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SALES OF NEW MOTOR VEHICLES

and

FINANCING OF MOTOR VEHICLE SALES

OCTOBER, 1949

. . . .

Sales of New Motor Vehicles

A new post-war peak was reached in October when 29,577 new motor vehicles were sold for \$59,762,631, 40% higher in number and 43% higher in value than the 21,110 units retailed for \$41,740,931 in October, 1948. Of this total, 21,435 were passenger cars which sold for \$43,275,459. These figures surpassed by 42% in number and 49% in value the 15,060 vehicles valued at \$28,972,963 sold in the same month last year. New truck sales recorded gains of 36% in number and 38% in dollar volume over October, 1948. Only 21 buses were sold for \$384,527, continuing the marked decreases in sales this year as compared with 1948.

Cumulative figures for January-to-October 1949 showed 235,232 new motor vehicles sold for \$487,392,443. Increases were 33% in number and 38% in value over the comparable period of 1948 when 177,491 vehicles retailed for \$352,089,771. Passenger models were responsible for gains of 42% in number and 50% in value, while more moderate increases of 16% in number and 21% in value, were recorded by truck sales. In the first ten months of 1949, 464 buses sold for \$8,550,157.

Financing of Motor Vehicle Sales

New and used motor vehicles financed in October, 1949, totalled 22,057 units, financed for \$20,384,390. These totals exceeded those for October, 1948, when 14,012 units were financed for \$12,988,618 by 57% both in number and financed value.

New Vehicles--There were 8,467 new vehicles financed in October, 1949, as compared with 4,521 units in the same month a year ago - an increase of 87% in number. Passenger cars accounted for a major part of this increase with a gain of 104%, while commercial vehicles financed in October totalled 57% more than in October, 1948.

In the first ten months of 1949, 66,825 new vehicles were financed for \$94,661,752, totals which were 58% higher in number and 56% higher in value than the corresponding period of 1948.

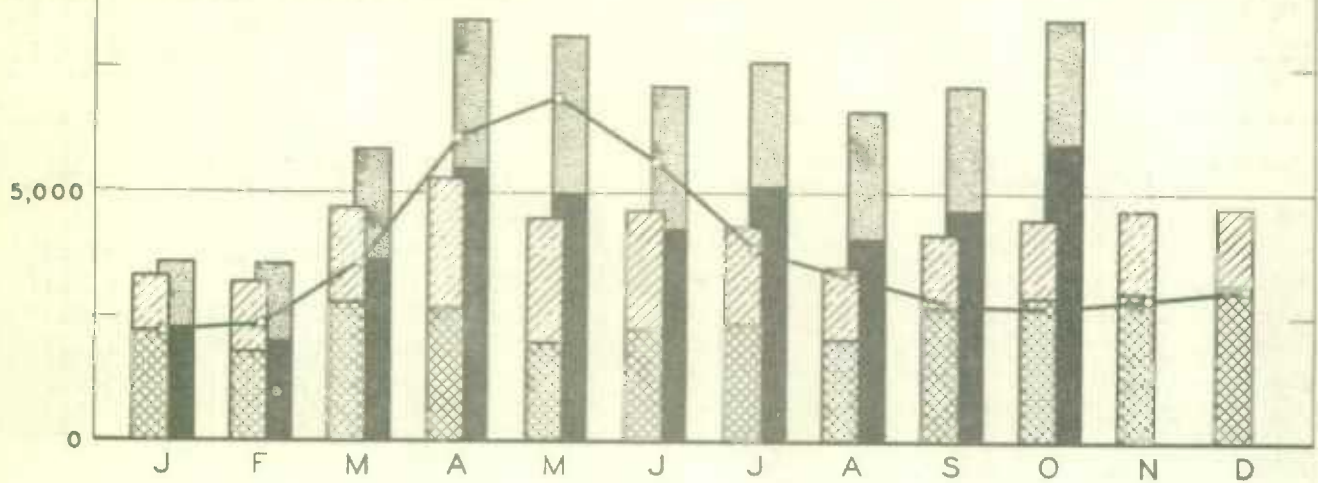
Used Vehicles--A total of 13,590 used vehicles were financed to the extent of \$8,943,577 in October, 1949, increases of 43% in number and 32% in financed value compared with October, 1948.

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FINANCING OF MOTOR VEHICLES IN CANADA

NUMBER OF
VEHICLES
10,000

NEW VEHICLES



20,000

USED VEHICLES

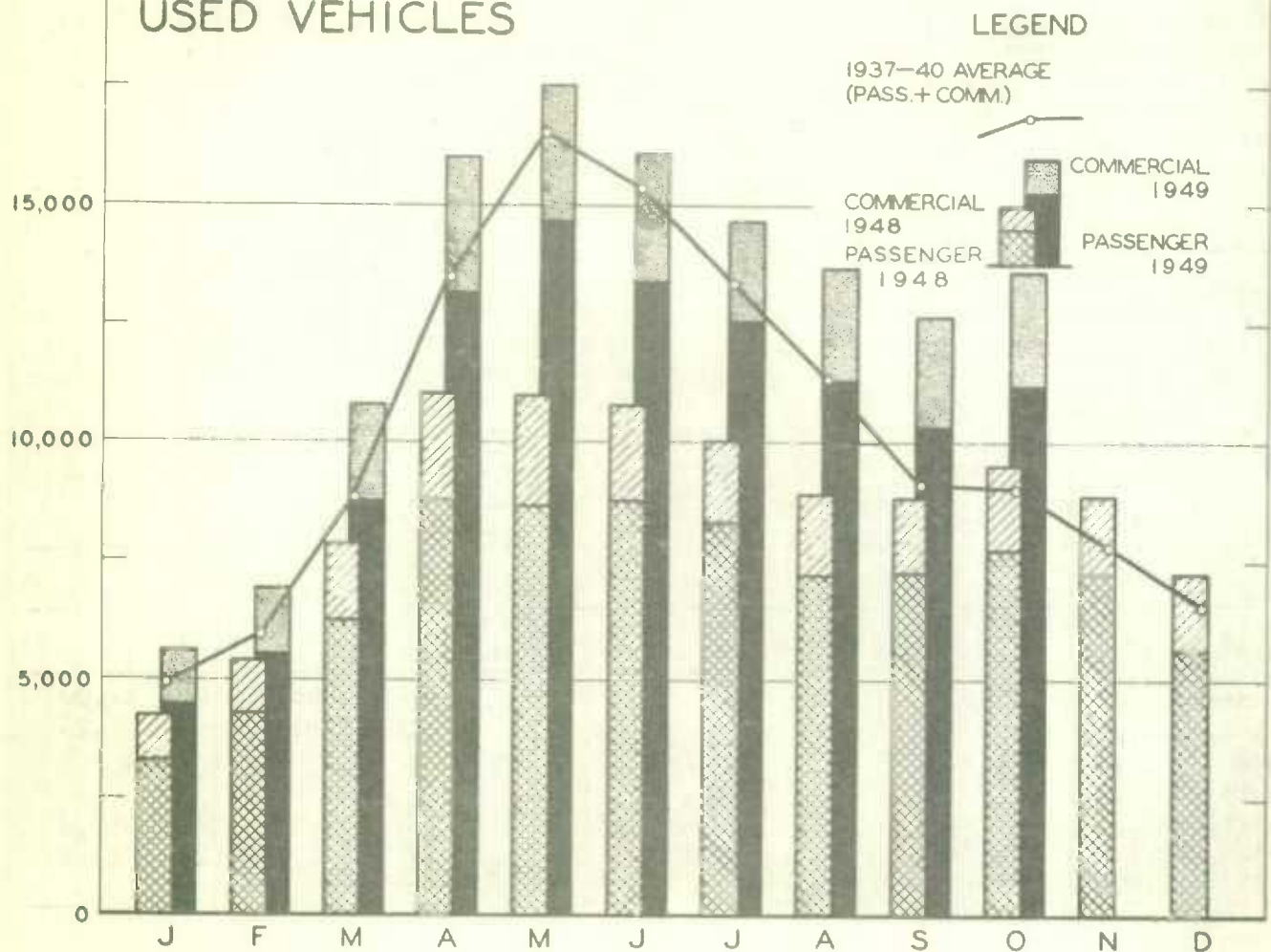


TABLE 1. - NEW MOTOR VEHICLE SALES, BY PROVINCES

OCTOBER, 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total - Passenger Cars, Trucks, and Buses						
CANADA	21,110	29,577	+40.1	41,740,931	59,762,631	+43.2
Maritimes	1,598	2,022	+26.5	3,451,860	3,936,233	+14.0
Quebec	3,581	4,952	+38.3	7,057,736	10,467,605	+48.3
Ontario	9,150	13,180	+44.0	17,938,857	26,408,708	+47.2
Manitoba	1,271	1,777	+39.8	2,495,276	3,470,368	+39.1
Saskatchewan ...	1,596	2,264	+41.9	3,115,088	4,568,823	+46.7
Alberta	2,078	2,615	+25.8	4,166,006	5,531,031	+32.8
British Columbia	1,836	2,767	+50.7	3,516,108	5,379,863	+53.0

Passenger Cars

CANADA	15,060	21,435	+42.3	28,972,963	43,275,459	+49.4
Maritimes	1,225	1,541	+25.8	2,370,834	3,048,922	+28.6
Quebec	2,692	3,796	+41.0	5,226,381	8,180,889	+56.5
Ontario	6,811	9,969	+46.4	13,081,920	19,778,249	+51.2
Manitoba	823	1,108	+34.6	1,618,934	2,221,159	+37.2
Saskatchewan ...	953	1,300	+36.4	1,804,875	2,694,042	+49.3
Alberta	1,256	1,618	+28.8	2,409,993	3,278,131	+36.0
British Columbia	1,300	2,103	+61.8	2,460,026	4,074,067	+65.6

Trucks

CANADA	5,988	8,121	+35.6	11,684,823	16,102,645	+37.8
Maritimes	352	481	+36.6	632,646	887,311	+40.3
Quebec	883	1,156	+30.9	1,770,278	2,286,716	+29.2
Ontario	2,317	3,210	+38.5	4,545,234	6,622,526	+45.7
Manitoba	448	669	+49.3	870,342	1,249,209	+42.5
Saskatchewan ...	635	963	+51.7	1,135,037	1,852,997	+63.1
Alberta	817	978	+19.7	1,668,254	1,898,088	+13.8
British Columbia	536	664	+23.9	1,056,082	1,305,796	+23.6

Buses

CANADA	62	21	-66.1	1,083,145	384,527	-64.5
Maritimes	21	-	-	448,380	-	-
Quebec	6	-	-	61,077	-	-
Ontario	22	1	-95.5	311,653	7,931	-97.5
Manitoba	-	-	-	-	-	-
Saskatchewan ...	8	1	-87.5	174,276	21,784	-87.5
Alberta	5	19	+280.0	87,759	354,812	+304.3
British Columbia	-	-	-	-	-	-

TABLE 2 - NEW MOTOR VEHICLE SALES BY MONTHS

Months	Number			Retail Value		
	1948	1949	% Change, 1949/1948 %	1948 \$	1949 \$	% Change 1949/1948 %
Total - Passenger Cars, Trucks, and Buses						
January to March	47,871	50,625	+ 5.8	93,180,503	108,524,877	+16.5
April to June ..	59,663	82,155	+37.7	118,830,578	171,608,854	+44.4
July	16,164	27,729	+71.5	33,000,923	56,572,753	+71.4
August	13,676	17,964	+31.4	27,616,430	36,024,083	+30.4
September	19,007	27,182	+43.0	37,720,406	54,899,245	+45.5
October	21,110	29,577	+40.1	41,740,931	59,762,631	+43.2
Jan. - October..	177,491	235,232	+32.5	352,089,771	487,392,443	+38.4
Passenger Cars						
January to March	30,959	31,222	+ 0.8	58,132,476	66,416,182	+14.2
April to June ..	35,543	57,247	+61.1	69,702,383	118,046,769	+69.4
July	10,296	20,775	+101.8	21,135,333	42,581,776	+101.5
August	9,656	12,558	+30.1	19,129,644	25,286,910	+32.2
September	13,278	19,502	+46.9	26,000,908	39,795,600	+53.1
October	15,060	21,435	+42.3	28,972,963	43,275,459	+49.4
Jan. - October..	114,792	162,739	+41.8	223,073,707	335,402,696	+50.4
Trucks						
January to March	16,765	19,229	+14.7	32,457,048	38,913,620	+19.9
April to June ..	23,886	24,693	+ 3.4	45,133,478	49,273,191	+ 9.2
July	5,811	6,926	+19.2	10,833,203	13,513,116	+24.7
August	3,952	5,387	+36.3	7,595,577	10,590,577	+39.4
September	5,661	7,673	+35.5	10,614,393	15,046,441	+41.8
October	5,988	8,121	+35.6	11,684,823	16,102,645	+37.8
Jan. - October..	62,063	72,029	+16.1	118,318,522	143,439,590	+21.2
Buses						
January to March	147	174	+18.4	2,590,979	3,195,075	+23.3
April to June ..	234	215	- 8.1	3,994,717	4,288,894	+ 7.4
July	57	28	-50.9	1,032,387	477,861	-53.7
August	68	19	-72.1	891,209	146,596	-83.6
September	68	7	-89.7	1,105,105	57,204	-94.8
October	62	21	-66.1	1,083,145	384,527	-64.5
Jan. - October..	636	464	-27.0	10,697,542	8,550,157	-20.1

TABLE 3.- FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES,

OCTOBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948 %	1948	1949	% Change, 1949/1948 %
				\$	\$	
Total - Passenger and Commercial Vehicles						
CANADA ...	4,521	8,467	+87.3	6,232,607	11,440,813	+83.6
Maritimes	376	716	+90.4	486,739	896,302	+84.1
Quebec	987	1,833	+85.7	1,485,174	2,744,823	+84.8
Ontario	1,984	3,433	+73.0	2,522,860	4,442,383	+76.1
Manitoba	236	396	+67.8	343,228	511,818	+49.1
Saskatchewan ...	206	472	+129.1	252,733	595,633	+135.7
Alberta	375	874	+133.1	559,750	1,228,019	+119.4
British Columbia	357	743	+108.1	582,123	1,021,835	+75.5
Passenger Cars						
CANADA ...	2,932	5,972	+103.7	3,669,620	7,692,505	+109.6
Maritimes	246	530	+115.4	312,183	655,319	+109.9
Quebec	670	1,323	+97.5	951,223	1,917,052	+101.5
Ontario	1,367	2,657	+94.4	1,589,515	3,252,516	+104.6
Manitoba	143	205	+43.4	174,116	256,367	+47.2
Saskatchewan ...	122	269	+120.5	147,004	335,004	+127.9
Alberta	178	466	+161.8	219,792	581,313	+164.5
British Columbia	206	522	+153.4	275,787	694,934	+152.0
Commercial Vehicles						
CANADA ...	1,589	2,495	+57.0	2,562,987	3,748,308	+46.2
Maritimes	130	186	+43.1	174,556	240,983	+38.1
Quebec	317	510	+60.9	533,951	827,771	+55.0
Ontario	617	776	+25.8	933,345	1,189,867	+27.5
Manitoba	93	191	+105.4	169,112	255,451	+51.1
Saskatchewan ...	84	203	+141.7	105,729	260,629	+146.5
Alberta	197	408	+107.1	339,958	646,706	+90.2
British Columbia	151	221	+46.4	306,336	326,901	+ 6.7

TABLE 4 - FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES,

OCTOBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948	1949	% Change., 1949/1948
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA	9,491	13,590	+43.2	6,756,011	8,943,577	+32.4
Maritimes	506	1,126	+122.5	355,364	686,737	+93.2
Quebec	1,152	1,732	+50.3	1,040,993	1,350,191	+29.7
Ontario	5,358	6,913	+29.0	3,314,393	4,134,834	+24.8
Manitoba	400	527	+31.8	266,570	350,035	+31.3
Saskatchewan ..	256	607	+137.1	214,393	441,151	+105.8
Alberta	833	1,308	+57.0	725,004	987,577	+36.2
British Columbia	986	1,377	+39.7	839,294	993,052	+18.3
Passenger Cars						
CANADA	7,697	11,196	+45.5	5,229,716	7,090,530	+35.6
Maritimes	324	834	+157.4	221,421	491,668	+122.1
Quebec	833	1,288	+54.6	707,193	950,465	+34.4
Ontario	4,641	6,135	+32.2	2,807,718	3,600,826	+28.2
Manitoba	307	392	+27.7	193,578	254,653	+31.6
Saskatchewan ..	170	436	+156.5	137,521	319,589	+132.4
Alberta	611	948	+55.2	500,430	683,138	+36.5
British Columbia	811	1,163	+43.4	661,855	790,191	+19.4
Commercial Vehicles						
CANADA	1,794	2,394	+33.4	1,526,295	1,853,047	+21.4
Maritimes	182	292	+60.4	133,943	195,069	+45.6
Quebec	319	444	+39.2	333,800	399,726	+19.8
Ontario	717	778	+ 8.5	506,675	534,008	+ 5.4
Manitoba	93	135	+45.2	72,992	95,382	+30.7
Saskatchewan ..	86	171	+98.8	76,872	121,562	+58.1
Alberta	222	360	+62.2	224,574	304,439	+35.6
British Columbia	175	214	+22.3	177,439	202,861	+14.3



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TABLE 5 - FINANCING OF SALES OF NEW MOTOR VEHICLES BY MONTHS

Month	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
January to March..	11,284	13,146	+16.5	15,834,708	19,254,883	+21.6
April to June	14,452	23,895	+65.3	20,997,988	34,086,177	+62.3
July	4,353	7,600	+74.6	6,344,621	10,437,665	+64.5
August	3,578	6,562	+83.4	5,295,808	9,356,165	+76.7
September	4,209	7,155	+70.0	5,943,646	10,086,049	+69.7
October	4,521	8,467	+87.3	6,232,607	11,440,813	+83.6
Jan. - October ...	42,397	66,825	+57.6	60,649,378	94,661,752	+56.1
Passenger Cars						
January to March..	6,930	8,059	+18.0	8,486,480	11,031,034	+30.0
April to June	6,889	14,829	+115.3	8,559,973	19,557,822	+128.5
July	2,336	5,112	+118.8	3,054,481	6,768,388	+121.6
August	2,057	4,084	+98.5	2,707,870	5,535,958	+104.4
September	2,663	4,637	+74.1	3,375,177	6,228,087	+84.5
October	2,932	5,972	+103.7	3,669,620	7,692,505	+109.6
Jan. - October ...	23,707	42,693	+80.1	29,853,601	56,813,794	+90.3
Commercial Vehicles						
January to March..	4,454	5,087	+14.2	7,348,228	8,223,849	+11.9
April to June	7,563	9,066	+19.9	12,438,015	14,528,355	+16.8
July	2,017	2,488	+23.4	3,290,140	3,669,277	+11.5
August	1,521	2,478	+62.9	2,587,938	3,820,207	+47.6
September	1,546	2,518	+62.9	2,568,469	3,857,962	+50.2
October	1,589	2,495	+57.0	2,562,987	3,748,308	+46.2
Jan. - October ...	18,690	24,132	+29.1	30,795,777	37,847,958	+22.9