

Catalogue no. 63-007-X

New Motor Vehicle Sales

December 2010



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User information

Symbols

The following standard symbols are used in Statistics Canada publications:

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

Note to users

Figures may not add up to totals because of rounding.

Acknowledgements

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- **Mary Beth Garneau**, Director, Distributive Trades Division
- **S. Grenier**, Assistant Director, Distributive Trades Division
- **J. Winters**, Retail Sub-annuals surveys chief, Distributive Trades Division
- **J. De Luca**, Analyst Retail Sub-annuals surveys section, Distributive Trades Division

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Highlights

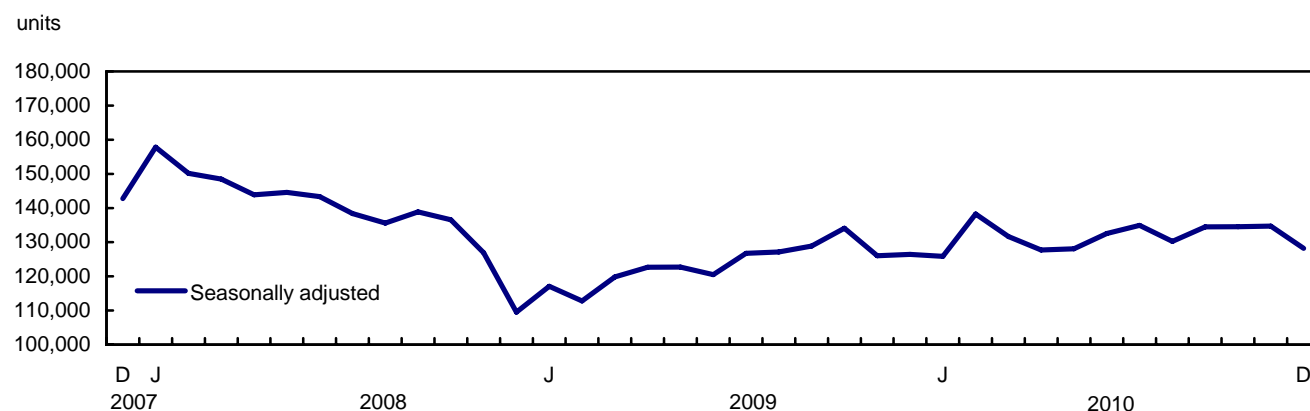
December 2010

Following two months of relatively stable sales, the number of new motor vehicles sold in December declined 4.8% to 128,210 units. Sales of both passenger cars and trucks decreased, with weaker truck sales accounting for most of the overall decline.

Analysis – December 2010

After two months of relatively stable sales, the number of new motor vehicles sold in December declined 4.8% to 128,210 units. Sales of both passenger cars and trucks decreased, with weaker truck sales accounting for most of the overall decline.

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 January increased 3%.

Sales decline for both trucks and passenger cars

Sales of trucks (which include minivans, sport-utility vehicles, light and heavy trucks, vans and buses) were down 6.9% to 69,998 units in December, completely erasing the gains reported in November.

Sales of passenger cars in December fell for a second consecutive month, decreasing 2.2% to 58,212 units. Sales of North American-built passenger cars declined 3.6%, while those of overseas-built passenger cars edged down 0.3%.

Sales down in all provinces

Sales of new motor vehicles decreased in all provinces in December.

Ontario had the largest drop in the number of new vehicles sold, declining 6.5%.

Note to readers

All annual comparisons in this release use the sum of unadjusted monthly estimates. With the release of data in April, seasonally adjusted monthly figures for 2010 will be revised to equal the sum of the unadjusted estimates.

New motor vehicles sales were down 7.6% in the region formed by British Columbia and the territories.

Sales in Alberta fell 5.9% in December, offsetting the gains in November.

Number of new motor vehicles sold increases in 2010

The number of new motor vehicles sold rose 6.7% in 2010. Truck sales rose 18.4%, while passenger car sales fell 4.8%. Truck sales represented 55% of the new vehicles sold in 2010, surpassing annual passenger car sales for the first time since this series began in 1946. Purchases of trucks for both personal and commercial use contributed to this annual growth. The number of new motor vehicles sold increased in all provinces except Nova Scotia, which reported a small decline.

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

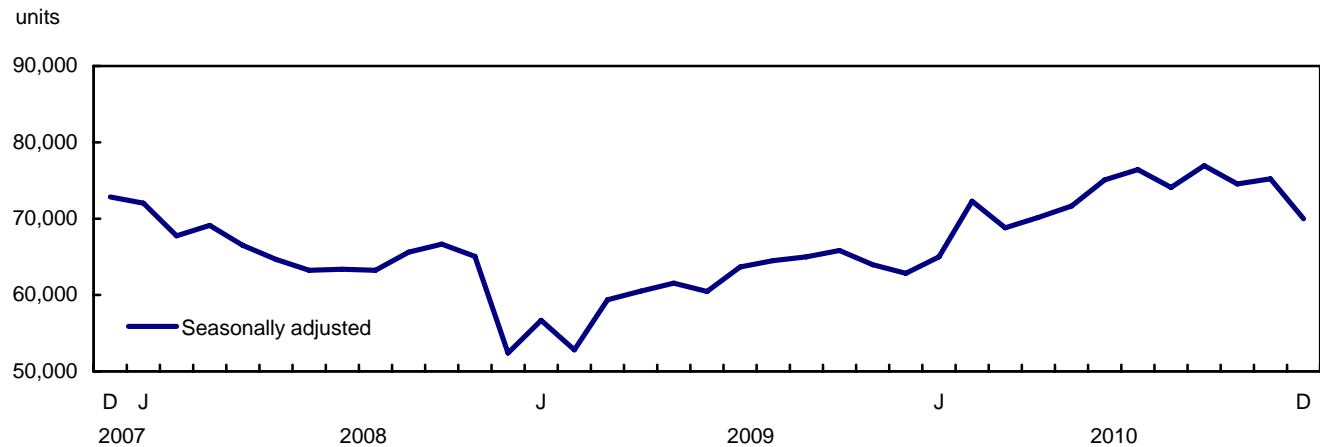


Chart 3
Passenger car sales, seasonally adjusted, in units, 2007 to 2010

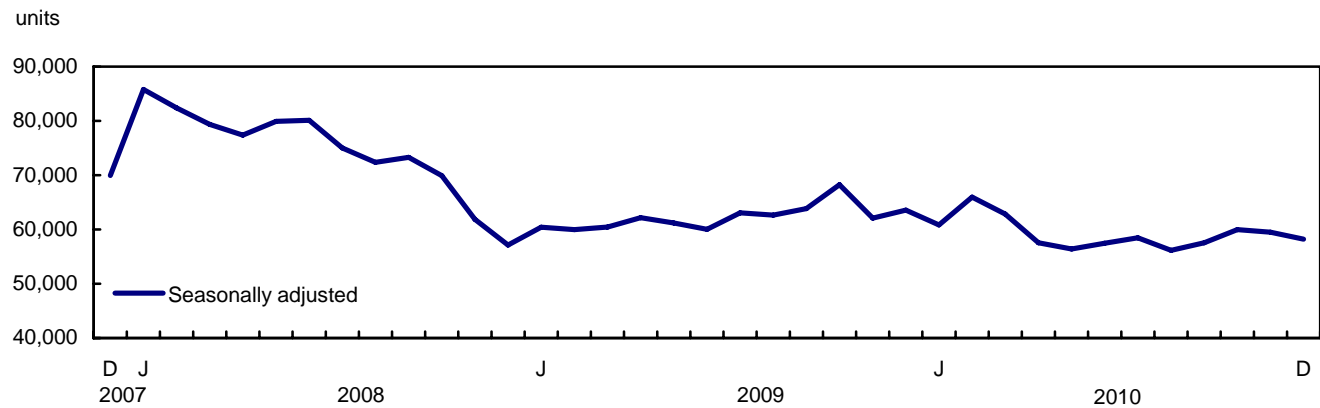


Chart 4

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

percent

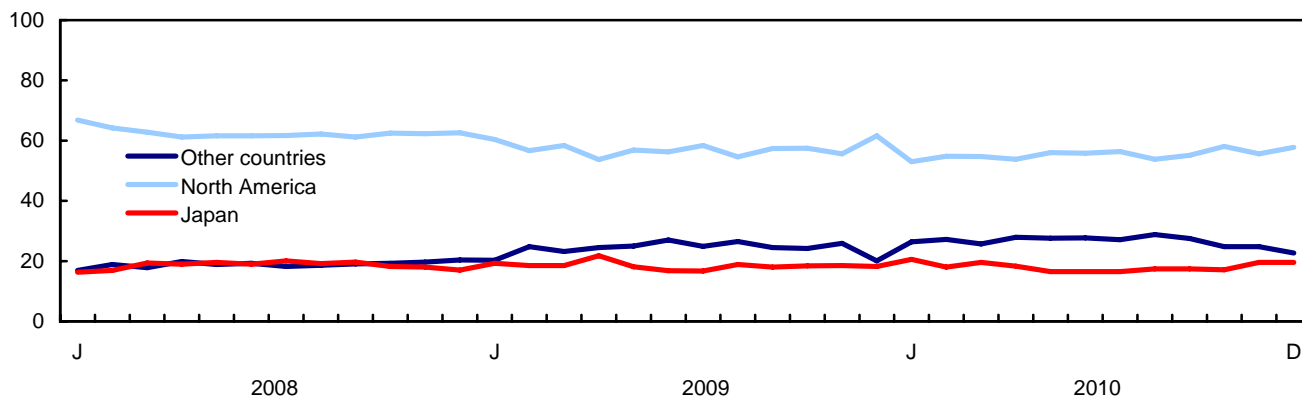
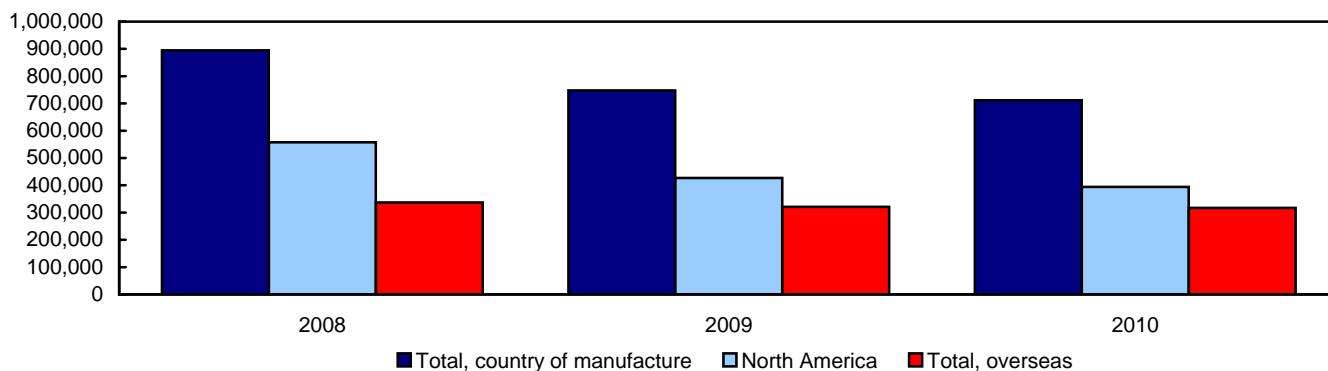


Chart 5

Cumulative sales of new passenger cars, by origin, in units, 2008 to 2010 January to December

millions of units



Related products

Selected publications from Statistics Canada

63-005-X	Retail Trade
63-210-X	Retail Chain and Department Stores
63-236-X	Wholesaling and Retailing in Canada
63-541-X	Retail Commodity Survey, 1989
63F0006X	New Motor Vehicle Sales Seasonal Factors

Selected CANSIM tables from Statistics Canada

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

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

- *New motor vehicle sales, by province (monthly)*
- *Economic indicators, by province and territory (monthly and quarterly)*
- *New motor vehicle sales*
- *New motor vehicle sales, by province*

Statistical tables

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

	Total new motor vehicles		Passenger cars							
			North America		Japan		Other countries		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	number	%	number	%	number	%	number	%	number	%
2008										
January	105,546	11.8	34,557	25.2	8,443	9.6	8,719	17.7	51,719	21.1
February	113,877	14.0	37,369	23.1	9,839	18.6	11,002	28.0	58,210	23.2
March	153,505	-0.6	50,287	1.5	15,539	9.4	14,298	12.2	80,124	4.8
April	179,289	4.0	60,137	-0.4	18,654	5.7	19,542	35.7	98,333	6.4
May	188,137	-0.5	67,352	3.0	21,388	10.7	20,647	15.7	109,387	6.7
June	163,064	-5.5	59,162	0.8	18,272	12.0	18,557	11.0	95,991	4.6
July	152,704	5.0	52,973	10.8	17,249	21.2	15,604	-0.4	85,826	10.4
August	149,607	-7.0	50,352	-6.3	15,499	6.4	15,072	-4.3	80,923	-3.7
September	137,479	2.2	45,558	0.1	14,681	26.5	14,244	3.7	74,483	5.1
October	126,064	1.6	39,724	0.6	11,545	14.3	12,249	-1.4	63,518	2.4
November	107,709	-10.3	31,930	-15.0	9,211	6.0	10,112	-15.1	51,253	-11.9
December	97,164	-21.0	28,021	-19.6	7,596	-11.9	9,122	-3.9	44,739	-15.6
Year	1,674,145	-1.0	557,422	1.2	167,916	11.0	169,168	8.0	894,506	4.1
2009										
January	78,817	-25.3	21,581	-37.5	6,907	-18.2	7,255	-16.8	35,743	-30.9
February	82,039	-28.0	23,129	-38.1	7,559	-23.2	10,098	-8.2	40,786	-29.9
March	129,831	-15.4	38,347	-23.7	12,138	-21.9	15,210	6.4	65,695	-18.0
April	146,026	-18.6	40,460	-32.7	16,423	-12.0	18,449	-5.6	75,332	-23.4
May	156,025	-17.1	47,369	-29.7	15,020	-29.8	20,792	0.7	83,181	-24.0
June	140,442	-13.9	41,654	-29.6	12,407	-32.1	19,967	7.6	74,028	-22.9
July	141,621	-7.3	42,908	-19.0	12,228	-29.1	18,289	17.2	73,425	-14.4
August	136,971	-8.4	37,309	-25.9	12,947	-16.5	18,127	20.3	68,383	-15.5
September	131,275	-4.5	38,747	-15.0	12,175	-17.1	16,547	16.2	67,469	-9.4
October	123,607	-1.9	35,303	-11.1	11,284	-2.3	14,842	21.2	61,429	-3.3
November	104,589	-2.9	28,504	-10.7	9,477	2.9	13,280	31.3	51,261	0.0
December	113,613	16.9	31,398	12.1	9,295	22.4	10,246	12.3	50,939	13.9
Year	1,484,856	-11.3	426,709	-23.4	137,860	-17.9	183,102	8.2	747,671	-16.4
2010										
January	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	118,520	13.3	28,557	0.2	10,069	6.2	12,762	-3.9	51,388	0.2
December	114,376	0.7	26,657	-15.1	9,027	-2.9	10,473	2.2	46,157	-9.4
Year	1,584,498	6.7	394,358	-7.6	127,389	-7.6	189,852	3.7	711,599	-4.8

See notes at the end of the table.

Table 1-1 – continued

Monthly sales of new motor vehicles, by type and origin in units

	Total new motor vehicles		Trucks ¹					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	number	%	number	%	number	%	number	%
2008								
January	105,546	11.8	46,838	4.0	6,989	4.9	53,827	4.1
February	113,877	14.0	48,315	4.8	7,352	13.1	55,667	5.8
March	153,505	-0.6	62,765	-8.1	10,616	9.9	73,381	-5.9
April	179,289	4.0	69,143	-1.2	11,813	18.0	80,956	1.2
May	188,137	-0.5	67,385	-11.8	11,365	12.1	78,750	-9.0
June	163,064	-5.5	57,541	-19.7	9,532	5.1	67,073	-16.9
July	152,704	5.0	57,429	-2.7	9,449	9.8	66,878	-1.1
August	149,607	-7.0	58,858	-12.9	9,826	6.4	68,684	-10.6
September	137,479	2.2	53,375	-3.1	9,621	12.3	62,996	-1.0
October	126,064	1.6	52,189	-3.8	10,357	32.8	62,546	0.8
November	107,709	-10.3	48,161	-11.4	8,295	11.3	56,456	-8.7
December	97,164	-21.0	45,140	-24.8	7,285	-26.6	52,425	-25.1
Year	1,674,145	-1.0	667,139	-8.3	112,500	8.6	779,639	-6.2
2009								
January	78,817	-25.3	36,985	-21.0	6,089	-12.9	43,074	-20.0
February	82,039	-28.0	34,939	-27.7	6,314	-14.1	41,253	-25.9
March	129,831	-15.4	56,103	-10.6	8,033	-24.3	64,136	-12.6
April	146,026	-18.6	61,884	-10.5	8,810	-25.4	70,694	-12.7
May	156,025	-17.1	63,116	-6.3	9,728	-14.4	72,844	-7.5
June	140,442	-13.9	57,060	-0.8	9,354	-1.9	66,414	-1.0
July	141,621	-7.3	58,572	2.0	9,624	1.9	68,196	2.0
August	136,971	-8.4	59,643	1.3	8,945	-9.0	68,588	-0.1
September	131,275	-4.5	55,050	3.1	8,756	-9.0	63,806	1.3
October	123,607	-1.9	54,058	3.6	8,120	-21.6	62,178	-0.6
November	104,589	-2.9	46,165	-4.1	7,163	-13.6	53,328	-5.5
December	113,613	16.9	55,731	23.5	6,943	-4.7	62,674	19.5
Year	1,484,856	-11.3	639,306	-4.2	97,879	-13.0	737,185	-5.4
2010								
January	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	118,520	13.3	57,483	24.5	9,649	34.7	67,132	25.9
December	114,376	0.7	58,086	4.2	10,133	45.9	68,219	8.8
Year	1,584,498	6.7	758,801	18.7	114,098	16.6	872,899	18.4

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

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

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

	Total new motor vehicles		Passenger cars							
			North America		Japan		Other countries		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%	\$'000	%
2008										
January	3,386,322	8.1	851,241	25.4	203,258	5.9	250,349	10.1	1,304,849	18.8
February	3,560,284	7.4	905,278	21.5	226,614	8.8	298,502	15.1	1,430,394	17.9
March	4,775,620	-4.7	1,206,511	-0.1	368,675	5.8	406,385	-1.1	1,981,570	0.7
April	5,502,356	2.1	1,438,647	-1.8	453,087	6.1	570,437	28.4	2,462,171	5.4
May	5,583,623	-4.6	1,594,777	0.5	505,095	7.8	618,347	17.5	2,718,218	5.3
June	4,935,721	-7.7	1,409,908	-0.1	433,544	10.5	585,413	21.2	2,428,865	6.2
July	4,603,855	2.9	1,242,564	8.0	404,648	18.7	474,076	11.4	2,121,288	10.7
August	4,484,657	-8.6	1,179,815	-8.3	358,465	1.7	440,900	2.2	1,979,181	-4.4
September	4,196,301	0.1	1,077,053	-3.1	335,636	17.9	419,388	6.8	1,832,077	2.4
October	3,955,760	-0.8	935,139	-3.8	278,325	10.1	396,511	10.5	1,609,975	1.6
November	3,392,779	-13.2	750,802	-21.8	219,812	0.2	335,337	-2.3	1,305,952	-14.2
December	3,188,261	-23.4	671,318	-23.5	179,241	-18.9	306,854	0.2	1,157,412	-17.6
Year	51,565,539	-3.9	13,263,053	-1.4	3,966,400	7.0	5,102,499	10.7	22,331,952	2.6
2009										
January	2,474,417	-26.9	507,228	-40.4	165,705	-18.5	211,478	-15.5	884,410	-32.2
February	2,555,416	-28.2	551,107	-39.1	180,252	-20.5	292,192	-2.1	1,023,552	-28.4
March	4,023,591	-15.7	925,045	-23.3	286,613	-22.3	470,337	15.7	1,681,996	-15.1
April	4,414,203	-19.8	976,849	-32.1	367,461	-18.9	527,386	-7.5	1,871,697	-24.0
May	4,824,893	-13.6	1,155,227	-27.6	358,324	-29.1	613,272	-0.8	2,126,824	-21.8
June	4,461,372	-9.6	1,030,140	-26.9	303,416	-30.0	616,397	5.3	1,949,953	-19.7
July	4,372,313	-5.0	1,027,236	-17.3	305,041	-24.6	545,203	15.0	1,877,480	-11.5
August	4,365,353	-2.7	903,862	-23.4	316,646	-11.7	547,004	24.1	1,767,513	-10.7
September	4,166,515	-0.7	924,120	-14.2	292,836	-12.8	499,958	19.2	1,716,914	-6.3
October	4,036,810	2.0	870,534	-6.9	272,213	-2.2	469,490	18.4	1,612,237	0.1
November	3,437,215	1.3	706,632	-5.9	234,744	6.8	414,588	23.6	1,355,965	3.8
December	3,805,490	19.4	768,379	14.5	223,785	24.9	327,706	6.8	1,319,870	14.0
Year	46,937,588	-9.0	10,346,359	-22.0	3,307,036	-16.6	5,535,011	8.5	19,188,411	-14.1
2010										
January	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	4,071,860	18.5	721,191	2.1	245,589	4.6	443,100	6.9	1,409,881	4.0
December	4,096,180	7.6	669,784	-12.8	222,015	-0.8	381,438	16.4	1,273,237	-3.5
Year	52,466,503	11.8	9,775,940	-5.5	3,155,524	-4.6	6,077,099	9.8	19,008,565	-0.9

See notes at the end of the table.

Table 1-2 – continued

Monthly sales of new motor vehicles, by type and origin in dollars

	Total new motor vehicles		Trucks ¹					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%
2008								
January	3,386,322	8.1	1,811,270	1.7	270,204	6.6	2,081,474	2.3
February	3,560,284	7.4	1,849,589	-0.4	280,301	13.6	2,129,889	1.3
March	4,775,620	-4.7	2,401,028	-10.6	393,023	9.9	2,794,050	-8.2
April	5,502,356	2.1	2,602,092	-2.6	438,093	16.0	3,040,185	-0.3
May	5,583,623	-4.6	2,449,907	-15.2	415,498	8.5	2,865,404	-12.5
June	4,935,721	-7.7	2,145,142	-21.1	361,714	6.1	2,506,856	-18.1
July	4,603,855	2.9	2,140,487	-4.0	342,080	5.1	2,482,567	-2.8
August	4,484,657	-8.6	2,144,357	-13.7	361,119	3.0	2,505,476	-11.6
September	4,196,301	0.1	2,006,901	-3.0	357,323	7.2	2,364,224	-1.6
October	3,955,760	-0.8	1,957,062	-7.0	388,723	29.0	2,345,785	-2.5
November	3,392,779	-13.2	1,774,389	-15.4	312,438	9.1	2,086,828	-12.5
December	3,188,261	-23.4	1,754,198	-25.9	276,650	-28.8	2,030,848	-26.3
Year	51,565,539	-3.9	25,036,422	-10.5	4,197,166	6.4	29,233,586	-8.4
2009								
January	2,474,417	-26.9	1,354,960	-25.2	235,048	-13.0	1,590,007	-23.6
February	2,555,416	-28.2	1,287,928	-30.4	243,936	-13.0	1,531,864	-28.1
March	4,023,591	-15.7	2,027,588	-15.6	314,007	-20.1	2,341,595	-16.2
April	4,414,203	-19.8	2,195,008	-15.6	347,498	-20.7	2,542,506	-16.4
May	4,824,893	-13.6	2,315,522	-5.5	382,547	-7.9	2,698,069	-5.8
June	4,461,372	-9.6	2,139,679	-0.3	371,740	2.8	2,511,419	0.2
July	4,372,313	-5.0	2,119,983	-1.0	374,850	9.6	2,494,833	0.5
August	4,365,353	-2.7	2,243,426	4.6	354,414	-1.9	2,597,840	3.7
September	4,166,515	-0.7	2,097,077	4.5	352,524	-1.3	2,449,601	3.6
October	4,036,810	2.0	2,092,221	6.9	332,352	-14.5	2,424,573	3.4
November	3,437,215	1.3	1,781,273	0.4	299,977	-4.0	2,081,250	-0.3
December	3,805,490	19.4	2,193,284	25.0	292,335	5.7	2,485,620	22.4
Year	46,937,588	-9.0	23,847,949	-4.7	3,901,228	-7.1	27,749,177	-5.1
2010								
January	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	4,071,860	18.5	2,285,083	28.3	376,896	25.6	2,661,979	27.9
December	4,096,180	7.6	2,433,330	10.9	389,612	33.3	2,822,943	13.6
Year	52,466,503	11.8	28,924,951	21.3	4,532,987	16.2	33,457,939	20.6

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

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

Table 2
Average monthly prices of passenger cars, by origin

Period	Total, country of manufacture		North America		Total, overseas		Japan		Other countries	
	Amount	Change	Amount	Change	Amount	Change	Amount	Change	Amount	Change
	\$	%	\$	%	\$	%	\$	%	\$	%
2008										
January	25,230	-1.9	24,633	0.1	26,431	-4.7	24,074	-3.4	28,713	-6.5
February	24,573	-4.3	24,225	-1.3	25,196	-9.0	23,032	-8.2	27,132	-10.1
March	24,731	-3.8	23,993	-1.6	25,976	-7.8	23,726	-3.3	28,423	-11.8
April	25,039	-0.9	23,923	-1.4	26,797	-1.4	24,289	0.4	29,190	-5.4
May	24,850	-1.2	23,678	-2.4	26,726	-0.1	23,616	-2.6	29,949	1.6
June	25,303	1.5	23,831	-0.9	27,667	4.4	23,727	-1.4	31,547	9.1
July	24,716	0.2	23,457	-2.5	26,747	4.3	23,459	-2.1	30,382	11.9
August	24,458	-0.7	23,431	-2.1	26,148	1.2	23,128	-4.4	29,253	6.9
September	24,597	-2.6	23,641	-3.2	26,103	-2.4	22,862	-6.8	29,443	3.0
October	25,347	-0.8	23,541	-4.4	28,362	4.4	24,108	-3.7	32,371	12.0
November	25,480	-2.6	23,514	-7.9	28,730	5.2	23,864	-5.5	33,162	15.1
December	25,870	-2.4	23,958	-4.8	29,076	-0.1	23,597	-7.9	33,639	4.3
Year	24,966	-1.5	23,794	-2.5	26,904	-0.4	23,621	-3.6	30,162	2.5
2009										
January	24,744	-1.9	23,503	-4.6	26,633	0.8	23,991	-0.3	29,149	1.5
February	25,096	2.1	23,828	-1.6	26,757	6.2	23,846	3.5	28,936	6.6
March	25,603	3.5	24,123	0.5	27,678	6.6	23,613	-0.5	30,923	8.8
April	24,846	-0.8	24,144	0.9	25,661	-4.2	22,375	-7.9	28,586	-2.1
May	25,569	2.9	24,388	3.0	27,130	1.5	23,856	1.0	29,496	-1.5
June	26,341	4.1	24,731	3.8	28,412	2.7	24,455	3.1	30,871	-2.1
July	25,570	3.5	23,940	2.1	27,861	4.2	24,946	6.3	29,810	-1.9
August	25,847	5.7	24,226	3.4	27,793	6.3	24,457	5.7	30,176	3.2
September	25,447	3.5	23,850	0.9	27,602	5.7	24,052	5.2	30,214	2.6
October	26,246	3.5	24,659	4.7	28,389	0.1	24,124	0.1	31,633	-2.3
November	26,452	3.8	24,791	5.4	28,533	-0.7	24,770	3.8	31,219	-5.9
December	25,911	0.2	24,472	2.1	28,222	-2.9	24,076	2.0	31,984	-4.9
Year	25,664	2.8	24,247	1.9	27,549	2.4	23,988	1.6	30,229	0.2
2010										
January	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	27,436	3.7	25,254	1.9	30,165	5.7	24,391	-1.5	34,720	11.2
December	27,585	6.5	25,126	2.7	30,946	9.7	24,595	2.2	36,421	13.9
Year	26,712	4.1	24,790	2.2	29,103	5.6	24,771	3.3	32,010	5.9

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

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

Period	Total		Passenger cars					
			North America		Japan		Other countries	
	Units	Market share	Units	Market share	Units	Market share	Units	Market share
	number	%	number	%	number	%	number	%
2008								
January	51,719	100.0	34,557	66.8	8,443	16.3	8,719	16.9
February	58,210	100.0	37,369	64.2	9,839	16.9	11,002	18.9
March	80,124	100.0	50,287	62.8	15,539	19.4	14,298	17.8
April	98,333	100.0	60,137	61.2	18,654	19.0	19,542	19.9
May	109,387	100.0	67,352	61.6	21,388	19.6	20,647	18.9
June	95,991	100.0	59,162	61.6	18,272	19.0	18,557	19.3
July	85,826	100.0	52,973	61.7	17,249	20.1	15,604	18.2
August	80,923	100.0	50,352	62.2	15,499	19.2	15,072	18.6
September	74,483	100.0	45,558	61.2	14,681	19.7	14,244	19.1
October	63,518	100.0	39,724	62.5	11,545	18.2	12,249	19.3
November	51,253	100.0	31,930	62.3	9,211	18.0	10,112	19.7
December	44,739	100.0	28,021	62.6	7,596	17.0	9,122	20.4
Year	894,506	100.0	557,422	62.3	167,916	18.8	169,168	18.9
2009								
January	35,743	100.0	21,581	60.4	6,907	19.3	7,255	20.3
February	40,786	100.0	23,129	56.7	7,559	18.5	10,098	24.8
March	65,695	100.0	38,347	58.4	12,138	18.5	15,210	23.2
April	75,332	100.0	40,460	53.7	16,423	21.8	18,449	24.5
May	83,181	100.0	47,369	56.9	15,020	18.1	20,792	25.0
June	74,028	100.0	41,654	56.3	12,407	16.8	19,967	27.0
July	73,425	100.0	42,908	58.4	12,228	16.7	18,289	24.9
August	68,383	100.0	37,309	54.6	12,947	18.9	18,127	26.5
September	67,469	100.0	38,747	57.4	12,175	18.0	16,547	24.5
October	61,429	100.0	35,303	57.5	11,284	18.4	14,842	24.2
November	51,261	100.0	28,504	55.6	9,477	18.5	13,280	25.9
December	50,939	100.0	31,398	61.6	9,295	18.2	10,246	20.1
Year	747,671	100.0	426,709	57.1	137,860	18.4	183,102	24.5
2010								
January	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	51,388	100.0	28,557	55.6	10,069	19.6	12,762	24.8
December	46,157	100.0	26,657	57.8	9,027	19.6	10,473	22.7
Year	711,599	100.0	394,358	55.4	127,389	17.9	189,852	26.7

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

Type and origin of vehicles	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
Total, new motor vehicles						
2008 (number)	97,164	1,404	297	2,783	2,153	21,582
2009 (number)	113,613	1,807	392	3,439	2,534	25,785
2010 (number)	114,376	1,866	356	2,844	2,483	27,399
2010 / 2009 (%)	0.7	3.3	-9.2	-17.3	-2.0	6.3
2008 \$'000	3,188,261	38,692	7,357	85,410	62,710	651,153
2009 \$'000	3,805,490	54,696	11,610	104,462	80,994	800,826
2010 \$'000	4,096,180	59,169	10,315	92,796	83,234	878,726
2010 / 2009 (%)	7.6	8.2	-11.2	-11.2	2.8	9.7
Passenger cars, manufactured in North America						
2008 (number)	28,021	474	125	996	709	6,602
2009 (number)	31,398	459	142	1,057	765	7,599
2010 (number)	26,657	465	119	906	630	7,723
2010 / 2009 (%)	-15.1	1.3	-16.2	-14.3	-17.6	1.6
2008 \$'000	671,318	10,882	2,728	23,611	15,816	153,238
2009 \$'000	768,379	10,256	3,341	24,645	17,910	178,967
2010 \$'000	669,784	10,287	2,756	21,255	15,063	182,106
2010 / 2009 (%)	-12.8	0.3	-17.5	-13.8	-15.9	1.8
Passenger cars, manufactured in Japan						
2008 (number)	7,596	x	x	210	x	2,516
2009 (number)	9,295	x	x	202	x	3,315
2010 (number)	9,027	x	x	191	x	2,936
2010 / 2009 (%)	-2.9	x	x	-5.4	x	-11.4
2008 \$'000	179,241	x	x	4,573	x	53,952
2009 \$'000	223,785	x	x	4,933	x	71,596
2010 \$'000	222,015	x	x	4,438	x	66,843
2010 / 2009 (%)	-0.8	x	x	-10.0	x	-6.6
Passenger cars, manufactured in other countries						
2008 (number)	9,122	x	x	243	x	2,939
2009 (number)	10,246	x	x	473	x	3,122
2010 (number)	10,473	x	x	313	x	3,469
2010 / 2009 (%)	2.2	x	x	-33.8	x	11.1
2008 \$'000	306,854	x	x	6,053	x	86,803
2009 \$'000	327,706	x	x	11,181	x	89,941
2010 \$'000	381,438	x	x	7,908	x	112,552
2010 / 2009 (%)	16.4	x	x	-29.3	x	25.1
Trucks ¹ , manufactured in North America						
2008 (number)	45,140	x	x	1,159	1,002	7,899
2009 (number)	55,731	x	x	1,564	1,354	10,030
2010 (number)	58,086	x	x	1,212	1,368	10,400
2010 / 2009 (%)	4.2	x	x	-22.5	1.0	3.7
2008 \$'000	1,754,198	x	x	44,791	35,274	296,728
2009 \$'000	2,193,284	x	x	58,410	52,289	391,762
2010 \$'000	2,433,330	x	x	51,635	54,445	413,534
2010 / 2009 (%)	10.9	x	x	-11.6	4.1	5.6
Trucks ¹ , manufactured overseas						
2008 (number)	7,285	x	x	175	137	1,626
2009 (number)	6,943	x	x	143	105	1,719
2010 (number)	10,133	x	x	222	166	2,871
2010 / 2009 (%)	45.9	x	x	55.2	58.1	67.0
2008 \$'000	276,650	x	x	6,382	4,438	60,431
2009 \$'000	292,335	x	x	5,292	3,656	68,559
2010 \$'000	389,612	x	x	7,560	5,638	103,691
2010 / 2009 (%)	33.3	x	x	42.9	54.2	51.2

See notes at the end of the table.

Table 4 – continued

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

Type and origin of vehicles	Canada	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia and the Territories ²
Total, new motor vehicles						
2008 (number)	97,164	35,481	3,317	3,432	15,457	11,258
2009 (number)	113,613	43,360	3,423	3,621	15,874	13,378
2010 (number)	114,376	43,555	3,340	3,721	16,272	12,540
2010 / 2009 (%)	0.7	0.4	-2.4	2.8	2.5	-6.3
2008 \$'000	3,188,261	1,179,535	109,761	122,538	545,191	385,915
2009 \$'000	3,805,490	1,446,979	115,358	130,735	566,473	493,356
2010 \$'000	4,096,180	1,580,771	121,906	134,694	695,622	438,948
2010 / 2009 (%)	7.6	9.2	5.7	3.0	22.8	-11.0
Passenger cars, manufactured in North America						
2008 (number)	28,021	11,398	1,010	798	3,144	2,765
2009 (number)	31,398	13,736	862	707	3,162	2,909
2010 (number)	26,657	10,963	661	527	2,313	2,350
2010 / 2009 (%)	-15.1	-20.2	-23.3	-25.5	-26.9	-19.2
2008 \$'000	671,318	275,787	23,964	19,658	78,859	66,776
2009 \$'000	768,379	338,003	21,014	18,052	83,122	73,069
2010 \$'000	669,784	285,141	16,633	13,310	62,288	60,944
2010 / 2009 (%)	-12.8	-15.6	-20.8	-26.3	-25.1	-16.6
Passenger cars, manufactured in Japan						
2008 (number)	7,596	2,542	130	106	789	1,061
2009 (number)	9,295	2,809	189	114	894	1,521
2010 (number)	9,027	3,217	199	114	735	1,425
2010 / 2009 (%)	-2.9	14.5	5.3	0.0	-17.8	-6.3
2008 \$'000	179,241	65,435	3,118	2,654	19,546	25,045
2009 \$'000	223,785	75,672	4,724	2,752	21,707	37,034
2010 \$'000	222,015	86,597	4,847	2,808	18,135	33,630
2010 / 2009 (%)	-0.8	14.4	2.6	2.0	-16.5	-9.2
Passenger cars, manufactured in other countries						
2008 (number)	9,122	3,514	145	116	858	1,008
2009 (number)	10,246	3,704	174	176	714	1,488
2010 (number)	10,473	3,979	120	113	687	1,393
2010 / 2009 (%)	2.2	7.4	-31.0	-35.8	-3.8	-6.4
2008 \$'000	306,854	129,675	3,687	2,982	31,156	39,204
2009 \$'000	327,706	130,115	4,485	4,777	23,789	54,375
2010 \$'000	381,438	158,685	3,679	3,664	29,133	55,890
2010 / 2009 (%)	16.4	22.0	-18.0	-23.3	22.5	2.8
Trucks ¹ , manufactured in North America						
2008 (number)	45,140	15,322	1,793	2,231	9,534	5,460
2009 (number)	55,731	20,498	2,063	2,476	10,163	6,407
2010 (number)	58,086	21,636	2,111	2,760	11,284	6,104
2010 / 2009 (%)	4.2	5.6	2.3	11.5	11.0	-4.7
2008 \$'000	1,754,198	603,730	70,398	90,768	372,073	216,933
2009 \$'000	2,193,284	789,050	80,091	99,638	396,452	283,404
2010 \$'000	2,433,330	898,481	87,829	107,047	537,437	237,672
2010 / 2009 (%)	10.9	13.9	9.7	7.4	35.6	-16.1
Trucks ¹ , manufactured overseas						
2008 (number)	7,285	2,705	239	181	1,132	964
2009 (number)	6,943	2,613	135	148	941	1,053
2010 (number)	10,133	3,760	249	207	1,253	1,268
2010 / 2009 (%)	45.9	43.9	84.4	39.9	33.2	20.4
2008 \$'000	276,650	104,908	8,594	6,476	43,557	37,958
2009 \$'000	292,335	114,139	5,044	5,517	41,403	45,475
2010 \$'000	389,612	151,868	8,917	7,866	48,628	50,812
2010 / 2009 (%)	33.3	33.1	76.8	42.6	17.5	11.7

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 December

Province	Total new motor vehicles		Passenger cars							
			North America		Japan		Other countries		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	number	%	number	%	number	%	number	%	number	%
2008										
Newfoundland and Labrador	31,448	11.3	11,504	6.2	x	x	x	x	16,825	12.3
Prince Edward Island	5,504	3.8	2,454	5.7	x	x	x	x	3,469	7.1
Nova Scotia	52,426	6.6	21,484	9.9	4,841	19.6	6,038	16.4	32,363	12.4
New Brunswick	39,522	6.0	14,744	4.2	x	x	x	x	22,021	11.4
Quebec	435,155	5.3	155,436	4.6	66,689	13.4	59,987	12.7	282,112	8.3
Ontario	592,088	-2.3	211,584	-0.4	49,085	8.4	56,651	4.7	317,320	1.7
Manitoba	48,029	2.0	15,607	5.8	3,064	25.1	2,973	-0.3	21,644	7.2
Saskatchewan	49,480	8.6	13,301	16.9	2,154	31.7	2,368	19.5	17,823	18.9
Alberta	238,413	-7.3	59,814	-2.1	14,794	7.5	13,887	8.3	88,495	0.9
British Columbia and the Territories¹	182,080	-9.7	51,494	-7.8	21,500	2.9	19,440	-3.4	92,434	-4.5
Canada	1,674,145	-1.0	557,422	1.2	167,916	11.0	169,168	8.0	894,506	4.1
2009										
Newfoundland and Labrador	28,755	-8.6	8,676	-24.6	x	x	x	x	14,084	-16.3
Prince Edward Island	5,286	-4.0	2,018	-17.8	x	x	x	x	3,050	-12.1
Nova Scotia	47,872	-8.7	16,435	-23.5	3,624	-25.1	6,744	11.7	26,803	-17.2
New Brunswick	35,274	-10.7	10,932	-25.9	x	x	x	x	17,319	-21.4
Quebec	396,574	-8.9	122,197	-21.4	56,459	-15.3	69,959	16.6	248,615	-11.9
Ontario	542,609	-8.4	168,851	-20.2	40,980	-16.5	61,095	7.8	270,926	-14.6
Manitoba	43,995	-8.4	11,772	-24.6	2,489	-18.8	3,217	8.2	17,478	-19.2
Saskatchewan	44,893	-9.3	10,499	-21.1	1,743	-19.1	2,311	-2.4	14,553	-18.3
Alberta	186,768	-21.7	39,390	-34.1	10,872	-26.5	12,552	-9.6	62,814	-29.0
British Columbia and the Territories¹	152,830	-16.1	35,939	-30.2	16,936	-21.2	19,154	-1.5	72,029	-22.1
Canada	1,484,856	-11.3	426,709	-23.4	137,860	-17.9	183,102	8.2	747,671	-16.4
2010										
Newfoundland and Labrador	31,667	10.1	8,627	-0.6	x	x	x	x	13,969	-0.8
Prince Edward Island	5,785	9.4	1,930	-4.4	x	x	x	x	2,858	-6.3
Nova Scotia	47,643	-0.5	14,711	-10.5	3,343	-7.8	6,242	-7.4	24,296	-9.4
New Brunswick	38,776	9.9	10,604	-3.0	x	x	x	x	16,994	-1.9
Quebec	419,847	5.9	115,692	-5.3	50,535	-10.5	69,673	-0.4	235,900	-5.1
Ontario	586,631	8.1	155,469	-7.9	41,277	0.7	66,137	8.3	262,883	-3.0
Manitoba	45,355	3.1	10,634	-9.7	2,144	-13.9	3,005	-6.6	15,783	-9.7
Saskatchewan	47,601	6.0	8,654	-17.6	1,490	-14.5	2,479	7.3	12,623	-13.3
Alberta	204,537	9.5	35,628	-9.6	9,221	-15.2	13,194	5.1	58,043	-7.6
British Columbia and the Territories¹	156,656	2.5	32,409	-9.8	15,022	-11.3	20,819	8.7	68,250	-5.2
Canada	1,584,498	6.7	394,358	-7.6	127,389	-7.6	189,852	3.7	711,599	-4.8

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 December

Province	Total new motor vehicles		Trucks ²					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	number	%	number	%	number	%	number	%
2008								
Newfoundland and Labrador	31,448	11.3	x	x	x	x	14,623	10.1
Prince Edward Island	5,504	3.8	x	x	x	x	2,035	-1.5
Nova Scotia	52,426	6.6	17,711	-2.8	2,352	8.1	20,063	-1.6
New Brunswick	39,522	6.0	15,500	-0.8	2,001	5.3	17,501	-0.1
Quebec	435,155	5.3	124,254	-3.6	28,789	20.2	153,043	0.2
Ontario	592,088	-2.3	232,757	-9.0	42,011	10.6	274,768	-6.5
Manitoba	48,029	2.0	23,512	-3.2	2,873	9.3	26,385	-2.0
Saskatchewan	49,480	8.6	28,867	3.2	2,790	8.4	31,657	3.6
Alberta	238,413	-7.3	133,345	-13.0	16,573	2.6	149,918	-11.5
British Columbia and the Territories ¹	182,080	-9.7	76,563	-15.2	13,083	-9.5	89,646	-14.4
Canada	1,674,145	-1.0	667,139	-8.3	112,500	8.6	779,639	-6.2
2009								
Newfoundland and Labrador	28,755	-8.6	x	x	x	x	14,671	0.3
Prince Edward Island	5,286	-4.0	x	x	x	x	2,236	9.9
Nova Scotia	47,872	-8.7	18,967	7.1	2,102	-10.6	21,069	5.0
New Brunswick	35,274	-10.7	16,229	4.7	1,726	-13.7	17,955	2.6
Quebec	396,574	-8.9	121,101	-2.5	26,858	-6.7	147,959	-3.3
Ontario	542,609	-8.4	235,364	1.1	36,319	-13.5	271,683	-1.1
Manitoba	43,995	-8.4	24,125	2.6	2,392	-16.7	26,517	0.5
Saskatchewan	44,893	-9.3	28,390	-1.7	1,950	-30.1	30,340	-4.2
Alberta	186,768	-21.7	111,673	-16.3	12,281	-25.9	123,954	-17.3
British Columbia and the Territories ¹	152,830	-16.1	68,342	-10.7	12,459	-4.8	80,801	-9.9
Canada	1,484,856	-11.3	639,306	-4.2	97,879	-13.0	737,185	-5.4
2010								
Newfoundland and Labrador	31,667	10.1	x	x	x	x	17,698	20.6
Prince Edward Island	5,785	9.4	x	x	x	x	2,927	30.9
Nova Scotia	47,643	-0.5	20,950	10.5	2,397	14.0	23,347	10.8
New Brunswick	38,776	9.9	19,751	21.7	2,031	17.7	21,782	21.3
Quebec	419,847	5.9	150,317	24.1	33,630	25.2	183,947	24.3
Ontario	586,631	8.1	282,423	20.0	41,325	13.8	323,748	19.2
Manitoba	45,355	3.1	27,004	11.9	2,568	7.4	29,572	11.5
Saskatchewan	47,601	6.0	32,693	15.2	2,285	17.2	34,978	15.3
Alberta	204,537	9.5	132,166	18.4	14,328	16.7	146,494	18.2
British Columbia and the Territories ¹	156,656	2.5	74,659	9.2	13,747	10.3	88,406	9.4
Canada	1,584,498	6.7	758,801	18.7	114,098	16.6	872,899	18.4

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 December

Province	Total new motor vehicles		Passenger cars							
			North America		Japan		Other countries		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%	\$'000	%
2008										
Newfoundland and Labrador	834,707	8.2	258,748	5.8	x	x	x	x	365,463	11.4
Prince Edward Island	136,747	-1.4	53,826	1.8	x	x	x	x	73,276	3.6
Nova Scotia	1,403,029	2.3	492,408	8.0	106,970	16.5	130,753	16.3	730,130	10.6
New Brunswick	1,076,928	-0.1	328,635	-0.1	x	x	x	x	478,580	7.9
Quebec	12,069,508	3.0	3,540,886	2.5	1,434,267	10.1	1,590,627	15.8	6,565,780	7.1
Ontario	18,814,860	-3.3	5,172,258	-3.5	1,271,495	3.3	1,967,308	8.6	8,411,063	0.1
Manitoba	1,540,724	-2.5	369,586	1.2	73,142	21.9	74,101	3.3	516,828	4.0
Saskatchewan	1,670,932	4.7	323,021	13.8	53,920	27.3	59,603	23.6	436,545	16.6
Alberta	8,180,745	-10.7	1,514,245	-2.1	383,402	5.9	449,954	10.2	2,347,600	1.3
British Columbia and the Territories ¹	5,837,363	-14.2	1,209,445	-11.0	524,118	-0.2	673,123	1.8	2,406,686	-5.4
Canada	51,565,539	-3.9	13,263,053	-1.4	3,966,400	7.0	5,102,499	10.7	22,331,952	2.6
2009										
Newfoundland and Labrador	829,287	-0.6	199,497	-22.9	x	x	x	x	316,569	-13.4
Prince Edward Island	144,666	5.8	45,983	-14.6	x	x	x	x	67,288	-8.2
Nova Scotia	1,393,849	-0.7	391,175	-20.6	82,539	-22.8	160,853	23.0	634,566	-13.1
New Brunswick	1,061,876	-1.4	258,543	-21.3	x	x	x	x	400,882	-16.2
Quebec	11,533,278	-4.4	2,819,376	-20.4	1,239,841	-13.6	1,916,863	20.5	5,976,078	-9.0
Ontario	17,388,667	-7.6	4,170,594	-19.4	1,079,555	-15.1	2,061,531	4.8	7,311,680	-13.1
Manitoba	1,431,933	-7.1	285,038	-22.9	60,236	-17.6	83,610	12.8	428,884	-17.0
Saskatchewan	1,517,381	-9.2	258,760	-19.9	44,407	-17.6	62,786	5.3	365,949	-16.2
Alberta	6,480,242	-20.8	1,022,092	-32.5	285,438	-25.6	407,024	-9.5	1,714,556	-27.0
British Columbia and the Territories ¹	5,156,409	-11.7	895,304	-26.0	414,823	-20.9	661,829	-1.7	1,971,956	-18.1
Canada	46,937,588	-9.0	10,346,359	-22.0	3,307,036	-16.6	5,535,011	8.5	19,188,411	-14.1
2010										
Newfoundland and Labrador	949,761	14.5	193,615	-2.9	x	x	x	x	311,367	-1.6
Prince Edward Island	168,529	16.5	45,106	-1.9	x	x	x	x	64,821	-3.7
Nova Scotia	1,451,618	4.1	345,495	-11.7	78,869	-4.4	156,973	-2.4	581,333	-8.4
New Brunswick	1,231,825	16.0	256,718	-0.7	x	x	x	x	408,881	2.0
Quebec	12,522,468	8.6	2,705,684	-4.0	1,151,850	-7.1	2,015,884	5.2	5,873,414	-1.7
Ontario	19,916,221	14.5	3,964,575	-4.9	1,110,026	2.8	2,355,744	14.3	7,430,343	1.6
Manitoba	1,546,207	8.0	263,340	-7.6	53,006	-12.0	84,410	1.0	400,755	-6.6
Saskatchewan	1,695,906	11.8	219,916	-15.0	38,149	-14.1	70,885	12.9	328,951	-10.1
Alberta	7,537,993	16.3	954,771	-6.6	250,889	-12.1	451,276	10.9	1,656,936	-3.4
British Columbia and the Territories ¹	5,445,973	5.6	826,722	-7.7	375,098	-9.6	749,941	13.3	1,951,762	-1.0
Canada	52,466,503	11.8	9,775,940	-5.5	3,155,524	-4.6	6,077,099	9.8	19,008,565	-0.9

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 December

Province	Total new motor vehicles		Trucks ²					
			North America		Overseas		Total	
	Units	Year/year change	Units	Year/year change	Units	Year/year change	Units	Year/year change
	\$'000	%	\$'000	%	\$'000	%	\$'000	%
2008								
Newfoundland and Labrador	834,707	8.2	x	x	x	x	469,244	5.8
Prince Edward Island	136,747	-1.4	x	x	x	x	63,473	-6.5
Nova Scotia	1,403,029	2.3	591,426	-7.1	81,470	7.8	672,898	-5.5
New Brunswick	1,076,928	-0.1	533,470	-6.5	64,876	2.1	598,345	-5.6
Quebec	12,069,508	3.0	4,467,157	-5.0	1,036,572	17.1	5,503,729	-1.5
Ontario	18,814,860	-3.3	8,792,602	-8.1	1,611,195	8.5	10,403,798	-5.9
Manitoba	1,540,724	-2.5	923,394	-6.7	100,500	7.2	1,023,894	-5.5
Saskatchewan	1,670,932	4.7	1,134,326	0.7	100,059	5.5	1,234,387	1.1
Alberta	8,180,745	-10.7	5,208,333	-16.3	624,808	0.5	5,833,145	-14.8
British Columbia and the Territories ¹	5,837,363	-14.2	2,915,644	-21.0	515,032	-9.6	3,430,674	-19.4
Canada	51,565,539	-3.9	25,036,422	-10.5	4,197,166	6.4	29,233,586	-8.4
2009								
Newfoundland and Labrador	829,287	-0.6	x	x	x	x	512,717	9.3
Prince Edward Island	144,666	5.8	x	x	x	x	77,379	21.9
Nova Scotia	1,393,849	-0.7	682,541	15.4	76,740	-5.8	759,281	12.8
New Brunswick	1,061,876	-1.4	603,023	13.0	57,972	-10.6	660,995	10.5
Quebec	11,533,278	-4.4	4,539,071	1.6	1,018,128	-1.8	5,557,199	1.0
Ontario	17,388,667	-7.6	8,569,839	-2.5	1,507,146	-6.5	10,076,985	-3.1
Manitoba	1,431,933	-7.1	914,955	-0.9	88,092	-12.3	1,003,048	-2.0
Saskatchewan	1,517,381	-9.2	1,076,524	-5.1	74,906	-25.1	1,151,432	-6.7
Alberta	6,480,242	-20.8	4,269,488	-18.0	496,200	-20.6	4,765,687	-18.3
British Columbia and the Territories ¹	5,156,409	-11.7	2,661,181	-8.7	523,271	1.6	3,184,455	-7.2
Canada	46,937,588	-9.0	23,847,949	-4.7	3,901,228	-7.1	27,749,177	-5.1
2010								
Newfoundland and Labrador	949,761	14.5	x	x	x	x	638,395	24.5
Prince Edward Island	168,529	16.5	x	x	x	x	103,709	34.0
Nova Scotia	1,451,618	4.1	783,086	14.7	87,201	13.6	870,287	14.6
New Brunswick	1,231,825	16.0	752,484	24.8	70,461	21.5	822,943	24.5
Quebec	12,522,468	8.6	5,393,775	18.8	1,255,279	23.3	6,649,053	19.6
Ontario	19,916,221	14.5	10,782,686	25.8	1,703,194	13.0	12,485,877	23.9
Manitoba	1,546,207	8.0	1,048,593	14.6	96,858	10.0	1,145,450	14.2
Saskatchewan	1,695,906	11.8	1,278,800	18.8	88,156	17.7	1,366,955	18.7
Alberta	7,537,993	16.3	5,296,234	24.0	584,821	17.9	5,881,056	23.4
British Columbia and the Territories ¹	5,445,973	5.6	2,907,893	9.3	586,315	12.0	3,494,212	9.7
Canada	52,466,503	11.8	28,924,951	21.3	4,532,987	16.2	33,457,939	20.6

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

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

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

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

Year	Total	Passenger cars				Trucks¹		
		Total	North America	Japan	Other countries	Total	North America	Overseas
		number						
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
2010	1,584,498	711,599	394,358	127,389	189,852	872,899	758,801	114,098
\$'000								
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
2010	52,466,503	19,008,565	9,775,940	3,155,524	6,077,099	33,457,939	28,924,951	4,532,987

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

Table 7
Canada, monthly sales of new motor vehicles, in units, by type and origin, seasonally adjusted

Period	Total new motor vehicles		Passenger cars				Trucks ¹	
			North America		Overseas		Total	
	Units	Month/month change	Units	Month/month change	Units	Month/month change	Units	Month/month change
	number	%	number	%	number	%	number	%
2008								
January	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
2009								
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
2010								
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	134,499	3.3	31,968	3.4	25,587	1.4	76,944	3.9
October	134,518	0.0	34,075	6.6	25,906	1.2	74,537	-3.1
November	134,715	0.1	33,397	-2.0	26,102	0.8	75,216	0.9
December	128,210	-4.8	32,182	-3.6	26,030	-0.3	69,998	-6.9

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

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

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

Period	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
	number					
2008						
January	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
2009						
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
2010						
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	134,499	2,603	482	4,095	3,334	34,405
October	134,518	2,751	501	3,808	3,229	36,100
November	134,715	2,682	512	3,690	3,360	35,708
December	128,210	2,647	453	3,433	3,008	35,564

Table 8 – continued

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

Period	Canada	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia and the Territories
	number					
2008						
January	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
2009						
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
2010						
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	134,499	49,852	3,844	4,191	18,392	13,301
October	134,518	50,419	3,645	3,789	17,036	13,240
November	134,715	50,387	3,816	3,874	17,221	13,465
December	128,210	47,129	3,571	3,768	16,199	12,438

Definitions

Trucks

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

Passenger car

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

Country of origin

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

Motor vehicle sales - units

The number of new motor vehicles sold in Canada.

Motor vehicle sales - dollars

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

Average price of passenger cars

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

Appendix I

Scope of the survey

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

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

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

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

Data quality and methodology

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

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

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

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

Data confidentiality

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

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

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

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

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

Seasonal adjustment

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

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

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

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

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

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

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

Since April 2008, New Motor Vehicle Sales Survey data are seasonally adjusted using the X-12-ARIMA⁴ software. The technique that is used essentially consists of first correcting the initial series for all sorts of undesirable effects, such as the trading-day and the Easter holiday effects, by a module called regARIMA. These effects are estimated using regression models with ARIMA errors (auto-regressive integrated moving average models). The series can also be extrapolated for at least one year by using the model. Subsequently, the raw series—pre-adjusted and extrapolated if applicable—is seasonally adjusted by the X-11 method.

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

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

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

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

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

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

Revision procedures

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

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

6. MCD = 4 for North American passenger cars. MCD = 3 for Overseas passenger cars. MCD = 5 for Commercial vehicles.

Appendix II

List of North American motor vehicle manufacturers

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

Toyota Canada Ltd.

Volkswagen Canada Inc.

Volvo Trucks Canada Inc.

Western Star Trucks Inc.

List of importers and distributors of overseas manufactured motor vehicles

Japan

General Motors of Canada Ltd.

Hino Diesel Trucks Canada Ltd.

Honda Canada Inc.

Mazda Canada Inc.

Mitsubishi Motor Sales of Canada, Inc.

Nissan Canada Inc.

Subaru Canada Inc.

Suzuki Canada Inc.

Toyota Canada Inc.

Other Countries

B.M.W. Canada Inc.

Daewoo Auto Canada Inc.

Ford Motor Company of Canada Limited

General Motors Canada Ltd.

Hyundai Auto Canada Inc.

Jaguar Canada Inc.

Kia Canada Inc.

Land Rover group Canada Inc.

Mercedes-Benz Canada Inc.

Porsche Cars of Canada Ltd.

Volkswagen Canada Inc.

Volvo Cars of Canada Ltd.