



# The Daily

Statistics Canada

Friday, February 12, 1999

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## MAJOR RELEASES

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- **New motor vehicle sales, December 1998 and Annual 1998** 2  
Despite dealer incentives in December, the number of new motor vehicles sold fell by 1.3% from November. The number of units sold in 1998 was virtually unchanged from 1997 (+0.1%).

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## MAJOR RELEASES

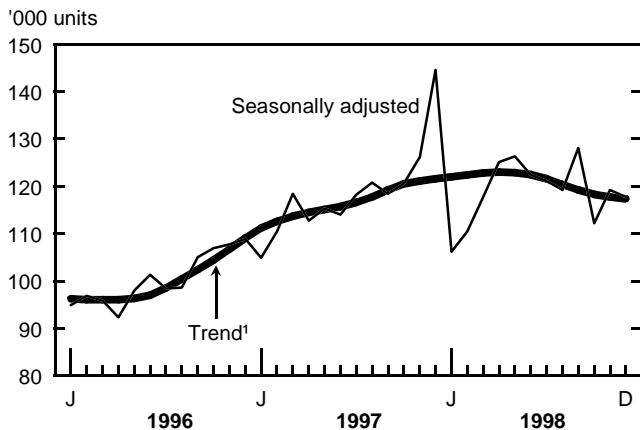
### New motor vehicle sales

December 1998 and Annual 1998

Despite dealer incentives in December, the number of new motor vehicles sold (117,678) fell by 1.3% from November. In contrast, incentives offered in December 1997 pushed up sales by 14.6% over November 1997. The level of sales in December 1998 was 18.6% lower than in December 1997. (All figures are seasonally adjusted unless otherwise noted.)

The number of units sold in 1998 was virtually unchanged from 1997 (+0.1%). Sales of new motor vehicles have generally been declining since the spring of 1998. Prior to this, sales had generally been advancing from the spring of 1996.

New motor vehicle sales fell in December



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

### Car sales remain flat and truck sales continue to decline

The number of cars sold in December 1998 (64,331) fell by 0.7% compared with November. Sales of new cars have generally been flat since the spring of 1998 after a marginal increase at the start of the year. For all of 1998, the number of new cars sold fell by 0.2%. Car sales have been unable to achieve their last peak in 1985. Sales advanced steadily from the spring of 1996, followed by a pause from the spring of 1997 to the start of 1998.

Sales of new trucks (53,347) fell by 2.0% in December. After posting bold gains through 1996 and

#### 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).

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

1997, sales of new trucks have been in decline for all of 1998. However, the number of new trucks sold was 0.4% higher than in 1997 because of the high level at the start of 1998. This followed a 26.1% advance in 1997 and a 9.6% increase in 1996.

### Big Three continue to lose market share in 1998

The share of new motor vehicle sales by the Big Three (General Motors, Ford and Chrysler) fell to 68.1% from 72.0% in 1997 (unadjusted). Steep declines in the value of Asian currencies may have contributed to this drop. Meanwhile, the share of new motor vehicles manufactured overseas by companies other than the Big Three rose from 11.4% in 1997 to 14.4% in 1998.

The loss in market share of cars built in North America by the Big Three auto manufacturers was entirely offset by increasing sales by other manufacturers selling cars built overseas. In contrast, the loss in the Big Three market share for North American built trucks was mostly offset by trucks built in North America by other manufacturers.

The market share of the Big Three auto manufacturers has been in decline since 1995, when they had 74.9% of the market for all new motor vehicles sold in Canada.

### Western provinces lag behind others in 1998

Saskatchewan posted the largest decline in sales of new motor vehicles in 1998, a drop of 15.2% compared with 1997. British Columbia and Manitoba followed with declines of 10.3% and 9.5% respectively. New motor vehicle sales in Alberta fell by 2.6% in the same period.

Nova Scotia posted the strongest advance in 1998 (+5.1%). Elsewhere in Atlantic Canada, advances were posted in New Brunswick (+4.3%) and Newfoundland (+2.3%). Sales of new motor vehicles

also advanced in both Ontario (+3.8) and Quebec (+3.3%).

**Available on CANSIM: matrix 64.**

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

For data or general information, contact the Client Services Unit (613-951-3549; 1-877 421-3067; [retailinfo@statcan.ca](mailto:retailinfo@statcan.ca)), Retail Trade Section, Distributive Trades Division. For analytical information, or to enquire about the concepts, methods and data quality of this release, contact Greg Peterson (613-951-3592; [petegre@statcan.ca](mailto:petegre@statcan.ca)).

**New motor vehicle sales**

	Dec. 1997	Nov. 1998 <sup>r</sup>	Dec. 1998 <sup>p</sup>	Dec. 1997 to Dec. 1998	Nov. to Dec. 1998
seasonally adjusted					
				% change	
<b>New motor vehicles</b>	<b>144,555</b>	<b>119,201</b>	<b>117,678</b>	<b>-18.6</b>	<b>-1.3</b>
Passenger cars	66,821	64,765	64,331	-3.7	-0.7
North American <sup>1</sup>	53,772	51,183	50,894	-5.4	-0.6
Overseas	13,049	13,581	13,437	3.0	-1.1
Big Three automakers	37,274	35,155	33,961	-8.9	-3.4
Other automakers	29,547	29,610	30,370	2.8	2.6
Trucks, vans and buses	77,734	54,436	53,347	-31.4	-2.0
	Dec. 1997	Dec. 1998 <sup>p</sup>	Dec. 1997 to Dec. 1998	Market share	
				Dec. 1997	Dec. 1998
unadjusted					
			% change		%
<b>New motor vehicles</b>	<b>136,200</b>	<b>108,261</b>	<b>-20.5</b>		
Passenger cars	53,762	52,731	-1.9		
North American <sup>1</sup>	43,444	41,857	-3.7	80.8	79.4
Overseas	10,318	10,874	5.4	19.2	20.6
Big Three automakers	30,177	27,878	-7.6	56.1	52.9
Other automakers	23,585	24,853	5.4	43.9	47.1
Trucks, vans and buses	82,438	55,530	-32.6		
North American <sup>1</sup>	75,644	50,720	-32.9	91.8	91.3
Overseas	6,794	4,810	-29.2	8.2	8.7

<sup>r</sup> Revised figures.

<sup>p</sup> Preliminary figures.

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

**Annual new motor vehicle sales  
1998**

	Total	Cars	Trucks	Total	Cars	Trucks
	unadjusted					
	Number of vehicles sold			% change from 1997		
Newfoundland	21,472	11,865	9,607	2.3	0.4	4.8
Prince Edward Island	4,556	2,546	2,010	-3.4	-2.5	-4.5
Nova Scotia	40,389	23,165	17,224	5.1	4.7	5.6
New Brunswick	37,981	18,488	19,493	4.3	4.0	4.7
Quebec	363,996	228,402	135,594	3.3	2.0	5.7
Ontario	570,505	305,629	264,876	3.8	3.2	4.6
Manitoba	43,058	16,399	26,659	-9.5	-9.9	-9.2
Saskatchewan	36,056	12,262	23,794	-15.2	-13.5	-16.1
Alberta	163,381	56,124	107,257	-2.6	-1.4	-3.1
British Columbia	147,501	65,929	81,572	-10.3	-11.7	-9.2
<b>Canada</b>	<b>1,428,895</b>	<b>740,809</b>	<b>688,086</b>	<b>0.3</b>	<b>0.3</b>	<b>0.3</b>



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## OTHER RELEASES

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### Oil pipeline transport

November 1998

Net receipts of crude oil and equivalent hydrocarbons totalled 12 530 735 cubic metres in November, down 4.5% from November 1997. Year-to-date receipts to the end of November 1998 (141 699 998 cubic metres) rose 2.9% over the same period in 1997. Net receipts of liquefied petroleum gases and refined petroleum products in November (6 709 000 cubic metres) increased 1.8% from November 1997. Year-to-date receipts increased 2.5% to 71 553 462 cubic metres.

Pipeline exports of crude oil (5 655 260 cubic metres) decreased 6.2% from November 1997 and pipeline imports (1 589 811 cubic metres) increased 20.4%. Year-to-date exports (66 218 238 cubic metres) were up 5.5% from 1997 and year-to-date imports (17 166 971 cubic metres) increased 14.4 %.

November deliveries of crude oil by pipeline to Canadian refineries totalled 5 568 051 cubic metres,

a 3.4% decrease from 1997. November deliveries of liquefied petroleum gases and refined petroleum products increased 21.8% to 663 375 cubic metres. Year-to-date deliveries of crude oil to refineries at the end of November 1998 totalled 62 528 515 cubic metres, up 0.9% from the same period in 1997.

### Available on CANSIM: matrices 181, and 591-595.

The November 1998 issue of *Oil pipeline transport* (55-001-XPB,\$12/\$114) will be available the third week of February. See *How to order publications*.

For more information, or to enquire about the concepts, methods and data quality of this release, contact Eleonore Harding (613-951-5708; [hardele@statcan.ca](mailto:hardele@statcan.ca)), Energy Section, Manufacturing, Construction and Energy Division. ■

## PUBLICATIONS RELEASED

### Infomat - A weekly review

#### Catalogue number 11-002-XIE

(Canada: \$3/\$109; outside Canada: US\$3/US\$109).

### Infomat - A weekly review

#### Catalogue number 11-002-XPE

(Canada: \$4/\$145; outside Canada: US\$4/US\$145).

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.

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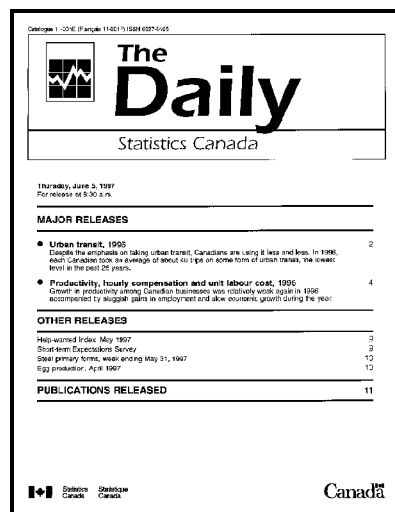
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## RELEASE DATES

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**February 15 to February 19 1999**

(Release dates are subject to change.)

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Release date	Title	Reference period
15	Travel between Canada and other countries	December 1998
16	Monthly Survey of Manufacturing	December 1998
17	Migration estimates	1996-97
18	Consumer Price Index	January 1999
19	Canadian international merchandise trade	December 1998
19	Wholesale trade	December 1998

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