

New motor vehicle sales

JANUARY 1977

DOES NOT CIRCULATE Ventes de véhicules automobiles neufs NE PAS PRÉTER

JANVIER 1977





STATISTICS CANADA — STATISTIQUE CANADA
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NEW MOTOR VEHICLE SALES

VENTES DE VÉHICULES AUTOMOBILES NEUFS

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INTRODUCTION

National and provincial statistics on sales of new motor vehicles in Canada are presented in this monthly bulletin. These statistics are obtained from a survey of Canadian automobile manufacturers (for both Canadian and U.S. produced vehicles) and importers of vehicles manufactured elsewhere. Respondents to the survey provide consolidated totals of their dealers' monthly reports on sales of new motor vehicles. The value of sales reported by respondents is the estimated selling price to consumers.

In this report, the term "passenger vehicles" is used to refer to all passenger-carrying vehicles, including those used for commercial purposes, i.e., taxis, auto rentals and other fleets. "Commercial vehicles" include trucks and buses, regardless of the use for which they are intended. "Overseas manufactured vehicles" include only those imported (some by Canadian and U.S. manufacturers) in a fully assembled state from countries other than the United States; for Statistics Canada purposes, "foreign" cars and trucks assembled on this continent are considered as Canadian and United States' manufactured vehicles.

The data on the following pages are subject to minor revisions as a result of estimates made for respondents whose reports were submitted after the monthly deadline. Such revisions are included in the annual report, New Motor Vehicle Sales, Statistics Canada, Catalogue 63-208.

Le présent bulletin mensuel renferme des statistiques nationales et provinciales sur les ventes de véhicules automobiles neufs au Canada. Ces statistiques sont fondées sur une enquête effectuée auprès des fabricants d'automobiles canadiens (production canadienne et américaine) et auprès des importateurs de véhicules fabriqués ailleurs. Les enquêtés fournissent des totaux de consolidation des rapports mensuels de leurs concessionnaires sur les ventes de véhicules automobiles neufs. La valeur des ventes qu'ils déclarent est une estimation du prix de vente payé par le consommateur.

On entend par "voitures particulières" tous les véhicules de transport de passagers, y compris ceux qui servent à des fins commerciales, c.-à-d., les taxis, les véhicules destinés à la location et autres parcs automobiles. Les "véhicules utilitaires" comprennent les camions et les autobus, quel que soit l'usage que l'on compte en faire. Les "véhicules fabriqués outre-mer" ne comprennent que ceux qui sont importés (certains par les fabricants canadiens et américains) tels quels de pays autres que les États-Unis; aux fins de Statistique Canada les voitures et les Camions "étrangers" assemblés sur le continent américain sont considérés comme des véhicules fabriqués au Canada ou aux États-Unis.

Les données présentées dans les pages qui suivent sont sujettes à de légères rectifications du fait qu'on a dû faire des estimations dans le cas des enquêtés qui n'ont pas envoyé à temps leur déclaration du mois. Ces rectifications figurent dans le bulletin annuel de Statistique Canada intitulé Ventes de véhicules automobiles neufs (n° 63-208 au catalogue).

TABLE 1. Monthly Sales of New Motor Vehicles, by Type and Origin, in Units, 1975, 1976 and 1977

| No. | Type and origin of vehicles | Year-to-date — L'année à date | January | February | March | April | May | June |
|-----------------|---|--|--------------|--------------|-----------|------------|----------|-----------|
| | | | — Janvier | — Février | — Mars | — Avril | — Mai | — Juin |
| number — nombre | | | | | | | | |
| | Total, new motor vehicles: | | | | | | | |
| 1 | 1975 | 73,618 | 73,618 | 91,303 | 101,659 | 122,785 | 133,481 | 132,720 |
| 2 | 1976 | 70,241 | 70,241 | 82,568 | 114,455 | 135,116 | 138,215 | 140,075 |
| 3 | 1977 | 93,760 | 93,760 | | | | | |
| 4 | 1977/1976 | % + 33.5 | + 33.5 | | | | | |
| | Passenger cars: | | | | | | | |
| 5 | 1975 | 53,848 | 53,848 | 70,235 | 75,334 | 91,616 | 99,483 | 98,609 |
| 6 | 1976 | 50,065 | 50,065 | 58,469 | 82,240 | 101,420 | 102,769 | 103,478 |
| 7 | 1977 | 68,426 | 68,426 | | | | | |
| 8 | 1977/1976 | % + 36.7 | + 36.7 | | | | | |
| | Commercial vehicles: | | | | | | | |
| 9 | 1975 | 19,770 | 19,770 | 21,068 | 26,325 | 31,169 | 33,998 | 34,111 |
| 10 | 1976 | 20,176 | 20,176 | 24,099 | 32,215 | 33,696 | 35,446 | 36,597 |
| 11 | 1977 | 25,334 | 25,334 | | | | | |
| 12 | 1977/1976 | % + 25.6 | + 25.6 | | | | | |
| | Passenger cars, Canadian and United States manufactured: | | | | | | | |
| 13 | 1975 | 45,719 | 45,719 | 58,557 | 63,399 | 76,973 | 84,435 | 84,123 |
| 14 | 1976 | 41,871 | 41,871 | 49,234 | 70,310 | 86,632 | 87,788 | 87,344 |
| 15 | 1977 | 59,590 | 59,590 | | | | | |
| 16 | 1977/1976 | % + 42.3 | + 42.3 | | | | | |
| | Passenger cars, overseas manufactured: | | | | | | | |
| 17 | 1975 | 8,129 | 8,129 | 11,678 | 11,935 | 14,643 | 15,048 | 14,486 |
| 18 | 1976 | 8,194 | 8,194 | 9,235 | 11,930 | 14,788 | 14,981 | 16,134 |
| 19 | 1977 | 8,836 | 8,836 | | | | | |
| 20 | 1977/1976 | % + 7.8 | + 7.8 | | | | | |
| | Passenger cars, manufactured in Japan: | | | | | | | |
| 21 | 1975 | 4,851 | 4,851 | 6,468 | 7,685 | 9,076 | 9,348 | 9,225 |
| 22 | 1976 | 4,650 | 4,650 | 5,612 | 7,557 | 9,616 | 10,008 | 10,783 |
| 23 | 1977 | 6,129 | 6,129 | | | | | |
| 24 | 1977/1976 | % + 31.8 | + 31.8 | | | | | |
| | Passenger cars, manufactured in Europe: | | | | | | | |
| 25 | 1975 | 3,278 | 3,278 | 5,210 | 4,250 | 5,567 | 5,700 | 5,261 |
| 26 | 1976 | 3,544 | 3,544 | 3,623 | 4,373 | 5,172 | 4,973 | 5,351 |
| 27 | 1977 | 2,707 | 2,707 | | | | | |
| 28 | 1977/1976 | % - 23.6 | - 23.6 | | | | | |
| | Commercial vehicles, Canadian and United States manufactured: | | | | | | | |
| 29 | 1975 | 18,805 | 18,805 | 19,975 | 24,930 | 29,464 | 32,118 | 32,501 |
| 30 | 1976 | 19,290 | 19,290 | 23,209 | 31,067 | 32,474 | 33,971 | 34,971 |
| 31 | 1977 | 24,446 | 24,446 | | | | | |
| 32 | 1977/1976 | % + 26.7 | + 26.7 | | | | | |
| | Buses and coaches (included in commercial vehicles above): | | | | | | | |
| 33 | 1975 | 422 | 422 | 403 | 454 | 527 | 503 | 518 |
| 34 | 1976 | 326 | 326 | 355 | 458 | 371 | 339 | 477 |
| 35 | 1977 | 231 | 231 | | | | | |
| 36 | 1977/1976 | % - 29.1 | - 29.1 | | | | | |
| | Commercial vehicles, overseas manufactured: | | | | | | | |
| 37 | 1975 | 965 | 965 | 1,093 | 1,395 | 1,705 | 1,880 | 1,610 |
| 38 | 1976 | 886 | 886 | 890 | 1,148 | 1,222 | 1,475 | 1,626 |
| 39 | 1977 | 888 | 888 | | | | | |
| 40 | 1977/1976 | % + 0.2 | + 0.2 | | | | | |

TABLEAU 1. Ventes mensuelles de véhicules automobiles neufs, par genre et par origine, nombre d'unités, 1975, 1976 et 1977

| July — Juillet | August — Août | September — Septembre | October — Octobre | November — Novembre | December — Décembre | Genre et origine des véhicules | N° |
|----------------------|---------------------|-----------------------------|-------------------------|---------------------------|---------------------------|---|----------------------|
| | | | | | | | |
| | | | | | | number — nombre | |
| 112,162 107,004 | 99,788 95,851 | 89,184 73,954 | 134,081 138,645 | 113,060 102,570 | 112,788 92,769 | Total, véhicules automobiles neufs: 1975 1976 1977 % 1977/1976 | 1 2 3 4 |
| 84,330 78,933 | 73,110 68,955 | 65,202 54,181 | 103,824 101,450 | 86,908 75,879 | 86,781 68,649 | Voitures particulières: 1975 1976 1977 % 1977/1976 | 5 6 7 8 |
| 27,832 28,071 | 26,678 26,896 | 23,982 19,773 | 30,257 37,195 | 26,152 26,691 | 26,007 24,120 | Véhicules utilitaires: 1975 1976 1977 % 1977/1976 | 9 10 11 12 |
| 69,512 64,528 | 59,034 55,403 | 50,575 38,682 | 92,468 88,292 | 76,192 63,519 | 74,692 59,468 | Voitures particulières fabriquées au Canada et aux États-Unis: 1975 1976 1977 % 1977/1976 | 13 14 15 16 |
| 14,818 14,275 | 14,076 13,552 | 14,627 15,499 | 11,356 13,158 | 10,716 12,360 | 12,089 9,181 | Voitures particulières fabriquées outre-mer: 1975 1976 1977 % 1977/1976 | 17 18 19 20 |
| 9,297 9,784 | 9,072 9,243 | 9,632 11,076 | 7,586 8,707 | 6,264 8,399 | 7,268 6,123 | Voitures particulières fabriquées au Japon: 1975 1976 1977 % 1977/1976 | 21 22 23 24 |
| 5,521 4,491 | 5,004 4,309 | 4,995 4,423 | 3,770 4,451 | 4,452 3,961 | 4,821 3,058 | Voitures particulières fabriquées en Europe: 1975 1976 1977 % 1977/1976 | 25 26 27 28 |
| 26,248 26,903 | 25,326 25,847 | 22,416 18,466 | 29,250 35,968 | 24,983 25,594 | 24,574 23,267 | Véhicules utilitaires fabriqués au Canada et aux États-Unis: 1975 1976 1977 % 1977/1976 | 29 30 31 32 |
| 520 272 | 788 741 | 551 275 | 459 219 | 350 181 | 311 260 | Autocars et autobus (inclus dans véhicules utilitaires ci-haut): 1975 1976 1977 % 1977/1976 | 33 34 35 36 |
| 1,584 1,168 | 1,352 1,049 | 1,566 1,307 | 1,007 1,227 | 1,169 1,097 | 1,433 853 | Véhicules utilitaires fabriqués outre-mer: 1975 1976 1977 % 1977/1976 | 37 38 39 40 |

TABLE 2. Monthly Sales of New Motor Vehicles, by Type and Origin, in Dollars, 1975, 1976, and 1977

| No. | Type and origin of vehicles | Year-to-date — L'année à date | January | February | March | April | May | June |
|--|---|--|--------------|--------------|-----------|------------|----------|-----------|
| | | | — Janvier | — Février | — Mars | — Avril | — Mai | — Juin |
| thousands of dollars — milliers de dollars | | | | | | | | |
| | Total, new motor vehicles: | | | | | | | |
| 1 | 1975 | 371,997 | 371,997 | 480,243 | 545,762 | 655,550 | 714,015 | 741,305 |
| 2 | 1976 | 420,554 | 420,554 | 503,246 | 686,400 | 795,913 | 820,201 | 832,160 |
| 3 | 1977 | 598,258 | 598,258 | | | | | |
| 4 | 1977/1976 | % + 42.3 | | | | | | |
| | Passenger cars: | | | | | | | |
| 5 | 1975 | 243,235 | 243,235 | 336,612 | 365,259 | 443,712 | 485,053 | 510,366 |
| 6 | 1976 | 274,350 | 274,350 | 326,885 | 448,244 | 549,361 | 566,335 | 569,023 |
| 7 | 1977 | 405,067 | 405,067 | | | | | |
| 8 | 1977/1976 | % + 47.6 | | | | | | |
| | Commercial vehicles: | | | | | | | |
| 9 | 1975 | 128,762 | 128,762 | 143,631 | 180,503 | 211,838 | 228,962 | 230,939 |
| 10 | 1976 | 146,204 | 146,204 | 176,361 | 238,156 | 246,552 | 253,866 | 263,137 |
| 11 | 1977 | 193,191 | 193,191 | | | | | |
| 12 | 1977/1976 | % + 32.1 | | | | | | |
| | Passenger cars, Canadian and United States manufactured: | | | | | | | |
| 13 | 1975 | 208,904 | 208,904 | 287,278 | 314,576 | 383,028 | 418,448 | 448,045 |
| 14 | 1976 | 235,729 | 235,729 | 282,549 | 392,354 | 478,723 | 494,929 | 493,975 |
| 15 | 1977 | 362,849 | 362,849 | | | | | |
| 16 | 1977/1976 | % + 53.9 | | | | | | |
| | Passenger cars, overseas manufactured: | | | | | | | |
| 17 | 1975 | 34,331 | 34,331 | 49,334 | 50,683 | 60,684 | 66,602 | 67,331 |
| 18 | 1976 | 38,621 | 38,621 | 44,336 | 55,890 | 70,638 | 71,406 | 75,047 |
| 19 | 1977 | 42,218 | 42,218 | | | | | |
| 20 | 1977/1976 | % + 9.3 | | | | | | |
| | Passenger cars, manufactured in Japan: | | | | | | | |
| 21 | 1975 | 17,543 | 17,543 | 23,173 | 28,033 | 32,696 | 34,172 | 34,105 |
| 22 | 1976 | 18,506 | 18,506 | 23,494 | 30,860 | 39,370 | 40,852 | 44,084 |
| 23 | 1977 | 25,449 | 25,449 | | | | | |
| 24 | 1977/1976 | % + 37.5 | | | | | | |
| | Passenger cars, manufactured in Europe: | | | | | | | |
| 25 | 1975 | 16,788 | 16,788 | 26,161 | 22,650 | 27,988 | 32,433 | 28,216 |
| 26 | 1976 | 20,115 | 20,115 | 20,842 | 25,030 | 31,268 | 30,554 | 30,963 |
| 27 | 1977 | 16,769 | 16,769 | | | | | |
| 28 | 1977/1976 | % - 16.6 | | | | | | |
| | Commercial vehicles, Canadian and United States manufactured: | | | | | | | |
| 29 | 1975 | 125,249 | 125,249 | 139,349 | 175,026 | 205,232 | 221,621 | 224,378 |
| 30 | 1976 | 141,864 | 141,864 | 172,220 | 232,786 | 240,792 | 247,185 | 255,800 |
| 31 | 1977 | 188,942 | 188,942 | | | | | |
| 32 | 1977/1976 | % + 33.2 | | | | | | |
| | Buses and coaches (included in commercial vehicles above): | | | | | | | |
| 33 | 1975 | 8,325 | 8,325 | 7,943 | 7,736 | 10,295 | 11,025 | 9,120 |
| 34 | 1976 | 6,885 | 6,885 | 9,843 | 12,300 | 9,157 | 9,393 | 9,511 |
| 35 | 1977 | 6,378 | 6,378 | | | | | |
| 36 | 1977/1976 | % - 7.4 | | | | | | |
| | Commercial vehicles, overseas manufactured: | | | | | | | |
| 37 | 1975 | 3,513 | 3,513 | 4,282 | 5,477 | 6,606 | 7,341 | 6,561 |
| 38 | 1976 | 4,340 | 4,340 | 4,141 | 5,370 | 5,760 | 6,681 | 7,331 |
| 39 | 1977 | 4,249 | 4,249 | | | | | |
| 40 | 1977/1976 | % - 2.1 | | | | | | |

TABLEAU 2. Ventes mensuelles de véhicules automobiles neufs, par genre et par origine, en dollars, 1975, 1976 et 1977

| July — Juillet | August — Août | September — Septembre | October — Octobre | November — Novembre | December — Décembre | Genre et origine des véhicules | N° |
|----------------------|---------------------|-----------------------------|-------------------------|---------------------------|---------------------------|--|----|
| | | | | | | | |
| | | | | | | | |
| 623,215 | 557,131 | 506,181 | 765,010 | 649,542 | 651,057 | Total, véhicules automobiles neufs: | |
| 634,717 | 568,959 | 437,967 | 844,207 | 626,712 | 583,052 | 1975 | 1 |
| | | | | | | 1976 | 2 |
| | | | | | | 1977 | 3 |
| | | | | | | % 1977/1976 | 4 |
| 432,542 | 375,515 | 334,115 | 556,152 | 469,068 | 466,773 | Voitures particulières: | |
| 433,102 | 375,175 | 287,985 | 574,233 | 433,320 | 403,957 | 1975 | 5 |
| | | | | | | 1976 | 6 |
| | | | | | | 1977 | 7 |
| | | | | | | % 1977/1976 | 8 |
| 190,673 | 181,616 | 172,066 | 208,858 | 180,474 | 184,284 | Véhicules utilitaires: | |
| 201,615 | 193,784 | 149,982 | 269,974 | 193,392 | 179,095 | 1975 | 9 |
| | | | | | | 1976 | 10 |
| | | | | | | 1977 | 11 |
| | | | | | | % 1977/1976 | 12 |
| 368,821 | 312,938 | 270,974 | 504,302 | 420,026 | 412,880 | Voitures particulières fabriquées au Canada et aux États-Unis: | |
| 360,713 | 312,580 | 217,762 | 513,616 | 375,506 | 358,284 | 1975 | 13 |
| | | | | | | 1976 | 14 |
| | | | | | | 1977 | 15 |
| | | | | | | % 1977/1976 | 16 |
| 53,721 | 62,577 | 63,141 | 51,850 | 49,042 | 53,893 | Voitures particulières fabriquées outre-mer: | |
| 56,387 | 62,595 | 70,223 | 60,617 | 57,814 | 45,673 | 1975 | 17 |
| | | | | | | 1976 | 18 |
| | | | | | | 1977 | 19 |
| | | | | | | % 1977/1976 | 20 |
| 34,377 | 33,636 | 36,354 | 29,987 | 24,727 | 28,034 | Voitures particulières fabriquées au Japon: | |
| 39,820 | 37,262 | 44,808 | 35,055 | 34,629 | 25,213 | 1975 | 21 |
| | | | | | | 1976 | 22 |
| | | | | | | 1977 | 23 |
| | | | | | | % 1977/1976 | 24 |
| 29,344 | 28,941 | 26,787 | 21,863 | 24,315 | 25,859 | Voitures particulières fabriquées en Europe: | |
| 26,567 | 25,333 | 25,415 | 25,562 | 23,185 | 20,460 | 1975 | 25 |
| | | | | | | 1976 | 26 |
| | | | | | | 1977 | 27 |
| | | | | | | % 1977/1976 | 28 |
| 184,141 | 176,221 | 165,817 | 204,573 | 175,505 | 177,743 | Véhicules utilitaires fabriqués au Canada et aux États-Unis: | |
| 196,149 | 188,958 | 143,771 | 264,243 | 188,192 | 175,149 | 1975 | 29 |
| | | | | | | 1976 | 30 |
| | | | | | | 1977 | 31 |
| | | | | | | % 1977/1976 | 32 |
| 11,056 | 10,938 | 11,620 | 9,754 | 8,261 | 9,417 | Autocars et autobus (inclus dans véhicules utilitaires ci-haut): | |
| 5,078 | 9,352 | 6,443 | 4,705 | 5,551 | 8,344 | 1975 | 33 |
| | | | | | | 1976 | 34 |
| | | | | | | 1977 | 35 |
| | | | | | | % 1977/1976 | 36 |
| 5,332 | 5,395 | 6,249 | 4,285 | 4,969 | 6,541 | Véhicules utilitaires fabriqués outre-mer: | |
| 5,466 | 4,826 | 6,211 | 5,731 | 5,200 | 3,946 | 1975 | 37 |
| | | | | | | 1976 | 38 |
| | | | | | | 1977 | 39 |
| | | | | | | % 1977/1976 | 40 |

TABLE 3. Seasonally-Adjusted Monthly Sales of New Motor Vehicles, Units, by Type and Origin, 1975, 1976 and 1977

TABLEAU 3. Ventes mensuelles (désaisonnalisées) de véhicules automobiles neufs, selon le genre et origine, nombre d'unités, 1975, 1976 et 1977

| Period — Période | Total | Passenger cars | | | | | | Commercial vehicles — Véhicules utilitaires | | | |
|-----------------------------|---------|--|---------------------------|----------------------------|---------------------------|-----------------------|---------------------------|---|---------------------------|--|--|
| | | Voitures particulières | | | | | | | | | |
| | | Canadian and U.S. — Canada et États-Unis | | Overseas — Outre-mer | | | | | | | |
| | | Units — Unités | Change — Varia-tion | Units — Unités | Change — Varia-tion | Units — Unités | Change — Varia-tion | Units — Unités | Change — Varia-tion | | |
| | | number — nombre | % | number — nombre | % | number — nombre | % | number — nombre | % | | |
| <u>1975^x</u> | | | | | | | | | | | |
| January — Janvier | 95,078 | + 5.1 | 59,099 | + 5.9 | 12,242 | + 6.0 | 23,737 | + 3.0 | | | |
| February — Février | 114,134 | + 20.0 | 75,040 | + 27.0 | 14,958 | + 22.2 | 24,136 | + 1.7 | | | |
| March — Mars | 98,520 | - 13.7 | 61,675 | - 17.8 | 12,569 | - 16.0 | 24,276 | + 0.6 | | | |
| April — Avril | 100,958 | + 2.5 | 62,442 | + 1.2 | 12,098 | - 3.8 | 26,418 | + 8.8 | | | |
| May — Mai | 100,523 | - 0.4 | 62,008 | - 0.7 | 12,095 | - | 26,420 | - | | | |
| June — Juin | 106,585 | + 6.0 | 67,122 | + 8.2 | 12,144 | + 0.4 | 27,319 | + 3.4 | | | |
| July — Juillet | 110,160 | + 3.4 | 69,471 | + 3.5 | 12,789 | + 5.3 | 27,900 | + 2.1 | | | |
| August — Août | 115,529 | + 1.2 | 72,432 | + 4.3 | 13,173 | + 3.0 | 29,924 | + 7.3 | | | |
| September — Septembre | 105,108 | - 9.0 | 63,907 | - 11.8 | 13,095 | + 0.6 | 28,106 | - 6.1 | | | |
| October — Octobre | 115,893 | + 10.3 | 76,431 | + 19.6 | 10,679 | - 18.4 | 28,783 | + 2.4 | | | |
| November — Novembre | 123,500 | + 6.6 | 80,824 | + 5.8 | 12,362 | + 15.8 | 30,314 | + 5.3 | | | |
| December — Décembre | 141,495 | + 14.6 | 92,016 | + 13.8 | 17,969 | + 45.4 | 31,510 | + 4.0 | | | |
| <u>1976^x</u> | | | | | | | | | | | |
| January — Janvier | 90,993 | - 35.7 | 54,121 | - 41.2 | 12,762 | - 29.0 | 24,110 | - 23.5 | | | |
| February — Février | 103,883 | + 14.2 | 64,061 | + 18.4 | 11,605 | - 9.1 | 28,217 | + 17.0 | | | |
| March — Mars | 106,020 | + 2.1 | 65,662 | + 2.5 | 11,912 | + 2.6 | 28,446 | + 0.8 | | | |
| April — Avril | 111,224 | + 4.9 | 70,541 | + 7.4 | 12,194 | + 2.4 | 28,489 | + 0.1 | | | |
| May — Mai | 107,590 | - 3.3 | 67,043 | - 5.0 | 12,345 | + 1.2 | 28,202 | - 1.0 | | | |
| June — Juin | 109,010 | + 1.3 | 66,874 | - 0.2 | 13,277 | + 1.8 | 28,859 | + 2.3 | | | |
| July — Juillet | 105,885 | - 2.9 | 64,984 | - 2.8 | 12,794 | - 3.6 | 28,107 | - 2.6 | | | |
| August — Août | 106,963 | + 1.0 | 65,948 | + 1.5 | 12,138 | - 5.1 | 28,877 | + 2.7 | | | |
| September — Septembre | 84,751 | - 20.8 | 48,171 | - 27.0 | 13,451 | + 10.8 | 23,129 | - 19.9 | | | |
| October — Octobre | 130,559 | + 54.0 | 78,851 | + 63.7 | 13,396 | - 0.4 | 38,312 | + 65.6 | | | |
| November — Novembre | 106,577 | - 18.4 | 64,048 | - 18.8 | 13,656 | + 1.9 | 28,873 | - 25.6 | | | |
| December — Décembre | 117,007 | + 9.8 | 73,568 | + 14.9 | 13,532 | - 0.9 | 29,907 | + 3.6 | | | |
| <u>1977</u> | | | | | | | | | | | |
| January — Janvier | 124,425 | + 6.3 | 79,619 | + 8.2 | 14,020 | + 3.6 | 30,786 | + 2.9 | | | |
| February — Février | | | | | | | | | | | |
| March — Mars | | | | | | | | | | | |
| April — Avril | | | | | | | | | | | |
| May — Mai | | | | | | | | | | | |
| June — Juin | | | | | | | | | | | |
| July — Juillet | | | | | | | | | | | |
| August — Août | | | | | | | | | | | |
| September — Septembre | | | | | | | | | | | |
| October — Octobre | | | | | | | | | | | |
| November — Novembre | | | | | | | | | | | |
| December — Décembre | | | | | | | | | | | |

Note: Percentage changes shown are over-the-month changes. — Nota: Pourcentages indiquent le changement — mois courant/mois précédent.

TABLE 4. Average Monthly Prices of Passenger Cars by Origin, 1975, 1976 and 1977

TABLEAU 4. Prix moyens mensuels des voitures particulières selon l'origine, 1975, 1976 et 1977

| Period — Période | Canadian and U.S. passenger cars | | European passenger cars | | Japanese passenger cars | |
|-----------------------------|---|--------------------------|--|--------------------------|---|--------------------------|
| | Voitures particulières fabriquées au Canada et aux États-Unis | | Voitures particulières fabriquées en Europe | | Voitures particulières fabriquées au Japon | |
| | Amount — Montant | Change — Variation | Amount — Montant | Change — Variation | Amount — Montant | Change — Variation |
| | dollars | % | dollars | % | dollars | % |
| <u>1975</u> | | | | | | |
| January — Janvier | 4,569 | + 11.2 | 5,121 | + 31.1 | 3,616 | + 5.2 |
| February — Février | 4,906 | + 14.6 | 5,021 | + 22.9 | 3,583 | + 1.4 |
| March — Mars | 4,962 | + 16.3 | 5,329 | + 20.8 | 3,648 | + 4.9 |
| April — Avril | 4,976 | + 16.5 | 5,027 | + 7.4 | 3,602 | + 3.2 |
| May — Mai | 4,956 | + 15.0 | 5,690 | + 32.1 | 3,656 | + 5.7 |
| June — Juin | 5,326 | + 23.5 | 5,363 | + 18.5 | 3,697 | + 6.5 |
| July — Juillet | 5,306 | + 22.8 | 5,315 | + 19.4 | 3,698 | + 11.2 |
| August — Août | 5,301 | + 22.3 | 5,784 | + 29.5 | 3,708 | + 8.0 |
| September — Septembre | 5,358 | + 23.8 | 5,363 | + 18.6 | 3,774 | + 10.1 |
| October — Octobre | 5,454 | + 22.9 | 5,799 | + 26.5 | 3,953 | + 17.0 |
| November — Novembre | 5,513 | + 21.1 | 5,462 | + 18.6 | 3,947 | + 16.3 |
| December — Décembre | 5,528 | + 19.4 | 5,364 | + 6.1 | 3,857 | + 11.8 |
| Year — Année | 5,206 | + 20.1 | 5,384 | + 20.6 | 3,726 | + 8.3 |
| <u>1976</u> | | | | | | |
| January — Janvier | 5,630 | + 23.2 | 5,676 | + 10.8 | 3,980 | + 10.1 |
| February — Février | 5,739 | + 17.0 | 5,753 | + 14.6 | 4,186 | + 16.8 |
| March — Mars | 5,580 | + 12.5 | 5,724 | + 7.4 | 4,084 | + 12.0 |
| April — Avril | 5,526 | + 11.1 | 6,046 | + 20.3 | 4,094 | + 13.7 |
| May — Mai | 5,638 | + 13.8 | 6,144 | + 8.0 | 4,082 | + 11.7 |
| June — Juin | 5,656 | + 6.2 | 5,786 | + 7.9 | 4,088 | + 10.6 |
| July — Juillet | 5,672 | + 6.9 | 5,916 | + 11.3 | 4,070 | + 10.1 |
| August — Août | 5,642 | + 6.4 | 5,879 | + 1.6 | 4,031 | + 8.7 |
| September — Septembre | 5,630 | + 5.1 | 5,746 | + 7.1 | 4,046 | + 7.2 |
| October — Octobre | 5,817 | + 6.7 | 5,743 | - 1.0 | 4,026 | + 1.8 |
| November — Novembre | 5,912 | + 7.2 | 5,853 | + 7.2 | 4,123 | + 4.5 |
| December — Décembre | 6,025 | + 9.0 | 6,691 | + 24.7 | 4,118 | + 6.8 |
| Year — Année | 5,702 | + 9.5 | 5,902 | + 9.6 | 4,076 | + 9.4 |
| <u>1977</u> | | | | | | |
| January — Janvier | 6,089 | + 8.2 | 6,195 | + 9.1 | 4,152 | + 4.3 |
| February — Février | | | | | | |
| March — Mars | | | | | | |
| April — Avril | | | | | | |
| May — Mai | | | | | | |
| June — Juin | | | | | | |
| July — Juillet | | | | | | |
| August — Août | | | | | | |
| September — Septembre | | | | | | |
| October — Octobre | | | | | | |
| November — Novembre | | | | | | |
| December — Décembre | | | | | | |
| Year — Année | | | | | | |

Note: Percentage changes shown are over-the-year changes. — Nota: Pourcentages indiquent les variations au cours de l'année.

TABLE 5. Provincial Sales of New Motor Vehicles, by Type, 1976 and 1977
January

TABLEAU 5. Ventes de véhicules automobiles neufs, par genre et province, 1976 et 1977
Janvier

| Province | Total | | | Passenger cars — Voitures particulières | | | Commercial vehicles — Véhicules utilitaires | | |
|--|---------|---------|--------------------------|--|---------|--------------------------|--|---------|--------------------------|
| | 1976 | 1977 | Change 1977/76 Variation | 1976 | 1977 | Change 1977/76 Variation | 1976 | 1977 | Change 1977/76 Variation |
| Number of new motor vehicles sold — Nombre de véhicules automobiles neufs vendus | | | | | | | | | |
| | | | | | | | | | |
| CANADA | 70,241 | 93,760 | + 33.5 | 50,065 | 68,426 | + 36.7 | 20,176 | 25,334 | + 25.6 |
| Newfoundland — Terre-Neuve | 1,203 | 1,229 | + 2.2 | 855 | 811 | - 5.1 | 348 | 418 | + 20.1 |
| Prince Edward Island — île-du-Prince-Édouard | 278 | 387 | + 39.2 | 198 | 265 | + 33.8 | 80 | 122 | + 52.5 |
| Nova Scotia — Nouvelle-Écosse | 2,186 | 2,740 | + 25.3 | 1,577 | 2,024 | + 28.3 | 609 | 716 | + 17.6 |
| New Brunswick — Nouveau-Brunswick | 1,721 | 2,058 | + 19.6 | 1,188 | 1,429 | + 20.3 | 533 | 629 | + 18.0 |
| Québec | 15,958 | 20,900 | + 31.0 | 12,832 | 16,607 | + 29.4 | 3,126 | 4,293 | + 37.3 |
| Ontario | 24,951 | 36,519 | + 46.4 | 18,592 | 28,611 | + 53.9 | 6,359 | 7,908 | + 24.4 |
| Manitoba | 3,356 | 4,195 | + 25.0 | 2,238 | 2,889 | + 29.1 | 1,118 | 1,306 | + 16.3 |
| Saskatchewan | 3,606 | 3,975 | + 10.2 | 1,952 | 2,286 | + 17.1 | 1,654 | 1,689 | + 2.1 |
| Alberta | 8,878 | 11,238 | + 26.6 | 5,203 | 6,474 | + 24.4 | 3,675 | 4,764 | + 29.6 |
| British Columbia(1) — Colombie-Britannique(1) | 8,104 | 10,519 | + 29.8 | 5,430 | 7,030 | + 29.5 | 2,674 | 3,489 | + 30.5 |
| Retail value of new motor vehicles sold — Valeur au détail des véhicules automobiles neufs vendus | | | | | | | | | |
| | | | | | | | | | |
| CANADA | \$'000 | % | \$'000 | % | \$'000 | % | \$'000 | % | |
| Newfoundland — Terre-Neuve | 420,554 | 598,258 | + 42.3 | 274,350 | 405,067 | + 47.6 | 146,204 | 193,191 | + 32.1 |
| Prince Edward Island — île-du-Prince-Édouard | 6,764 | 7,327 | + 8.3 | 4,474 | 4,409 | - 1.5 | 2,290 | 2,918 | + 27.4 |
| Nova Scotia — Nouvelle-Écosse | 1,622 | 2,249 | + 38.7 | 1,089 | 1,469 | + 34.9 | 533 | 780 | + 46.3 |
| New Brunswick — Nouveau-Brunswick | 12,643 | 15,833 | + 25.2 | 8,244 | 11,183 | + 35.6 | 4,399 | 4,650 | + 5.7 |
| Québec | 10,261 | 12,357 | + 20.4 | 6,284 | 7,964 | + 26.7 | 3,977 | 4,393 | + 10.5 |
| Ontario | 96,531 | 133,256 | + 38.0 | 71,106 | 99,411 | + 39.8 | 25,425 | 33,845 | + 33.1 |
| Manitoba | 147,718 | 228,872 | + 54.9 | 101,702 | 169,156 | + 66.3 | 46,016 | 59,716 | + 29.8 |
| Saskatchewan | 20,262 | 27,724 | + 36.8 | 12,631 | 17,895 | + 41.7 | 7,631 | 9,829 | + 28.8 |
| Alberta | 22,149 | 26,352 | + 19.0 | 11,330 | 14,506 | + 28.0 | 10,819 | 11,846 | + 9.5 |
| British Columbia(1) — Colombie-Britannique(1) | 54,535 | 77,968 | + 43.0 | 29,318 | 39,776 | + 35.7 | 25,217 | 38,192 | + 51.3 |
| (1) Includes Yukon and Northwest Territories. — Y compris le Yukon et les Territoires du Nord-Ouest. | 48,069 | 66,320 | + 38.0 | 28,172 | 39,298 | + 39.5 | 19,897 | 27,022 | + 35.8 |

(1) Includes Yukon and Northwest Territories. — Y compris le Yukon et les Territoires du Nord-Ouest.

TABLE 6. Provincial Sales of Canadian and United States' Manufactured Vehicles, by Type, 1976 and 1977
January

TABLEAU 6. Ventes de véhicules fabriqués au Canada et aux États-Unis, par genre et province, 1976 et 1977
Janvier

| Province | Total | | | Passenger cars | | | Commercial vehicles | | |
|---|---------|---------|--------------------------|--------------------------|---------|--------------------------|---------------------|---------|--------------------------|
| | | | | — Voitures particulières | | — Véhicules utilitaires | | | |
| | 1976 | 1977 | Change 1977/76 Variation | 1976 | 1977 | Change 1977/76 Variation | 1976 | 1977 | Change 1977/76 Variation |
| Number of new motor vehicles sold | | | | | | | | | |
| Nombre de véhicules automobiles neufs vendus | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| CANADA | 61,163 | 84,036 | + 37.4 | 41,871 | 59,590 | + 42.3 | 19,290 | 24,446 | + 26.7 |
| Newfoundland — Terre-Neuve | 1,352 | 1,500 | + 10.9 | 779 | 746 | - 4.2 | 411 | 524 | + 27.5 |
| Prince Edward Island — Île-du-Prince-Édouard | | | | 162 | 230 | + 42.0 | | | |
| Nova Scotia — Nouvelle-Écosse | 1,914 | 2,440 | + 27.5 | 1,339 | 1,766 | + 31.9 | 575 | 674 | + 17.2 |
| New Brunswick — Nouveau-Brunswick | 1,522 | 1,892 | + 24.3 | 1,010 | 1,281 | + 26.8 | 512 | 611 | + 19.3 |
| Québec | 14,066 | 18,957 | + 34.8 | 11,025 | 14,759 | + 33.9 | 3,041 | 4,198 | + 38.0 |
| Ontario | 21,945 | 33,485 | + 52.6 | 15,807 | 25,732 | + 62.8 | 6,136 | 7,753 | + 26.4 |
| Manitoba | 3,066 | 3,865 | + 26.1 | 1,991 | 2,591 | + 30.1 | 1,075 | 1,274 | + 18.5 |
| Saskatchewan | 3,416 | 3,692 | + 8.1 | 1,805 | 2,062 | + 14.2 | 1,611 | 1,630 | + 1.2 |
| Alberta | 7,992 | 10,345 | + 29.4 | 4,473 | 5,717 | + 27.8 | 3,519 | 4,628 | + 31.5 |
| British Columbia(1) — Colombie-Britannique(1) | 5,890 | 7,860 | + 33.4 | 3,480 | 4,706 | + 35.2 | 2,410 | 3,154 | + 30.9 |
| Retail value of new motor vehicles sold | | | | | | | | | |
| Valeur au détail des véhicules automobiles neufs vendus | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| CANADA | \$'000 | | % | \$'000 | | % | \$'000 | | % |
| Newfoundland — Terre-Neuve | 377,593 | 551,791 | + 46.1 | 235,729 | 362,849 | + 53.9 | 141,864 | 188,942 | + 33.2 |
| Prince Edward Island — Île-du-Prince-Édouard | 7,771 | 9,086 | + 16.9 | 4,126 | 4,132 | + 0.1 | 2,753 | 3,629 | + 31.8 |
| Nova Scotia — Nouvelle-Écosse | 11,439 | 14,483 | + 26.6 | 7,202 | 10,023 | + 39.2 | 4,237 | 4,460 | + 5.3 |
| New Brunswick — Nouveau-Brunswick | 9,386 | 11,626 | + 23.9 | 5,514 | 7,321 | + 32.8 | 3,872 | 4,305 | + 11.2 |
| Québec | 87,444 | 123,833 | + 41.6 | 62,429 | 90,500 | + 45.0 | 25,015 | 33,333 | + 33.3 |
| Ontario | 133,200 | 214,387 | + 61.0 | 88,153 | 155,382 | + 76.3 | 45,047 | 59,005 | + 31.0 |
| Manitoba | 18,892 | 26,118 | + 38.2 | 11,448 | 16,441 | + 43.6 | 7,444 | 9,677 | + 30.0 |
| Saskatchewan | 21,249 | 25,046 | + 17.9 | 10,605 | 13,463 | + 27.0 | 10,644 | 11,583 | + 8.8 |
| Alberta | 50,467 | 73,543 | + 45.7 | 25,977 | 36,014 | + 38.6 | 24,490 | 37,529 | + 53.2 |
| British Columbia(1) — Colombie-Britannique(1) | 37,745 | 53,669 | + 42.2 | 19,383 | 28,248 | + 45.7 | 18,362 | 25,421 | + 38.4 |

(1) Includes Yukon and Northwest Territories. — Y compris le Yukon et les Territoires du Nord-Ouest.

TABLE 7. Provincial Sales of Overseas' Manufactured Vehicles, by Type, 1976 and 1977
January

TABLEAU 7. Ventes de véhicules fabriqués outre-mer, par genre et province, 1976 et 1977
Janvier

| Province | Total | | | Passenger cars — Voitures particulières | | | Commercial vehicles — Véhicules utilitaires | | |
|--|--------|--------|--------------------------------|--|--------|--------------------------------|--|-------|--------------------------------|
| | 1976 | 1977 | Change 1977/76 Variation | 1976 | 1977 | Change 1977/76 Variation | 1976 | 1977 | Change 1977/76 Variation |
| Number of new motor vehicles sold Nombre de véhicules automobiles neufs vendus | | | | | | | | | |
| | | | | | | | | | |
| CANADA | 9,080 | 9,724 | + 7.1 | 8,194 | 8,836 | + 7.8 | 886 | 888 | + 0.2 |
| Newfoundland — Terre-Neuve | 129 | 116 | - 10.1 | 76 | 65 | - 14.5 | 17 | 16 | - 5.9 |
| Prince Edward Island — Île-du-Prince-Édouard | | | | 36 | 35 | - 2.8 | | | |
| Nova Scotia — Nouvelle-Écosse | 272 | 300 | + 10.3 | 238 | 258 | + 8.4 | 34 | 42 | + 23.5 |
| New Brunswick — Nouveau-Brunswick | 199 | 166 | - 16.6 | 178 | 148 | - 16.9 | 21 | 18 | - 14.3 |
| Québec | 1,892 | 1,943 | + 2.7 | 1,807 | 1,848 | + 2.3 | 85 | 95 | + 11.8 |
| Ontario | 3,008 | 3,034 | + 0.9 | 2,785 | 2,879 | + 3.4 | 223 | 155 | - 30.5 |
| Manitoba | 290 | 330 | + 13.8 | 247 | 298 | + 20.6 | 43 | 32 | - 25.6 |
| Saskatchewan | 190 | 283 | + 48.9 | 147 | 224 | + 52.4 | 43 | 59 | + 37.2 |
| Alberta | 886 | 893 | + 0.8 | 730 | 757 | + 3.7 | 156 | 136 | - 12.8 |
| British Columbia(1) — Colombie-Britannique(1) | 2,214 | 2,659 | + 20.1 | 1,950 | 2,324 | + 19.2 | 264 | 335 | + 26.9 |
| Retail value of new motor vehicles sold Valeur au détail des véhicules automobiles neufs vendus | | | | | | | | | |
| | | | | | | | | | |
| CANADA | \$'000 | | % | \$'000 | | % | \$'000 | | % |
| Newfoundland — Terre-Neuve | 42,961 | 46,467 | + 8.2 | 38,621 | 42,218 | + 9.3 | 4,340 | 4,249 | - 2.1 |
| Prince Edward Island — Île-du-Prince-Édouard | 615 | 490 | - 20.3 | 348 | 277 | - 20.4 | 70 | 69 | - 1.4 |
| Nova Scotia — Nouvelle-Écosse | 1,204 | 1,350 | + 12.1 | 1,042 | 1,160 | + 11.3 | 162 | 190 | + 17.3 |
| New Brunswick — Nouveau-Brunswick | 875 | 731 | - 16.5 | 770 | 643 | - 16.5 | 105 | 88 | - 16.2 |
| Québec | 9,087 | 9,423 | + 3.7 | 8,677 | 8,911 | + 2.7 | 410 | 512 | + 24.9 |
| Ontario | 14,518 | 14,485 | - 0.2 | 13,549 | 13,774 | + 1.7 | 969 | 711 | - 26.6 |
| Manitoba | 1,370 | 1,606 | + 17.2 | 1,183 | 1,454 | + 22.9 | 187 | 152 | - 18.7 |
| Saskatchewan | 900 | 1,306 | + 45.1 | 725 | 1,043 | + 43.9 | 175 | 263 | + 50.3 |
| Alberta | 4,068 | 4,425 | + 8.8 | 3,341 | 3,762 | + 12.6 | 727 | 663 | - 8.8 |
| British Columbia(1) — Colombie-Britannique(1) | 10,324 | 12,651 | + 22.5 | 8,789 | 11,050 | + 25.7 | 1,535 | 1,601 | + 4.3 |

(1) Includes Yukon and Northwest Territories. — Y compris le Yukon et les Territoires du Nord-Ouest.

APPENDIX - ANNEXE

AUTOMOBILE MANUFACTURERS
(Canadian and United States manufactured vehicles)

FABRICANTS D'AUTOMOBILES
(véhicules fabriqués au Canada ou aux États-Unis)

American Motors (Canada) Limited
Blue Bird Québec
Canadian Bluebird Sales Limited
Canadian Kenworth Limited
Canadian Motor Industries Limited
Chrysler Canada Limited
Flyer Industries Limited
Ford Motor Company of Canada Limited
F.W.D. Corporation Canada Limited
General Motors of Canada Limited
International Harvester Company of Canada
Limited

Jeep of Canada Limited
Kenworth du Canada Limitée
Mack Trucks Manufacturing Company of Canada Limited
Motor Coach Industries Incorporated
Pacific Truck and Trailer Limited
Prévost Car Incorporated
Thomas Built Buses of Canada
Volvo (Canada) Limited
Welles Corporation
White Trucks - Division of White Motor Corporation

AUTOMOBILE IMPORTERS AND DISTRIBUTORS
(Overseas manufactured vehicles)

IMPORTATEURS ET DISTRIBUTEURS D'AUTOMOBILES
(véhicules fabriqués outre-mer)

Alfa Romeo (Canada) Limited
Automobiles Renault Canada Limitée
B.M.W. Distributors Eastern Canada Limited
B.M.W. Distributors (Western) Canada Limited
British-Leyland Motors (Canada) Limited
Canadian Honda Motor Limited
Canadian Motor Industries Limited
Citroen Canada Limitée
Cricket-Colt Division, Chrysler Canada Limited
Fiat Motors of Canada Limited
Ford Motor Company of Canada Limited

Mazda Motors of Canada Limited
Mercedes-Benz of Canada Limited
Nissan Automobiles Company (Canada) Limited
Peugeot Canada Limitée
Rolls-Royce (Montreal) Limited
Scancar Limited
Volkswagen Canada Limited
Volvo (Canada) Limited



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