



The Daily

Statistics Canada

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Releases

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Sales of new motor vehicles recorded their second best year ever in 2006 for number of units sold and their best year in terms of value of sales. Canadian consumers purchased 1,666,327 new cars and trucks for a total value of \$54.6 billion.	
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Releases

Study: New motor vehicles sales, year in review

2006

Sales of new motor vehicles recorded their second best year ever in 2006 for number of units sold and their best year in terms of value of sales.

Canadian consumers purchased 1,666,327 new cars and trucks in Canada for a total value of \$54.6 billion.

Sales of trucks, a category that includes minivans, sport-utility vehicles, light and heavy trucks, vans and buses, surged to a new record high.

Sales of new passenger cars also increased for a second consecutive year, but still fell far short of the record level set in 2002.

A year-end review of the industry, available for free in the *Analysis in Brief* series, shows that North American-built cars continued to face stiff competition from their overseas counterparts.

In 2006, passenger cars built overseas accounted for 33.6% of Canada's new car market. This proportion has been increasing almost steadily since 1996, when it was only 13.3%. This gain in overseas-built vehicles over the years has translated into an ongoing loss of market share for North American-built passenger cars.

In the case of passenger cars built in North America, the traditional "Big Three" automakers still control a slight majority of the market, but they are losing market share to automaker "transplants". Transplants are plants owned by overseas companies that build or assemble vehicles in North America.

Between 1996 and 2006, the "Big Three's" share of the North American-built passenger car market fell from 71.5% to 52.7%.

In total, the value of car and truck sales in Canada hit a record high of nearly \$54.6 billion in 2006, up 3.9% from the previous year. The average sale price of a new motor vehicle rose 1.7% to about \$32,700. On average, consumers in the western provinces bought more expensive vehicles than their eastern counterparts.

Overall, new vehicle sales rose in seven provinces in 2006. Alberta led the way with record high sales of 248,731 vehicles, up 11.9% from 2005, the province's third consecutive annual increase.

Car market: Overseas-built models gaining ground

Passenger car sales accounted for just over half (51.8%) of the new vehicle sales in 2006, unchanged

from the previous year. On the other hand, 15 years ago, they made up about two-thirds of the market.

In 2006, car dealers sold 290,059 cars that were built overseas, accounting for about one-third (33.6%) of the Canadian new car market.

This was up from the 32.0% market share held in 2005, and roughly on par with the proportion in 2004, which was the highest in over a decade.

Since 1996, overseas-built passenger cars have gained just over 20 percentage points in market share.

Within the North American-built passenger car sector, it is the traditional "Big Three" automakers who have lost market share. Automaker transplants have made gains almost every year over the last 15 years.

By building vehicles in North America, foreign automakers can reduce transportation costs and take advantage of the 1989 Canada-US Free Trade Agreement and the 1994 North American Free Trade Agreement.

Of the 863,161 passenger cars sold in Canada in 2006, 573,102 were built in North America. Of these, the "Big Three" automakers accounted for 52.7%, down from 71.5% in 1996. In other words, almost half of the North American-built cars sold in Canada in 2006 were made by automaker transplants.

Between 1992 and 1996, the proportion of overseas-built passenger cars sold in Canada declined rapidly, due to gains made by the automaker transplants. During this period, many foreign automakers expanded their North American operations, or built new plants in North America.

The market share for overseas-built car sales fell from 36.9% to 13.3% between 1992 and 1996. At the same time, the share of transplant-built car sales tripled from 7.8% to 24.7%.

Average price per vehicle up for a fifth consecutive year

The average sale price of a new motor vehicle increased for the fifth consecutive year in 2006. Consumers paid just over \$32,700 on average for a new vehicle, up 1.7% or about \$500 more than the year before. This increase is in line with gains posted during the previous five years, varying between 1.5% and 3.0%.

For passenger cars, the average sale price edged up 1.8%, or about \$445, to \$25,550. Average sale prices exceeded this price in only three provinces: Ontario, Alberta and British Columbia.

Drivers in Ontario paid the highest average price, just shy of \$27,000, followed by those in British Columbia (\$26,640). Drivers in Prince Edward Island paid the lowest average price, just over \$22,000, about \$3,500 less than the national average.

For trucks, the average sale price rose 1.6% to about \$40,500, the fifth consecutive increase. During the last five years, prices increased between 2% and 4% a year. Prices exceeded the national average in Alberta, Manitoba and British Columbia.

Consumers in British Columbia paid the highest, on average, for a new truck in 2006, about \$44,000.

Definitions, data sources and methods: survey number 2402.

The analytical article "New Motor Vehicle Sales: 2006 in Review" (11-621-MWE2007054, free), is now available online in the *Analysis in Brief* series from the *Publications* module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Ashley Ker (613-951-2252), Distributive Trades Division. ■

Natural gas sales

February 2007 (preliminary)

With colder than normal temperatures in most regions, natural gas sales showed large increases in all sectors in February. Natural gas sales totalled 8 615 million cubic metres, up 12.9% from February 2006.

Sales to the commercial sector led the way, up 14.7%, followed by the residential sector (+16.1%) and the industrial and direct sales sector (+9.7%).

On a year-to-date basis, sales at the end of February were up 11.5% from the same two-month period in 2006 in the wake of across-the-board increases in all sectors.

Definitions, data sources and methods: survey number 2149.

Volume of sales to the industrial sector (including direct sales) have increased 11.0% so far this year, while sales rose 11.5% in the residential sector and 12.8% in the commercial sector.

For more information, or to order data, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; energ@statcan.ca), Manufacturing, Construction and Energy Division.

Natural gas sales

	February 2007 ^P	February 2006	February 2006 to February 2007 % change
	thousands of cubic metres		
Total sales	8 614 843	7 629 709	12.9
Residential	2 833 572	2 440 759	16.1
Commercial	2 006 409	1 748 811	14.7
Industrial and direct	3 774 862	3 440 139	9.7
	Year-to-date		
	2007 ^P	2006	2006 to 2007 % change
	thousands of cubic metres		
Total sales	17 109 775	15 341 612	11.5
Residential	5 495 508	4 930 416	11.5
Commercial	3 896 632	3 455 642	12.8
Industrial and direct	7 717 635	6 955 554	11.0

^P preliminary



Sawmills

February 2007

Monthly lumber production by sawmills decreased 2.5% to 6 298.6 thousand cubic metres in February.

Sawmills shipped 5 495.6 thousand cubic metres of lumber in February, a drop of 9.2% from January. Compared with the same month in 2006, lumber shipments declined 15.7%.

Between January and February, stocks jumped 10.6% to 9 183.7 thousand cubic metres.

Available on CANSIM: table 303-0009.

Definitions, data sources and methods: survey number 2134.

The February 2007 issue of *Sawmills*, Vol. 61, no. 2 (35-003-XWE, free) is now available from the *Publications* module of our website.

To order data, obtain more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; manufact@statcan.ca), Manufacturing, Construction and Energy Division.



Stocks of frozen poultry meat

April 1, 2007 (preliminary)

Stocks of frozen poultry meat in cold storage on April 1 totalled 54 597 metric tonnes, down 14.9% from a year earlier.

Available on CANSIM: tables 003-0023 and 003-0024.

Definitions, data sources and methods: survey number 3425.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Sandra Gielfeldt (613-951-2505; sandy.gielfeldt@statcan.ca), Agriculture Division. ■

Aircraft movement statistics: Small airports

December 2006

The December 2006 monthly report, vol. 2 (TP141, free) is available on Transport Canada's website at the following URL (<http://www.tc.gc.ca/pol/en/Report/tp141e/tp141.htm>).

For more information about this website, contact Michel Villeneuve (613-990-3825; villenm@tc.gc.ca).

Definitions, data sources and methods: survey number 2715.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Kathie Davidson (613-951-0141; fax: 613-951-0010; aviationstatistics@statcan.ca), Transportation Division. ■

Industrial chemicals and synthetic resins

February 2007

Data on industrial chemicals and synthetic resins for February are now available.

Available on CANSIM: table 303-0014.

Definitions, data sources and methods: survey number 2183.

The February 2007 issue of *Industrial Chemicals and Synthetic Resins*, Vol. 50, no. 2 (46-002-XWE, free) is now available from the *Publications* module of our website.

For general information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; manufact@statcan.ca), Manufacturing, Construction and Energy Division. ■

New products

Analysis in Brief : "New Motor Vehicle Sales: 2006 in Review", no. 54
Catalogue number 11-621-MWE2007054
(free).

Farm Financial Survey, 2006
Catalogue number 21F0008XIE
(free).

Sawmills, February 2007, Vol. 61, no. 2
Catalogue number 35-003-XWE
(free).

Industrial Chemicals and Synthetic Resins,
February 2007, Vol. 50, no. 2
Catalogue number 46-002-XWE
(free).

Federal Scientific Activities
Catalogue number 88-204-XIE
(free).

All prices are in Canadian dollars and exclude sales tax. Additional shipping charges apply for delivery outside Canada.

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Statistics Canada

Thursday, June 5, 1997
For release at 9:30 a.m.



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, 1995** 4
Growth in productivity among Canadian businesses and industry work force in 1996 accompanied by sluggish gains in employment and slow economic growth during the year.

OTHER RELEASES

- Map-based Index, May 1997 3
- Short-term Expectations Survey 9
- Steel primary forms, week ending May 31, 1997 12
- Egg production, Apr 8, 1997 12

PUBLICATIONS RELEASED 11

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