



# The Daily

Statistics Canada

**Friday, September 11, 1998**

For release at 8:30 a.m.

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## MAJOR RELEASES

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- **New motor vehicle sales, July 1998** 2  
 New motor vehicle sales fell 0.5% in July to 122,187 units. This was the second monthly decline after four months of advances.

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## OTHER RELEASES

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- Steel primary forms, July 1998 5
- Railway carloadings, ten-day period ending August 31, 1998 5
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## MAJOR RELEASES

### New motor vehicle sales

July 1998

New motor vehicle sales fell 0.5% in July to 122,187 units. This was the second monthly decline after four months of advances. Sales were 3.4% higher in July compared with the same period a year earlier. However, sales have been advancing at a slower rate in 1998 compared with 1997. (All numbers are seasonally adjusted unless otherwise specified).

New truck sales partially recovered from a 5.2% dip in June, advancing 0.9% in July. Year-over-year advances in new truck sales slipped to 6.4% in July after posting double-digit advances in all of 1997 and most of 1998.

July's decline in new motor vehicle sales was due to weaker new car sales (-1.9%). This was the third consecutive monthly decline in new car sales. Dealers sold 0.6% more new cars in July 1998 compared with the same period a year earlier. Sales of new cars increased steadily between April 1996 and April 1997 but have flattened since. Sources in the automotive industry suggest that new motor vehicle sales will decrease in August.

Sales of new cars manufactured by the Big Three (General Motors, Ford and Chrysler) fell 6.7% in July following a 4.5% decline in June. Sales of new cars manufactured by all other automakers increased 4.0% in July. The Big Three market share for passenger cars slipped from 55.6% in June 1998 to 52.9% in July. After averaging around 65% from mid-1994 to the end of 1995, the Big Three market share for passenger cars has been generally falling.

#### Note to readers

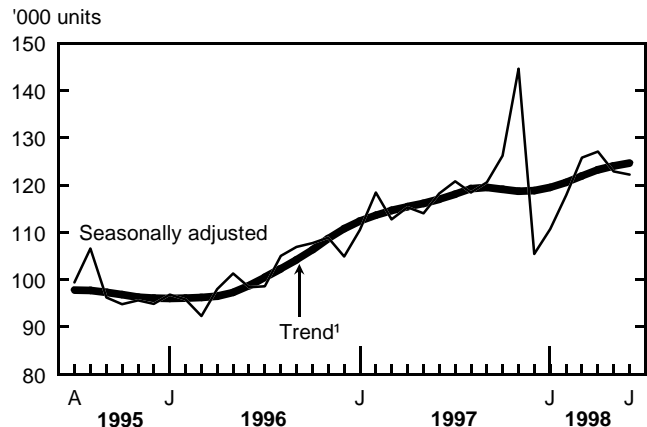
Passenger cars include those used for personal and commercial purposes (such as taxis or rental cars). Trucks include minivans, sport utility vehicles, light and heavy trucks, vans, coaches and buses.

The Big Three manufacturers are General Motors, Ford and Chrysler. The Big Three may sell new motor vehicles manufactured in North America as well as overseas (imported).

Data on the average amount spent on new vehicles are derived from figures not adjusted for seasonality. The average price of new vehicles is estimated from data reported by companies that primarily sell light vehicles; these data exclude figures reported by heavy truck and bus companies.

For reasons of confidentiality, the Yukon and Northwest Territories are included with British Columbia.

New motor vehicle sales



¹ The short-term trend represents a moving average of the data.

New motor vehicle sales were down in 6 of 10 provinces compared with July 1997 (unadjusted for seasonality). Saskatchewan (-25.8%), Manitoba (-20.7%) and British Columbia (-20.3%) posted the largest year-over-year decreases in new car sales. These provinces also posted the largest year-over-year decreases in new truck sales (-10.3%, -13.1% and -9.3% respectively). New motor vehicle sales may be weakening in the Western provinces due to slowdowns in the natural resource industry.

### Changing choices for the consumer

Over the past decade, consumers have been purchasing fewer new cars and more new trucks. In 1988, consumers bought one truck for every three cars sold. By 1998, the gap had narrowed to almost one truck for every car sold. As the number of new car sales have declined, so have the number of models consumers have to choose from. Over the same time period, the number of new truck models has increased.

### Consumers spending more on new vehicles

The average amount consumers spend purchasing new motor vehicles has been rising faster than disposable income. In the second quarter of 1992 (the first period of available data), consumers spent an average of \$18,243 (before tax) for a new vehicle. During the second quarter of 1998, the average amount spent had grown to \$25,861 — an increase of 42%. During the same period, disposable income has increased by only 10%, while the personal savings rate has declined. The average spent on new vehicles

reflects consumers' choices of model and options, changes in standard equipment, and changes in vehicle prices (unadjusted for seasonality).

The amount spent by consumers on a new truck has increased more than the amount spent on a new car (unadjusted for seasonality). Comparing the second quarter of 1992 with the second quarter of 1998, consumers spent an average of 33% more purchasing their new car and 43% more purchasing their new truck (excluding most heavy trucks and buses).

### Available on CANSIM: matrix 64.

The August 1998 issue of *New motor vehicle sales* (63-007-XIB, \$13/\$124) will be available shortly. See *How to order to publications*.

For further information on the concepts, methods and data quality of this release, contact Louise Généreux (613-951-3549). For analytical information, contact Jeff Fritzsche (613-951-2812; [fritjef@statcan.ca](mailto:fritjef@statcan.ca)), Retail Trade Section, Distributive Trades Division. □

**New motor vehicle sales**

	July 1997	June 1998 <sup>r</sup>	July 1998 <sup>p</sup>	July 1997 to July 1998	June 1998 to July 1998
seasonally adjusted					
				% change	
<b>New motor vehicles</b>	<b>118,170</b>	<b>122,859</b>	<b>122,187</b>	<b>3.4</b>	<b>-0.5</b>
Passenger cars	61,389	62,977	61,770	0.6	-1.9
North American <sup>1</sup>	52,681	51,925	50,092	-4.9	-3.5
Imports	8,707	11,052	11,677	34.1	5.7
Big Three automakers	36,188	35,037	32,701	-9.6	-6.7
Other automakers	25,201	27,940	29,069	15.3	4.0
Trucks, vans and buses	56,782	59,881	60,418	6.4	0.9
	July 1997	July 1998 <sup>p</sup>	July 1997 to July 1998	Market share	
				July 1997	July 1998
unadjusted					
			% change	%	
<b>New motor vehicles</b>	<b>121,096</b>	<b>120,517</b>	<b>-0.5</b>		
Passenger cars	66,045	64,649	-2.1		
North American <sup>1</sup>	55,793	51,355	-8.0	84.5	79.4
Imports	10,252	13,294	29.7	15.5	20.6
Big Three automakers	38,452	32,383	-15.8	58.2	50.1
Other automakers	27,593	32,266	16.9	41.8	49.9
Trucks, vans and buses	55,051	55,868	1.5		
North American <sup>1</sup>	50,338	50,360	0.0	91.4	90.1
Imports	4,713	5,508	16.9	8.6	9.9

<sup>r</sup> Revised figures.

<sup>p</sup> Preliminary figures.

<sup>1</sup> Manufactured or assembled in Canada, the United States or Mexico.



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## OTHER RELEASES

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### Steel primary forms

Week ending September 5, 1998 (preliminary)

Steel primary forms production for the week ending September 5, 1998, totalled 302 324 metric tonnes, up 2.4% from the week-earlier 295 227 tonnes and up 5.5% from the year-earlier 286 494 tonnes. The cumulative total at the end of the week was 11 104 613 tonnes, a 6.7% increase compared with 10 404 353 tonnes for the same period in 1997.

For further information on the concepts, methods and data quality in this release, contact Huguette Montcalm (613-951-9827; [monthug@statcan.ca](mailto:monthug@statcan.ca)), Manufacturing, Construction and Energy Division. ■

### Steel primary forms

July 1998

Steel primary forms production for July 1998 totalled 1 308 412 metric tonnes, an increase of 9.6% from 1 193 562 tonnes the same period a year earlier.

Year-to-date production reached 9 562 465 tonnes, up 7.8% from 8 869 364 tonnes a year earlier.

**Available on CANSIM: matrix 58 (level 2, series 3).**

The July 1998 issue of *Primary iron and steel* (41-001-XPB, \$7/\$62) will be available shortly. See *How to order publications*.

For further information on the concepts, methods and data quality in this release, contact Andy Shinnan (613-951-3515; [shinand@statcan.ca](mailto:shinand@statcan.ca)), Manufacturing, Construction and Energy Division. ■

### Railway carloadings

Ten-day period ending August 31, 1998

Carloadings of freight (excluding intermodal traffic) during the 10-day period ending August 31, 1998, decreased 9.4% to 6.2 million metric tonnes compared with the same period last year. The number of cars loaded also decreased 7.1%.

Intermodal traffic (piggyback) tonnage totalled 444 000 tonnes, a 7.8% decrease from the same period last year. The year-to-date figures are down 2.4%.

Total traffic (carloadings of freight and intermodal traffic) decreased 9.3% during the period. This brought the year-to-date total to 169.7 million tonnes, a decrease of 1.9% from the previous year.

All year-to-date figures have been revised.

For further information on the concepts, methods and data quality in this release, contact Robert Larocque (613-951-2486; fax: 613-951-0009; [laroque@statcan.ca](mailto:laroque@statcan.ca)), Transportation Division. ■

### Egg production

July 1998 (preliminary)

Egg production estimates for July are now available.

**Available on CANSIM: matrices 1145, 1146 and 5689-5691.**

To order *Production of eggs* (23-003-XPB, \$110), contact Julie Gordon (613-951-5039), Agriculture Division.

For further information on this release, contact Sandy Giefeldt (613-951-2505), Livestock and Animal Product Section, Agriculture Division. ■

## PUBLICATIONS RELEASED

**Infomat - A weekly review**, September 11, 1998  
**Catalogue number 11-002-XIE**  
 (Canada: \$3/\$109; outside Canada: US\$3/US\$109).

**Infomat - A weekly review**, September 11, 1998  
**Catalogue number 11-002-XPE**  
 (Canada: \$4/\$145; outside Canada: US\$4/US\$145).

**Production and shipments of steel pipe and tubing**, July 1998  
**Catalogue number 41-011-XPB**  
 (Canada: \$7/\$62; outside Canada: US\$7/US\$62).

**Industrial chemicals and synthetic resins**, July 1998  
**Catalogue number 46-002-XPB**  
 (Canada: \$7/\$62; outside Canada: US\$7/US\$62).

**All prices exclude sales tax.**

Catalogue numbers with an -XIB or an -XIE extension are Internet versions; those with -XMB or -XME are microfiche; and -XPB or -XPE denote a paper version.

### How to order publications

Simplify your data search with the *Statistics Canada Catalogue* (11-204-XPE, \$16; outside Canada: US\$16).

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 Statistics Canada

Thursday, June 5, 1997  
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**MAJOR RELEASES**

- **Urban transit, 1995** 2  
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about six trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1996** 4  
Growth in productivity among Canadian businesses was relatively weak again in 1996, accompanied by sluggish gains in employment and slow economic growth during the year.

**OTHER RELEASES**

- **Help-wanted index, May 1997** 3
- **Short-term Expectations Survey** 2
- **Steel primary forms, sales ending May 31, 1997** 12
- **Egg production, April 1997** 13

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### Statistics Canada's official release bulletin

Catalogue 11-001E.

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## RELEASE DATES

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**September 14 to 18, 1998**  
(Release dates are subject to change.)

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Release date	Title	Reference period
14	<b>Periodical Publishing Survey</b>	1996/97
15	<b>Canadian social trends: Religious observance, marriage and family</b>	Autumn 1998
16	<b>Monthly Survey of Manufacturing</b>	July 1998
16	<b>Travel between Canada and other countries</b>	July 1998
17	<b>Canadian international merchandise trade</b>	July 1998
18	<b>Consumer Price Index</b>	August 1998
18	<b>Wholesale trade</b>	July 1998

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