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28

SALES OF NEW MOTOR VEHICLES IN CANADA

NOVEMBER, 1948

Sales of new motor vehicles, totalling 21,784 units with a retail value of \$41,986,090 in November, 1948 were 5% higher than 20,690 vehicles sold for \$40,531,118 in November, 1947. November volume established a new 1948 peak.

Passenger car sales declined to 15,102 units in November this year from 15,422 in the same month a year ago. Trucks and buses accounted for the increase shown in the total. There were 6,682 commercial vehicles sold for \$12,738,153 in November this year as compared with 5,268 units retailed for \$10,366,472 last year.

New Motor Vehicle Sales by Months and by Provinces

November, 1948

| Month and Province                 | Passenger Cars |              | Trucks and Buses |              | Total, Cars, Trucks and Buses |              |
|------------------------------------|----------------|--------------|------------------|--------------|-------------------------------|--------------|
|                                    | Number         | Retail Value | Number           | Retail Value | Number                        | Retail Value |
| 1948                               |                | \$           |                  | \$           |                               | \$           |
| January .....                      | 9,324          | 17,207,853   | 4,344            | 8,526,219    | 13,668                        | 25,734,072   |
| February .....                     | 8,104          | 15,274,949   | 5,134            | 10,243,249   | 13,238                        | 25,518,198   |
| March .....                        | 13,492         | 25,581,165   | 7,395            | 14,086,341   | 20,887                        | 39,667,506   |
| April .....                        | 11,603         | 22,169,940   | 7,404            | 13,995,058   | 19,007                        | 36,164,998   |
| May .....                          | 10,688         | 21,017,528   | 7,720            | 14,981,434   | 18,408                        | 35,998,962   |
| June .....                         | 12,463         | 25,207,534   | 8,738            | 16,438,826   | 21,201                        | 41,646,360   |
| July .....                         | 9,683          | 20,106,691   | 5,840            | 10,900,435   | 15,523                        | 31,007,126   |
| August .....                       | 9,213          | 18,354,411   | 3,974            | 7,861,837    | 13,187                        | 26,216,248   |
| September .....                    | 12,988         | 25,483,940   | 5,666            | 10,739,369   | 18,654                        | 36,223,309   |
| October .....                      | 14,520         | 28,019,353   | 6,021            | 11,776,572   | 20,541                        | 39,795,925   |
| November .....                     | 15,102         | 29,247,937   | 6,682            | 12,738,153   | 21,784                        | 41,986,090   |
| January to November                | 127,180        | 247,671,301  | 68,918           | 132,287,493  | 196,098                       | 379,958,794  |
| <u>NOVEMBER SALES BY PROVINCES</u> |                |              |                  |              |                               |              |
| Maritime Provinces                 | 1,392          | 2,712,515    | 619              | 1,139,431    | 2,011                         | 3,851,946    |
| Quebec .....                       | 2,565          | 4,834,215    | 1,012            | 1,950,790    | 3,577                         | 6,785,005    |
| Ontario .....                      | 6,189          | 11,999,809   | 2,555            | 4,850,574    | 8,744                         | 16,850,383   |
| Manitoba .....                     | 956            | 1,894,518    | 350              | 667,900      | 1,306                         | 2,562,418    |
| Saskatchewan .....                 | 1,455          | 2,877,983    | 848              | 1,562,567    | 2,303                         | 4,440,550    |
| Alberta .....                      | 1,179          | 2,282,126    | 707              | 1,428,872    | 1,886                         | 3,710,998    |
| British Columbia .                 | 1,366          | 2,646,771    | 591              | 1,138,019    | 1,957                         | 3,784,790    |

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