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for Canada

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AUTOMOBILE STATISTICS FOR CANADA

December 1927

Valued at \$117,569,132, the production of 179,383 automobiles in Canada during 1927 marked a decline of 13 per cent in number and 6 per cent in the total sales value, f.o.b. plant, from the corresponding figures for 1926. While fewer cars were produced in 1927 than in 1926, the record year, the number produced was greater than in 1925 by 10 per cent and also 34 per cent higher than in 1924. During the year under review imports into Canada of motor cars increased 28 per cent in number to 36,630 from 28,535, while exports declined 23 per cent to 57,793 from 74,553. The apparent consumption of cars in Canada, as determined by deducting the exports from the sum of the production and imports, showed little change from the previous year and amounted to 158,220 cars as compared with 159,098 cars.

That conditions in Canada during 1927 were basically favourable to the automobile industry is borne out by the fact that, although the selling prices of a great variety of models, were considerably reduced, the average selling value of all cars made in 1927 was \$49 greater than in 1926. Open model passenger cars sold at the factory for an average price of \$503 as compared with \$488 in the previous year; closed model passenger cars were lower at \$796, f.o.b. plant, as against \$822 in 1926; trucks advanced to \$513 from \$479; and the average sales value of chassis rose to \$388 from \$330.

In review, a comparison of statistical data covering the Canadian automobile industry for 1927 with the figures for the corresponding period of a year ago shows the following features: (1) production was lower by 13 per cent; (2) exports were lower by 23 per cent; (3) imports were higher by 28 per cent; (4) the apparent consumption of cars was slightly lower; (5) the average sales value of the cars made was higher; (6) quantity production in May, 1927, reached the highest monthly output for all time.

During December, 1927, the production of automobiles in Canada amounted to 3,435 cars. This was the lowest output reported for any month during the past three years, being only slightly over one-half the number of 6,617 cars made in the previous month and less than one-half the number of 7,752 cars produced in December of a year ago. The month's output included 705 open passenger cars, 1,166 closed passenger cars, 101 trucks and 1,463 chassis.

For the twelve months ending December the cumulative production totalled 179,383 cars as against 205,116 in 1926 and 162,221 cars in 1925. Compared with the previous year, production in 1927 showed a lower output for all types of cars with the exception of the closed passenger models, this type advancing in number to 100,150 from 82,341. Output of open passenger cars decreased to 37,517 from 70,027, trucks to 21,739 from 29,365, chassis to 19,948 from 23,230, while taxicabs and buses dropped to 29 from 153.

Analysis of the output by months shows that, although somewhat irregular, production followed the general trend of other years by advancing to the peak in May and closing at the lowest point for the year in December. The year opened well with a production of 15,376 cars in January, then the output rose rapidly to the record of 25,708 cars in May, dropped to 10,987 in July, advanced to 12,526 in August, and fell off to the lowest total in recent years at 3,435 in December.

Imports of automobiles into Canada during 1927 totalled 36,630 cars, an increase of 28 per cent over the 28,535 cars imported last year which in turn was almost double the 14,632 cars brought into Canada during 1925. The import of cars followed a trend corresponding to production by starting at 1,019 in January, advancing to the peak at 5,916 in May and then dropping off to the lowest total for the year, 947 in December.

Exports of automobiles from Canada during 1927 amounted to 57,793 cars, a decrease of 23 per cent from the 74,553 cars shipped to foreign countries in 1926. Monthly exports were highest in March with January as the second best month. In January, exports numbered 7,480 cars, in February 5,321 cars, and the peak of the year was reached in March at 9,106 cars. Exports then dropped to 4,087 in April or less than one-half the total for the preceding month, recovered sharply to 5,616 in May and then fell off to 2,224 in December.

By adding the imports into Canada to the Canadian production and deducting the exports, it appears that the domestic consumption of motor cars in Canada amounted to 158,220 cars, or slightly under the 159,098 reported for 1926. Taking the population of Canada at 9,519,000 people in 1927, and the number of cars made at 179,383, it follows that automobile manufacturers made one new car for every 53 persons in Canada, while in 1926 production averaged one car to 46 persons and in 1925 the ratio was one car to 57 persons. The number of new cars made available for consumption in Canada during the year under review was one car to every 60 persons; in 1926, one to 59; and in 1925, one to 90. Registration statistics are not yet available for 1927 but in the previous year they showed that there was one car in use to every 11 persons in Canada. In 1925 the ratio was one car in use to every 13 persons.

Table 1. - Production of Automobiles in Canada, December 1926 and 1927.

Class	Number		Selling Value f.o.b. plant	
	1926	1927	1926	1927
Passenger:			\$	\$
Open -				
2 to 3 passenger	204	95	113,725	96,121
4 to 5 passenger	1,948	456	936,530	261,634
7 passenger	154	154	179,321	166,229
Total open	2,306	705	1,229,576	523,984
Closed -				
2 to 3 passenger	152	116	111,778	87,916
4 to 5 passenger	1,500	1,003	1,335,505	877,090
7 passenger	46	47	76,072	86,316
Total closed	1,698	1,166	1,523,355	1,051,322
Trucks:				
Under 1 ton capacity	404	14	174,268	10,805
1 ton	896	5	356,446	5,287
Over 1 ton and under 5 tons	23	82	50,740	138,628
5 tons and over	-	-	-	-
Total trucks	1,323	101	581,454	154,720
Chassis:				
Passenger	2,046	406	725,102	183,224
Freight	282	1,041	103,013	368,678
Either passenger or freight	95	16	36,162	13,440
Total chassis	2,423	1,463	864,277	565,342
Taxicabs and buses not included above	2	-	9,818	-
TOTAL	7,752	3,435	4,208,480	2,295,368

Table 2.- Cumulative Production of Automobiles in Canada, for the twelve months ending December 1926 and 1927.

Class	Number		Selling Value f.o.b. plant	
	1926	1927	1926	1927
Passenger:			\$	\$
Open -				
2 to 3 passenger	8,555	4,615	4,449,777	2,562,857
4 to 5 passenger	59,324	31,255	27,160,959	14,575,928
7 passenger	2,148	1,647	2,548,827	1,751,134
Total open	70,027	37,517	34,159,563	18,889,969
Closed -				
2 to 3 passenger	14,282	12,137	9,513,537	7,796,747
4 to 5 passenger	66,765	86,169	55,475,086	68,765,412
7 passenger	1,294	1,844	2,695,433	3,110,205
Total closed	82,341	100,150	67,684,056	79,672,424
Trucks:				
Under 1 ton capacity	6,195	3,785	2,680,216	1,594,931
1 ton	21,886	16,189	9,411,933	6,497,569
Over 1 ton and under 5 tons	1,284	1,765	1,969,112	3,067,215
5 tons and over	-	-	-	-
Total trucks	29,365	21,739	14,061,261	11,159,765
Chassis:				
Passenger	12,826	9,131	4,427,606	3,622,585
Freight	7,449	10,405	2,024,789	3,816,647
Either passenger or freight	2,955	412	1,209,849	291,634
Total chassis	23,230	19,948	7,662,244	7,730,866
Taxicabs and buses not included above	153	29	649,940	116,108
TOTAL	205,116	179,383	124,217,064	117,569,132

Table 3.- Production in Canada, Imports and Exports of Automobiles
by months, 1925 and 1926

Month and Year		Production		Customs' Records			
				Imports		Exports	
		No.	Value	No.	Value	No.	Value
January	1925	10,668	\$ 5,731,005	482	\$ 485,124	5,191	\$ 2,286,404
	1926	15,479	\$ 8,771,034	691	\$ 675,438	5,159	\$ 2,268,518
February	1925	12,520	\$ 6,905,665	594	\$ 659,018	5,151	\$ 2,283,829
	1926	18,838	\$ 10,497,436	916	\$ 914,790	8,438	\$ 3,792,576
March	1925	15,841	\$ 9,774,524	1,209	\$ 1,312,342	7,591	\$ 3,274,817
	1926	22,374	\$ 14,133,229	2,170	\$ 2,112,175	10,911	\$ 4,439,731
April	1925	19,059	\$ 13,332,404	1,513	\$ 1,654,191	5,904	\$ 2,447,331
	1926	21,502	\$ 13,521,838	2,539	\$ 2,198,931	4,118	\$ 1,928,908
May	1925	20,139	\$ 13,754,390	1,912	\$ 1,933,991	5,776	\$ 2,465,131
	1926	24,934	\$ 15,761,615	5,384	\$ 4,522,704	5,623	\$ 2,397,248
June	1925	15,420	\$ 10,257,403	1,618	\$ 1,670,646	6,107	\$ 2,473,652
	1926	21,751	\$ 13,084,298	4,904	\$ 4,203,858	4,584	\$ 1,823,366
July	1925	12,040	\$ 7,585,330	1,646	\$ 1,519,365	4,284	\$ 1,692,891
	1926	15,208	\$ 8,759,280	3,022	\$ 2,400,618	4,158	\$ 1,547,607
August	1925	8,963	\$ 6,632,309	1,431	\$ 1,402,794	4,444	\$ 1,817,209
	1926	15,285	\$ 10,137,389	3,083	\$ 1,512,122	3,080	\$ 1,696,762
September	1925	12,804	\$ 9,164,258	1,429	\$ 1,316,616	5,583	\$ 3,049,426
	1926	17,495	\$ 11,111,419	2,258	\$ 1,821,476	6,501	\$ 3,110,369
October	1925	15,113	\$ 9,297,690	1,211	\$ 1,068,960	7,976	\$ 3,916,180
	1926	14,670	\$ 8,672,578	1,488	\$ 1,319,718	7,546	\$ 3,353,787
November	1925	10,750	\$ 6,097,613	794	\$ 781,364	9,323	\$ 4,340,941
	1926	9,828	\$ 5,558,468	1,316	\$ 1,059,164	8,793	\$ 3,821,994
December	1925	8,904	\$ 5,009,160	793	\$ 744,898	7,047	\$ 3,294,636
	1926	7,752	\$ 4,208,490	764	\$ 740,698	5,642	\$ 2,797,736
TOTAL	1925	162,221	\$ 103,541,751	14,632	\$ 14,549,309	74,377	\$ 33,342,447
	1926	205,116	\$ 124,217,074	28,535	\$ 23,481,692	74,553	\$ 32,978,602

Table 4.- Production in Canada, Imports and Exports of Automobiles, by months, 1927.

Month		Production			Customs' Records	
		For Sale in Canada	For Export	TOTAL	Imports	Exports
January	No.	7,783	7,593	15,376	1,019	7,480
	\$	4,969,072	3,168,108	8,137,180	969,896	3,150,352
February	No.	12,627	6,028	18,655	1,567	5,321
	\$	8,109,993	2,687,206	10,797,199	1,418,505	2,555,274
March	No.	18,011	5,239	23,250	4,397	9,106
	\$	12,751,218	2,596,845	15,348,063	4,015,391	3,837,478
April	No.	19,229	5,382	24,611	4,917	4,087
	\$	13,989,319	2,528,561	16,517,880	4,217,202	2,157,191
May	No.	20,337	5,371	25,708	5,916	5,616
	\$	14,884,731	2,526,929	17,411,660	4,996,001	2,699,891
June	No.	15,608	3,600	19,208	4,621	4,614
	\$	11,208,935	1,522,990	12,731,925	3,889,311	2,332,731
July	No.	7,195	3,792	10,987	3,946	3,289
	\$	5,539,543	1,492,326	7,031,869	3,232,337	1,476,211
August	No.	7,608	4,918	12,526	3,490	4,684
	\$	6,354,728	2,426,551	8,781,279	2,840,386	2,270,806
September	No.	7,492	3,770	11,262	2,433	3,934
	\$	6,368,623	2,054,276	8,422,899	2,046,355	2,396,542
October	No.	4,589	3,159	7,748	2,156	3,562
	\$	3,879,442	1,676,730	5,556,172	1,811,153	2,148,321
November	No.	3,218	3,399	6,617	1,221	3,876
	\$	2,570,212	1,967,426	4,537,638	1,141,224	2,264,232
December	No.	961	2,474	3,435	947	2,224
	\$	891,620	1,403,748	2,295,368	964,655	1,597,268
TOTAL	No.	124,658	54,725	179,383	36,630	57,793
	\$	91,517,436	26,051,696	117,569,132	31,542,416	28,886,297

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