522	162	904	753	8,198
2010 / 2009 (%)	0.2	12.0	22.7	-6.2	7.0	2.5
2008 \$'000	750,802	10,895	2,727	22,756	13,827	184,028
2009 \$'000	706,632	10,465	3,095	22,316	16,597	189,434
2010 \$'000	721,191	11,677	3,829	21,506	18,525	194,340
2010 / 2009 (%)	2.1	11.6	23.7	-3.6	11.6	2.6
<b>Passenger cars, manufactured in Japan</b>						
2008 (number)	9,211	x	x	224	x	3,338
2009 (number)	9,477	x	x	210	x	3,672
2010 (number)	10,067	x	x	217	x	3,497
2010 / 2009 (%)	6.2	x	x	3.3	x	-4.8
2008 \$'000	219,812	x	x	5,050	x	73,452
2009 \$'000	234,744	x	x	4,736	x	83,054
2010 \$'000	245,570	x	x	5,430	x	78,563
2010 / 2009 (%)	4.6	x	x	14.7	x	-5.4
<b>Passenger cars, manufactured in other countries</b>						
2008 (number)	10,112	x	x	296	x	3,171
2009 (number)	13,280	x	x	436	x	4,550
2010 (number)	12,762	x	x	343	x	4,347
2010 / 2009 (%)	-3.9	x	x	-21.3	x	-4.5
2008 \$'000	335,337	x	x	6,591	x	91,963
2009 \$'000	414,588	x	x	10,376	x	126,420
2010 \$'000	443,100	x	x	9,127	x	135,009
2010 / 2009 (%)	6.9	x	x	-12.0	x	6.8
<b>Trucks <sup>1</sup>, manufactured in North America</b>						
2008 (number)	48,161	x	x	1,323	971	8,106
2009 (number)	46,165	x	x	1,222	1,064	8,572
2010 (number)	57,483	x	x	1,451	1,459	10,604
2010 / 2009 (%)	24.5	x	x	18.7	37.1	23.7
2008 \$'000	1,774,389	x	x	43,262	33,682	298,793
2009 \$'000	1,781,273	x	x	45,768	40,913	322,713
2010 \$'000	2,285,083	x	x	52,200	56,795	409,743
2010 / 2009 (%)	28.3	x	x	14.1	38.8	27.0
<b>Trucks <sup>1</sup>, manufactured overseas</b>						
2008 (number)	8,295	x	x	194	154	1,893
2009 (number)	7,163	x	x	121	123	1,899
2010 (number)	9,648	x	x	177	157	2,785
2010 / 2009 (%)	34.7	x	x	46.3	27.6	46.7
2008 \$'000	312,438	x	x	6,924	5,078	68,800
2009 \$'000	299,977	x	x	4,888	4,290	76,425
2010 \$'000	376,860	x	x	6,515	5,786	101,845
2010 / 2009 (%)	25.6	x	x	33.3	34.9	33.3

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, November

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)	107,709	39,881	3,222	3,780	17,286	11,836
2009 (number)	104,589	39,558	3,089	2,838	13,572	11,686
2010 (number)	118,517	45,270	3,482	3,870	16,009	12,074
2010 / 2009 (%)	13.3	14.4	12.7	36.4	18.0	3.3
2008 \$'000	3,392,779	1,260,148	102,695	127,962	601,275	384,987
2009 \$'000	3,437,215	1,321,806	99,675	101,232	490,033	411,634
2010 \$'000	4,071,805	1,588,966	123,064	141,624	603,171	432,139
2010 / 2009 (%)	18.5	20.2	23.5	39.9	23.1	5.0
<b>Passenger cars, manufactured in North America</b>						
2008 (number)	31,930	13,082	958	968	3,728	2,921
2009 (number)	28,504	11,492	968	701	2,711	2,369
2010 (number)	28,557	12,207	741	623	2,277	2,170
2010 / 2009 (%)	0.2	6.2	-23.5	-11.1	-16.0	-8.4
2008 \$'000	750,802	311,020	21,607	23,337	90,881	69,725
2009 \$'000	706,632	290,759	23,746	17,943	72,791	59,485
2010 \$'000	721,191	317,866	18,652	16,702	61,485	56,609
2010 / 2009 (%)	2.1	9.3	-21.5	-6.9	-15.5	-4.8
<b>Passenger cars, manufactured in Japan</b>						
2008 (number)	9,211	3,001	156	129	963	1,138
2009 (number)	9,477	3,165	145	116	760	1,137
2010 (number)	10,067	3,577	165	102	955	1,256
2010 / 2009 (%)	6.2	13.0	13.8	-12.1	25.7	10.5
2008 \$'000	219,812	77,095	3,610	3,370	24,114	27,740
2009 \$'000	234,744	85,409	3,526	3,321	20,450	28,359
2010 \$'000	245,570	93,643	3,847	2,820	24,149	30,297
2010 / 2009 (%)	4.6	9.6	9.1	-15.1	18.1	6.8
<b>Passenger cars, manufactured in other countries</b>						
2008 (number)	10,112	3,685	183	122	970	1,255
2009 (number)	13,280	4,784	247	131	1,078	1,610
2010 (number)	12,762	4,879	182	148	864	1,525
2010 / 2009 (%)	-3.9	2.0	-26.3	13.0	-19.9	-5.3
2008 \$'000	335,337	139,794	4,754	3,353	32,960	47,303
2009 \$'000	414,588	164,571	6,390	4,062	35,156	57,470
2010 \$'000	443,100	184,821	5,331	4,749	32,530	60,125
2010 / 2009 (%)	6.9	12.3	-16.6	16.9	-7.5	4.6
<b>Trucks<sup>1</sup>, manufactured in North America</b>						
2008 (number)	48,161	16,818	1,687	2,355	10,358	5,614
2009 (number)	46,165	17,267	1,565	1,760	8,153	5,676
2010 (number)	57,483	21,192	2,110	2,811	10,646	5,910
2010 / 2009 (%)	24.5	22.7	34.8	59.7	30.6	4.1
2008 \$'000	1,774,389	604,108	64,569	90,635	404,963	204,744
2009 \$'000	1,781,273	659,327	59,669	70,576	324,538	226,119
2010 \$'000	2,285,083	857,146	84,635	110,322	433,374	232,891
2010 / 2009 (%)	28.3	30.0	41.8	56.3	33.5	3.0
<b>Trucks<sup>1</sup>, manufactured overseas</b>						
2008 (number)	8,295	3,295	238	206	1,267	908
2009 (number)	7,163	2,850	164	130	870	894
2010 (number)	9,648	3,415	284	186	1,267	1,213
2010 / 2009 (%)	34.7	19.8	73.2	43.1	45.6	35.7
2008 \$'000	312,438	128,131	8,155	7,267	48,355	35,474
2009 \$'000	299,977	121,739	6,343	5,330	37,098	40,201
2010 \$'000	376,860	135,490	10,599	7,031	51,634	52,216
2010 / 2009 (%)	25.6	11.3	67.1	31.9	39.2	29.9

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 November**

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	30,044	12.6	11,030	6.9	x	x	x	x	16,155	13.0
Prince Edward Island	5,207	4.8	2,329	6.3	x	x	x	x	3,304	7.7
Nova Scotia	49,643	8.1	20,488	11.3	4,631	21.1	5,795	18.0	30,914	13.9
New Brunswick	37,369	7.2	14,035	4.8	x	x	x	x	21,007	12.2
Quebec	413,573	6.1	148,834	5.9	64,173	14.0	57,048	12.4	270,055	9.1
Ontario	556,607	-0.4	200,186	1.3	46,543	10.0	53,137	5.5	299,866	3.3
Manitoba	44,712	3.2	14,597	6.3	2,934	28.9	2,828	1.3	20,359	8.3
Saskatchewan	46,048	11.0	12,503	18.5	2,048	35.1	2,252	22.5	16,803	20.9
Alberta	222,956	-5.9	56,670	-1.3	14,005	9.6	13,029	8.9	83,704	1.8
British Columbia and the Territories <sup>1</sup>	170,822	-7.8	48,729	-6.0	20,439	5.4	18,432	-1.3	87,600	-2.6
<b>Canada</b>	<b>1,576,981</b>	<b>0.6</b>	<b>529,401</b>	<b>2.6</b>	<b>160,320</b>	<b>12.4</b>	<b>160,046</b>	<b>8.7</b>	<b>849,767</b>	<b>5.4</b>
<b>2009</b>										
Newfoundland and Labrador	26,948	-10.3	8,217	-25.5	x	x	x	x	13,352	-17.4
Prince Edward Island	4,894	-6.0	1,876	-19.5	x	x	x	x	2,845	-13.9
Nova Scotia	44,433	-10.5	15,378	-24.9	3,422	-26.1	6,271	8.2	25,071	-18.9
New Brunswick	32,740	-12.4	10,167	-27.6	x	x	x	x	16,244	-22.7
Quebec	370,789	-10.3	114,598	-23.0	53,144	-17.2	66,837	17.2	234,579	-13.1
Ontario	499,249	-10.3	155,115	-22.5	38,171	-18.0	57,391	8.0	250,677	-16.4
Manitoba	40,572	-9.3	10,910	-25.3	2,300	-21.6	3,043	7.6	16,253	-20.2
Saskatchewan	41,272	-10.4	9,792	-21.7	1,629	-20.5	2,135	-5.2	13,556	-19.3
Alberta	170,894	-23.4	36,228	-36.1	9,978	-28.8	11,838	-9.1	58,044	-30.7
British Columbia and the Territories <sup>1</sup>	139,452	-18.4	33,030	-32.2	15,415	-24.6	17,666	-4.2	66,111	-24.5
<b>Canada</b>	<b>1,371,243</b>	<b>-13.0</b>	<b>395,311</b>	<b>-25.3</b>	<b>128,565</b>	<b>-19.8</b>	<b>172,856</b>	<b>8.0</b>	<b>696,732</b>	<b>-18.0</b>
<b>2010</b>										
Newfoundland and Labrador	29,801	10.6	8,162	-0.7	x	x	x	x	13,260	-0.7
Prince Edward Island	5,429	10.9	1,811	-3.5	x	x	x	x	2,693	-5.3
Nova Scotia	44,799	0.8	13,805	-10.2	3,152	-7.9	5,929	-5.5	22,886	-8.7
New Brunswick	36,293	10.9	9,974	-1.9	x	x	x	x	16,045	-1.2
Quebec	392,448	5.8	107,969	-5.8	47,599	-10.4	66,204	-0.9	221,772	-5.5
Ontario	543,076	8.8	144,506	-6.8	38,060	-0.3	62,158	8.3	244,724	-2.4
Manitoba	42,015	3.6	9,973	-8.6	1,945	-15.4	2,885	-5.2	14,803	-8.9
Saskatchewan	43,877	6.3	8,127	-17.0	1,374	-15.7	2,366	10.8	11,867	-12.5
Alberta	188,265	10.2	33,315	-8.0	8,486	-15.0	12,507	5.7	54,308	-6.4
British Columbia and the Territories <sup>1</sup>	144,116	3.3	30,059	-9.0	13,597	-11.8	19,426	10.0	63,082	-4.6
<b>Canada</b>	<b>1,470,119</b>	<b>7.2</b>	<b>367,701</b>	<b>-7.0</b>	<b>118,360</b>	<b>-7.9</b>	<b>179,379</b>	<b>3.8</b>	<b>665,440</b>	<b>-4.5</b>

See notes at the end of the table.

Table 5-1 – continued

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

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	30,044	12.6	x	x	x	x	13,889	12.2
Prince Edward Island	5,207	4.8	x	x	x	x	1,903	0.1
Nova Scotia	49,643	8.1	16,552	-1.4	2,177	10.0	18,729	-0.2
New Brunswick	37,369	7.2	14,498	0.7	1,864	6.1	16,362	1.3
Quebec	413,573	6.1	116,355	-3.0	27,163	22.8	143,518	1.0
Ontario	556,607	-0.4	217,435	-7.2	39,306	15.3	256,741	-4.3
Manitoba	44,712	3.2	21,719	-1.9	2,634	11.4	24,353	-0.6
Saskatchewan	46,048	11.0	26,636	5.3	2,609	14.5	29,245	6.1
Alberta	222,956	-5.9	123,811	-11.7	15,441	7.0	139,252	-9.9
British Columbia and the Territories <sup>1</sup>	170,822	-7.8	71,103	-13.6	12,119	-6.8	83,222	-12.7
<b>Canada</b>	<b>1,576,981</b>	<b>0.6</b>	<b>621,999</b>	<b>-6.9</b>	<b>105,215</b>	<b>12.3</b>	<b>727,214</b>	<b>-4.5</b>
<b>2009</b>								
Newfoundland and Labrador	26,948	-10.3	x	x	x	x	13,596	-2.1
Prince Edward Island	4,894	-6.0	x	x	x	x	2,049	7.7
Nova Scotia	44,433	-10.5	17,403	5.1	1,959	-10.0	19,362	3.4
New Brunswick	32,740	-12.4	14,875	2.6	1,621	-13.0	16,496	0.8
Quebec	370,789	-10.3	111,071	-4.5	25,139	-7.5	136,210	-5.1
Ontario	499,249	-10.3	214,866	-1.2	33,706	-14.2	248,572	-3.2
Manitoba	40,572	-9.3	22,062	1.6	2,257	-14.3	24,319	-0.1
Saskatchewan	41,272	-10.4	25,914	-2.7	1,802	-30.9	27,716	-5.2
Alberta	170,894	-23.4	101,510	-18.0	11,340	-26.6	112,850	-19.0
British Columbia and the Territories <sup>1</sup>	139,452	-18.4	61,935	-12.9	11,406	-5.9	73,341	-11.9
<b>Canada</b>	<b>1,371,243</b>	<b>-13.0</b>	<b>583,575</b>	<b>-6.2</b>	<b>90,936</b>	<b>-13.6</b>	<b>674,511</b>	<b>-7.2</b>
<b>2010</b>								
Newfoundland and Labrador	29,801	10.6	x	x	x	x	16,541	21.7
Prince Edward Island	5,429	10.9	x	x	x	x	2,736	33.5
Nova Scotia	44,799	0.8	19,738	13.4	2,175	11.0	21,913	13.2
New Brunswick	36,293	10.9	18,383	23.6	1,865	15.1	20,248	22.7
Quebec	392,448	5.8	139,917	26.0	30,759	22.4	170,676	25.3
Ontario	543,076	8.8	260,787	21.4	37,565	11.4	298,352	20.0
Manitoba	42,015	3.6	24,893	12.8	2,319	2.7	27,212	11.9
Saskatchewan	43,877	6.3	29,933	15.5	2,077	15.3	32,010	15.5
Alberta	188,265	10.2	120,882	19.1	13,075	15.3	133,957	18.7
British Columbia and the Territories <sup>1</sup>	144,116	3.3	68,555	10.7	12,479	9.4	81,034	10.5
<b>Canada</b>	<b>1,470,119</b>	<b>7.2</b>	<b>700,715</b>	<b>20.1</b>	<b>103,964</b>	<b>14.3</b>	<b>804,679</b>	<b>19.3</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 November**

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	796,015	9.8	247,866	6.3	x	x	x	x	350,369	11.9
Prince Edward Island	129,390	0.2	51,098	2.7	x	x	x	x	69,730	4.5
Nova Scotia	1,317,619	3.2	468,797	9.3	102,397	18.3	124,700	17.7	695,893	12.0
New Brunswick	1,014,218	1.3	312,819	0.6	x	x	x	x	455,582	8.7
Quebec	11,418,355	3.7	3,387,648	3.6	1,380,315	10.8	1,503,824	15.5	6,271,787	7.8
Ontario	17,635,325	-1.2	4,896,471	-1.6	1,206,060	5.0	1,837,633	9.5	7,940,166	1.8
Manitoba	1,430,963	-1.6	345,622	1.9	70,024	25.6	70,414	5.2	486,059	5.2
Saskatchewan	1,548,394	7.2	303,363	15.5	51,266	30.9	56,621	27.3	411,251	18.8
Alberta	7,635,554	-9.2	1,435,386	-1.0	363,856	8.3	418,798	9.8	2,218,040	2.3
British Columbia and the Territories <sup>1</sup>	5,451,448	-12.3	1,142,669	-9.1	499,073	2.6	633,919	4.3	2,275,662	-3.2
<b>Canada</b>	<b>48,377,278</b>	<b>-2.3</b>	<b>12,591,735</b>	<b>0.1</b>	<b>3,787,159</b>	<b>8.6</b>	<b>4,795,645</b>	<b>11.4</b>	<b>21,174,540</b>	<b>4.0</b>
<b>2009</b>										
Newfoundland and Labrador	774,591	-2.7	189,241	-23.7	x	x	x	x	300,576	-14.2
Prince Edward Island	133,056	2.8	42,642	-16.5	x	x	x	x	62,414	-10.5
Nova Scotia	1,289,387	-2.1	366,530	-21.8	77,606	-24.2	149,672	20.0	593,807	-14.7
New Brunswick	980,882	-3.3	240,633	-23.1	x	x	x	x	375,833	-17.5
Quebec	10,732,452	-6.0	2,640,409	-22.1	1,168,245	-15.4	1,826,922	21.5	5,635,573	-10.1
Ontario	15,941,688	-9.6	3,832,591	-21.7	1,003,883	-16.8	1,931,416	5.1	6,767,889	-14.8
Manitoba	1,316,575	-8.0	264,024	-23.6	55,512	-20.7	79,125	12.4	398,661	-18.0
Saskatchewan	1,386,646	-10.4	240,708	-20.7	41,655	-18.7	58,009	2.5	340,368	-17.2
Alberta	5,913,769	-22.5	938,970	-34.6	263,731	-27.5	383,235	-8.5	1,585,938	-28.5
British Columbia and the Territories <sup>1</sup>	4,663,053	-14.5	822,235	-28.0	377,789	-24.3	607,454	-4.2	1,807,478	-20.6
<b>Canada</b>	<b>43,132,098</b>	<b>-10.8</b>	<b>9,577,980</b>	<b>-23.9</b>	<b>3,083,251</b>	<b>-18.6</b>	<b>5,207,305</b>	<b>8.6</b>	<b>17,868,541</b>	<b>-15.6</b>
<b>2010</b>										
Newfoundland and Labrador	890,592	15.0	183,328	-3.1	x	x	x	x	295,517	-1.7
Prince Edward Island	158,214	18.9	42,350	-0.7	x	x	x	x	61,072	-2.2
Nova Scotia	1,358,822	5.4	324,240	-11.5	74,431	-4.1	149,065	-0.4	547,732	-7.8
New Brunswick	1,148,591	17.1	241,655	0.4	x	x	x	x	385,730	2.6
Quebec	11,643,742	8.5	2,523,578	-4.4	1,085,007	-7.1	1,903,332	4.2	5,511,912	-2.2
Ontario	18,335,450	15.0	3,679,434	-4.0	1,023,429	1.9	2,197,059	13.8	6,899,921	2.0
Manitoba	1,424,301	8.2	246,707	-6.6	48,159	-13.2	80,731	2.0	375,596	-5.8
Saskatchewan	1,561,157	12.6	206,606	-14.2	35,322	-15.2	67,221	15.9	309,150	-9.2
Alberta	6,842,371	15.7	892,483	-5.0	232,754	-11.7	422,143	10.2	1,547,380	-2.4
British Columbia and the Territories <sup>1</sup>	5,007,025	7.4	765,778	-6.9	341,468	-9.6	694,051	14.3	1,801,298	-0.3
<b>Canada</b>	<b>48,370,268</b>	<b>12.1</b>	<b>9,106,156</b>	<b>-4.9</b>	<b>2,933,490</b>	<b>-4.9</b>	<b>5,695,661</b>	<b>9.4</b>	<b>17,735,309</b>	<b>-0.7</b>

See notes at the end of the table.

Table 5-2 – continued

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

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	796,015	9.8	x	x	x	x	445,646	8.3
Prince Edward Island	129,390	0.2	x	x	x	x	59,662	-4.3
Nova Scotia	1,317,619	3.2	546,635	-6.9	75,088	10.3	621,725	-5.1
New Brunswick	1,014,218	1.3	498,196	-4.8	60,438	3.1	558,633	-4.0
Quebec	11,418,355	3.7	4,170,429	-4.8	976,141	19.6	5,146,569	-1.0
Ontario	17,635,325	-1.2	8,188,872	-6.1	1,506,287	13.4	9,695,160	-3.5
Manitoba	1,430,963	-1.6	852,996	-6.0	91,906	9.2	944,902	-4.7
Saskatchewan	1,548,394	7.2	1,043,558	2.8	93,583	11.9	1,137,143	3.5
Alberta	7,635,554	-9.2	4,836,260	-15.0	581,251	5.1	5,417,514	-13.2
British Columbia and the Territories <sup>1</sup>	5,451,448	-12.3	2,698,711	-19.5	477,074	-6.8	3,175,783	-17.8
<b>Canada</b>	<b>48,377,278</b>	<b>-2.3</b>	<b>23,282,224</b>	<b>-9.0</b>	<b>3,920,516</b>	<b>10.2</b>	<b>27,202,738</b>	<b>-6.7</b>
<b>2009</b>								
Newfoundland and Labrador	774,591	-2.7	x	x	x	x	474,014	6.4
Prince Edward Island	133,056	2.8	x	x	x	x	70,643	18.4
Nova Scotia	1,289,387	-2.1	624,131	14.2	71,448	-4.8	695,579	11.9
New Brunswick	980,882	-3.3	550,734	10.5	54,316	-10.1	605,050	8.3
Quebec	10,732,452	-6.0	4,147,309	-0.6	949,569	-2.7	5,096,878	-1.0
Ontario	15,941,688	-9.6	7,780,789	-5.0	1,393,007	-7.5	9,173,796	-5.4
Manitoba	1,316,575	-8.0	834,864	-2.1	83,048	-9.6	917,913	-2.9
Saskatchewan	1,386,646	-10.4	976,886	-6.4	69,389	-25.9	1,046,277	-8.0
Alberta	5,913,769	-22.5	3,873,036	-19.9	454,797	-21.8	4,327,832	-20.1
British Columbia and the Territories <sup>1</sup>	4,663,053	-14.5	2,377,777	-11.9	477,796	0.2	2,855,576	-10.1
<b>Canada</b>	<b>43,132,098</b>	<b>-10.8</b>	<b>21,654,665</b>	<b>-7.0</b>	<b>3,608,893</b>	<b>-7.9</b>	<b>25,263,557</b>	<b>-7.1</b>
<b>2010</b>								
Newfoundland and Labrador	890,592	15.0	x	x	x	x	595,076	25.5
Prince Edward Island	158,214	18.9	x	x	x	x	97,143	37.5
Nova Scotia	1,358,822	5.4	731,451	17.2	79,641	11.5	811,092	16.6
New Brunswick	1,148,591	17.1	698,039	26.7	64,823	19.3	762,861	26.1
Quebec	11,643,742	8.5	4,980,241	20.1	1,151,588	21.3	6,131,829	20.3
Ontario	18,335,450	15.0	9,884,205	27.0	1,551,326	11.4	11,435,529	24.7
Manitoba	1,424,301	8.2	960,764	15.1	87,941	5.9	1,048,704	14.2
Saskatchewan	1,561,157	12.6	1,171,753	19.9	80,254	15.7	1,252,007	19.7
Alberta	6,842,371	15.7	4,758,797	22.9	536,193	17.9	5,294,991	22.3
British Columbia and the Territories <sup>1</sup>	5,007,025	7.4	2,670,221	12.3	535,503	12.1	3,205,728	12.3
<b>Canada</b>	<b>48,370,268</b>	<b>12.1</b>	<b>26,491,621</b>	<b>22.3</b>	<b>4,143,339</b>	<b>14.8</b>	<b>30,634,960</b>	<b>21.3</b>

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

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

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



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

Year	Total	Passenger cars				Trucks <sup>1</sup>		
		Total	North America	Japan	Other countries	Total	North America	Overseas
number								
1987	1,533,637	1,065,093	700,930	243,288	120,875	468,544	417,189	51,355
1988	1,565,501	1,056,310	724,733	243,835	87,742	509,191	459,777	49,414
1989	1,483,875	988,134	675,340	239,548	73,246	495,741	422,398	73,343
1990	1,317,869	884,564	580,397	239,603	64,564	433,305	361,403	71,902
1991	1,287,790	873,184	573,297	237,701	62,186	414,606	347,671	66,935
1992	1,227,419	798,023	503,460	236,675	57,888	429,396	370,422	58,974
1993	1,192,934	739,049	493,759	196,310	48,980	453,885	402,112	51,773
1994	1,260,056	748,666	573,361	129,547	45,758	511,390	475,444	35,946
1995	1,166,535	670,190	553,265	71,493	45,432	496,345	469,590	26,755
1996	1,204,557	660,769	572,581	47,901	40,287	543,788	517,738	26,050
1997	1,424,380	738,550	629,488	66,297	42,765	685,830	628,214	57,616
1998	1,428,932	740,809	590,667	98,275	51,867	688,123	627,256	60,867
1999	1,542,041	806,450	625,292	103,016	78,142	735,591	672,444	63,147
2000	1,587,561	849,171	640,856	106,937	101,378	738,390	669,492	68,898
2001	1,597,964	868,633	619,810	122,998	125,825	729,331	647,987	81,344
2002	1,733,318	934,704	651,305	144,596	138,803	798,614	698,870	99,744
2003	1,626,468	865,475	604,726	126,908	133,841	760,993	654,136	106,857
2004	1,575,195	820,103	542,814	116,426	160,863	755,092	653,637	101,455
2005	1,630,310	845,222	574,639	123,482	147,101	785,088	673,205	111,883
2006	1,666,327	863,161	573,102	142,159	147,900	803,166	681,244	121,922
2007	1,690,538	859,003	551,001	151,298	156,704	831,535	727,909	103,626
2008	1,674,145	894,506	557,422	167,916	169,168	779,639	667,139	112,500
2009	1,484,856	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	157,816	10.5	54,634	25.0	31,153	18.7	72,029	-1.1
February	150,140	-4.9	51,958	-4.9	30,426	-2.3	67,756	-5.9
March	148,468	-1.1	48,962	-5.8	30,396	-0.1	69,110	2.0
April	143,888	-3.1	48,779	-0.4	28,607	-5.9	66,502	-3.8
May	144,570	0.5	50,083	2.7	29,821	4.2	64,666	-2.8
June	143,355	-0.8	50,243	0.3	29,880	0.2	63,232	-2.2
July	138,396	-3.5	47,106	-6.2	27,908	-6.6	63,382	0.2
August	135,617	-2.0	45,018	-4.4	27,360	-2.0	63,239	-0.2
September	138,879	2.4	44,619	-0.9	28,655	4.7	65,605	3.7
October	136,581	-1.7	43,508	-2.5	26,415	-7.8	66,658	1.6
November	126,918	-7.1	38,276	-12.0	23,579	-10.7	65,063	-2.4
December	109,518	-13.7	34,236	-10.6	22,885	-2.9	52,397	-19.5
<b>2009</b>								
January	117,092	6.9	36,947	7.9	23,472	2.6	56,673	8.2
February	112,776	-3.7	34,689	-6.1	25,278	7.7	52,809	-6.8
March	119,822	6.2	34,590	-0.3	25,859	2.3	59,373	12.4
April	122,661	2.4	34,291	-0.9	27,877	7.8	60,493	1.9
May	122,725	0.1	33,612	-2.0	27,572	-1.1	61,541	1.7
June	120,510	-1.8	33,416	-0.6	26,625	-3.4	60,469	-1.7
July	126,729	5.2	37,029	10.8	26,031	-2.2	63,669	5.3
August	127,135	0.3	34,470	-6.9	28,164	8.2	64,501	1.3
September	128,857	1.4	36,270	5.2	27,585	-2.1	65,002	0.8
October	134,075	4.0	39,060	7.7	29,177	5.8	65,838	1.3
November	126,054	-6.0	35,191	-9.9	26,892	-7.8	63,971	-2.8
December	126,420	0.3	37,144	5.5	26,430	-1.7	62,846	-1.8
<b>2010</b>								
January	125,849	-0.5	33,501	-9.8	27,342	3.5	65,006	3.4
February	138,255	9.9	36,746	9.7	29,226	6.9	72,283	11.2
March	131,646	-4.8	34,065	-7.3	28,787	-1.5	68,794	-4.8
April	127,726	-3.0	31,786	-6.7	25,770	-10.5	70,170	2.0
May	128,049	0.3	30,629	-3.6	25,773	0.0	71,647	2.1
June	132,536	3.5	31,405	2.5	26,056	1.1	75,075	4.8
July	134,919	1.8	32,586	3.8	25,895	-0.6	76,438	1.8
August	130,253	-3.5	30,929	-5.1	25,233	-2.6	74,091	-3.1
September	134,882	3.6	31,969	3.4	25,567	1.3	77,346	4.4
October	135,408	0.4	34,339	7.4	26,042	1.9	75,027	-3.0
November	135,823	0.3	33,658	-2.0	26,249	0.8	75,916	1.2

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	157,816	3,073	499	4,865	3,292	42,739
February	150,140	3,087	507	4,790	3,413	40,968
March	148,468	2,611	487	4,763	3,484	36,845
April	143,888	2,530	471	4,285	3,452	37,198
May	144,570	2,586	509	4,632	3,399	38,251
June	143,355	2,515	466	4,546	3,475	36,778
July	138,396	2,690	441	4,374	3,496	35,990
August	135,617	2,703	441	4,083	3,349	35,337
September	138,879	2,783	453	4,625	3,417	35,635
October	136,581	2,682	430	4,372	3,302	34,534
November	126,918	2,108	424	3,678	2,773	31,317
December	109,518	2,080	376	3,413	2,670	29,563
<b>2009</b>						
January	117,092	2,065	423	3,454	2,762	30,511
February	112,776	1,924	376	3,550	2,417	30,669
March	119,822	2,232	421	3,762	2,724	33,145
April	122,661	2,444	481	3,899	2,861	33,106
May	122,725	2,496	411	4,139	3,004	32,582
June	120,510	2,463	425	4,131	2,803	32,780
July	126,729	2,464	446	4,349	2,944	33,068
August	127,135	2,455	431	4,250	3,112	33,102
September	128,857	2,685	490	4,155	3,412	33,668
October	134,075	2,770	464	4,448	3,247	34,909
November	126,054	2,221	422	3,626	2,980	34,410
December	126,420	2,536	496	4,109	3,008	34,624
<b>2010</b>						
January	125,849	2,702	482	3,997	3,067	34,443
February	138,255	2,679	470	4,641	3,527	37,129
March	131,646	2,699	502	3,980	3,196	36,282
April	127,726	2,436	466	4,008	3,228	33,653
May	128,049	2,512	484	3,881	3,046	32,510
June	132,536	2,676	478	4,513	3,143	33,921
July	134,919	2,683	487	3,734	3,343	35,013
August	130,253	2,547	460	3,779	3,169	33,959
September	134,882	2,604	484	4,075	3,346	34,469
October	135,408	2,748	504	3,823	3,250	36,136
November	135,823	2,676	513	3,729	3,379	35,741

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	157,816	55,670	4,423	4,213	21,891	17,151
February	150,140	51,481	4,236	4,215	21,016	16,427
March	148,468	51,819	4,369	4,500	21,862	17,728
April	143,888	52,309	4,102	4,237	19,465	15,839
May	144,570	50,787	3,958	4,015	20,500	15,933
June	143,355	50,739	4,081	3,995	20,571	16,189
July	138,396	48,899	4,001	4,068	19,674	14,763
August	135,617	48,231	3,805	4,167	19,133	14,368
September	138,879	49,353	3,902	4,111	20,011	14,589
October	136,581	48,898	3,898	4,197	19,935	14,333
November	126,918	46,018	3,743	4,305	19,039	13,513
December	109,518	37,885	3,511	3,457	15,316	11,247
<b>2009</b>						
January	117,092	41,394	3,618	3,768	16,535	12,562
February	112,776	41,949	3,258	3,344	14,165	11,124
March	119,822	43,812	3,541	3,761	14,711	11,713
April	122,661	44,800	3,739	3,725	15,298	12,308
May	122,725	44,788	3,878	3,920	15,060	12,447
June	120,510	42,759	3,579	3,493	15,360	12,717
July	126,729	47,166	3,707	3,972	15,794	12,819
August	127,135	47,632	3,757	3,752	15,731	12,913
September	128,857	47,221	3,734	3,954	16,061	13,477
October	134,075	49,047	3,923	4,167	17,032	14,068
November	126,054	46,135	3,673	3,395	15,479	13,713
December	126,420	45,906	3,588	3,642	15,542	12,969
<b>2010</b>						
January	125,849	45,027	3,545	3,996	15,678	12,912
February	138,255	51,104	4,106	4,398	17,424	12,777
March	131,646	48,492	3,581	3,760	16,446	12,708
April	127,726	47,458	3,610	3,742	16,344	12,781
May	128,049	48,452	3,814	3,720	16,670	12,960
June	132,536	49,360	3,963	4,087	17,294	13,101
July	134,919	51,085	3,980	3,897	17,381	13,316
August	130,253	47,166	3,806	4,034	18,063	13,270
September	134,882	50,066	3,856	4,215	18,372	13,395
October	135,408	50,841	3,681	3,814	17,226	13,385
November	135,823	51,037	3,849	3,908	17,469	13,522

# Definitions

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## Trucks

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

## Passenger car

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

## Country of origin

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

## Motor vehicle sales - units

The number of new motor vehicles sold in Canada.

## Motor vehicle sales - dollars

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

## Average price of passenger cars

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

# Appendix I

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## Scope of the survey

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

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

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

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

## Data quality and methodology

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

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

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

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

## Data confidentiality

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

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

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

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

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

## Seasonal adjustment

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Revision procedures

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

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

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



## Appendix II

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### List of North American motor vehicle manufacturers

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

Toyota Canada Ltd.

Volkswagen Canada Inc.

Volvo Trucks Canada Inc.

Western Star Trucks Inc.

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

### **Japan**

General Motors of Canada Ltd.

Hino Diesel Trucks Canada Ltd.

Honda Canada Inc.

Mazda Canada Inc.

Mitsubishi Motor Sales of Canada, Inc.

Nissan Canada Inc.

Subaru Canada Inc.

Suzuki Canada Inc.

Toyota Canada Inc.

### **Other Countries**

B.M.W. Canada Inc.

Daewoo Auto Canada Inc.

Ford Motor Company of Canada Limited

General Motors Canada Ltd.

Hyundai Auto Canada Inc.

Jaguar Canada Inc.

Kia Canada Inc.

Land Rover group Canada Inc.

Mercedes-Benz Canada Inc.

Porsche Cars of Canada Ltd.

Volkswagen Canada Inc.

Volvo Cars of Canada Ltd.