

MAR 1 1949

Published by Authority of the Rt. Hon. C.D. Howe, M.P.  
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE  
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MERCHANDISING AND SERVICES SECTION  
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No. 1.	16-3010 8

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SALES OF NEW MOTOR VEHICLES IN CANADA

JANUARY, 1949

New motor vehicle sales in Canada were down 16% in number and 9% in dollar value in January, 1949 compared with January, 1948. There were 11,492 vehicles sold for \$24,677,689 in January this year compared with 13,732 units retailed for \$29,963,872 in the same month a year ago.

The number of passenger car sales was one-third lower than in January last year, and sizable reductions occurred in all provinces except Ontario where sales were down only 7%.

Sales of new buses appear separately beginning with the present monthly report. The total reported for January numbered 55 and their value was \$1,000,370.

Truck sales in January numbered 5,221 with a retail value of \$10,518,670. Sales were well above those in January a year ago when 4,336 commercial vehicles sold for \$8,443,192. Reductions in the Maritime Provinces, Quebec and British Columbia contrasted sharply with major gains in all other provinces.

New Motor Vehicle Sales by Provinces - January, 1949

Province	Number			Retail Value		
	1948	1949	% Change 1949/1948	1948	1949	% Change 1949/1948
Total Passenger Cars, Trucks and Buses						
CANADA .....	13,732	11,492	-16.3	26,963,872	24,677,689	- 8.5
Maritimes .....	1,494	882	-41.0	2,723,971	1,750,369	-35.7
Quebec .....	2,781	1,958	-29.6	5,262,985	4,438,614	-15.7
Ontario .....	5,156	5,614	+ 8.9	10,091,859	11,689,779	+15.8
Manitoba .....	700	652	- 6.9	1,552,603	1,318,529	-15.1
Saskatchewan ....	1,055	734	-30.4	1,928,089	1,700,648	-11.8
Alberta .....	1,108	922	-16.8	2,399,459	1,903,237	-20.7
British Columbia.	1,438	730	-49.2	3,004,906	1,876,513	-37.6
Passenger Cars						
CANADA .....	9,324	6,216	-33.3	17,207,853	13,158,649	-23.5
Maritimes .....	826	320	-61.3	1,514,936	673,955	-55.5
Quebec .....	1,668	941	-43.6	3,092,893	2,057,534	-33.5
Ontario .....	3,848	3,568	- 7.3	7,091,757	7,512,486	+ 5.9
Manitoba .....	497	320	-35.6	925,461	682,314	-26.3
Saskatchewan ....	724	260	-64.1	1,325,953	552,793	-58.3
Alberta .....	741	365	-50.7	1,355,476	775,391	-42.8
British Columbia.	1,020	442	-56.7	1,901,377	904,176	-52.4
Trucks						
CANADA .....	4,336	5,221	+20.4	8,443,192	10,518,670	+24.6
Maritimes .....	668	561	-16.0	1,209,035	1,067,539	-11.7
Quebec .....	1,109	1,003	- 9.6	2,113,550	2,133,671	+ 1.0
Ontario .....	1,284	2,037	+58.6	2,582,730	4,057,257	+57.1
Manitoba .....	191	332	+73.8	382,817	636,215	+66.2
Saskatchewan ....	331	462	+39.6	602,136	886,447	+47.2
Alberta .....	351	556	+58.4	730,370	1,120,969	+53.5
British Columbia.	402	270	-32.8	822,554	616,572	-25.0
Buses						
CANADA .....	72	55	-23.6	1,312,827	1,000,370	-23.8
Maritimes .....	-	1	-	-	8,875	-
Quebec .....	4	14	+250.0	56,542	247,409	+337.6
Ontario .....	24	9	-62.5	417,372	120,036	-71.2
Manitoba .....	12	-	-	244,325	-	-
Saskatchewan ....	-	12	-	-	261,408	-
Alberta .....	16	1	-93.7	313,613	6,877	-97.8
British Columbia.	16	18	+12.5	280,975	355,765	+26.6