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SALES OF NEW MOTOR VEHICLES IN CANADA

JUNE, 1948

Sales of new motor vehicles in June, 1948 totalled 21,201 units with a retail value of \$41,646,360. This volume establishes a new peak for 1948 and reverses a declining trend which had been in evidence during the two preceding months.

June, 1948 sales showed a slight increase over sales for the same month in 1947 when 20,688 units retailed for \$36,069,507.

- (a) Passenger cars declined in physical volume sales, numbering 12,463 units in June this year contrasted with 14,992 units for the same month last year. However, consumers displayed, roughly, the same propensity to spend money on passenger cars, since this year's value of retail sales for June was \$25,207,534 compared with \$25,634,051 for June, 1947.
- (b) Trucks and buses showed an increase in June, 1948 over June, 1947 both in physical volume and retail value. In June, 1947, 5,696 trucks and buses sold for \$10,435,456 while for the same month this year 8,738 trucks and buses were sold for \$16,438,826.

Table 1.--New Motor Vehicle Sales by Months and by Provinces
June, 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
Jan.-June	65,674	126,458,969	40,735	78,271,127	106,409	204,730,096
<u>JUNE SALES BY PROVINCES</u>						
Maritime Provinces	828	1,629,254	793	1,465,515	1,621	3,094,769
Quebec	2,352	4,763,719	1,663	3,484,235	4,015	8,247,954
Ontario	5,807	11,990,613	3,509	6,354,234	9,316	18,344,847
Manitoba	596	1,176,346	464	836,749	1,060	2,013,095
Saskatchewan	955	1,853,501	951	1,657,634	1,906	3,511,135
Alberta	848	1,671,592	690	1,306,927	1,538	2,978,519
British Columbia .	1,077	2,122,509	668	1,333,532	1,745	3,456,041



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The cumulative total of new vehicle unit sales for the first half of 1948 (106,409) was somewhat lower than the total for the same period of last year (106,989); yet the retail value of \$204,730,096 in 1948 is substantially greater than the \$186,217,951 retail value in 1947.

Table 2.--New Motor Vehicle Sales by Provinces, January-June, 1947 and 1948

Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
<u>1947</u>		\$		\$		\$
CANADA	72,356	123,417,773	34,633	62,800,178	106,989	186,217,951
Maritimes	5,580	9,302,398	3,378	5,640,456	8,958	14,942,854
Quebec	13,113	23,208,693	6,422	12,475,799	19,535	35,684,492
Ontario	33,217	56,857,027	12,936	24,044,010	46,153	80,901,037
Manitoba	3,776	6,343,089	2,159	3,726,738	5,935	10,069,827
Saskatchewan	4,987	8,062,764	3,338	5,337,655	8,325	13,400,419
Alberta	5,462	9,160,412	3,454	5,905,389	8,916	15,065,801
British Columbia	6,221	10,483,390	2,946	5,670,131	9,167	16,153,521
<u>1948</u>						
CANADA	65,674	126,458,969	40,735	78,271,127	106,409	204,730,096
Maritimes	4,858	9,174,158	4,237	7,765,946	9,095	16,940,104
Quebec	11,519	22,359,647	8,437	17,182,392	19,956	39,542,039
Ontario	30,054	58,331,558	14,838	28,013,470	44,892	86,345,028
Manitoba	3,656	6,986,133	2,320	4,238,941	5,976	11,225,074
Saskatchewan	4,551	8,606,413	3,653	6,476,495	8,204	15,082,908
Alberta	4,846	9,201,380	3,750	7,303,500	8,596	16,504,880
British Columbia	6,190	11,799,680	3,500	7,290,383	9,690	19,090,063

