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SALES OF NEW MOTOR VEHICLES

and

FINANCING OF MOTOR VEHICLE SALES

NOVEMBER, 1949

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Sales of New Motor Vehicles

After reaching a new high in October, sales of new motor vehicles dropped below last year's level in November. There were 18,823 new motor vehicles sold in November, 1949 at a value of \$38,873,226, a decrease of 16% in number and 12% in value from the 22,345 vehicles which sold for \$44,096,591 in November, 1948. Decreases in number of vehicles financed were recorded for all types of vehicles. New passenger car sales numbered 13,459 vehicles with a retail value of \$26,846,562, 14% in number and 11% in value below November a year ago when 15,628 new passenger cars were sold for \$30,136,853. A somewhat larger decrease was registered in sales of trucks which were 20% below November a year ago in number and 16% lower in value.

The decrease in November lowered the cumulative gain for the year to date to 27% in number and 33% in value above the corresponding period of 1948. Totals for the first eleven months of 1949 amounted to 254,055 vehicles sold for \$526,265,669 compared with 199,836 vehicles valued at \$396,186,362 in the corresponding period of 1948. Smaller gains of 13% in number and 18% in value were recorded for trucks.

The decline in sales of new motor vehicles in November compared with the same month a year ago was common to all regions of the country but in varying degrees. The largest drop was recorded in Saskatchewan where sales were 40% below November, 1948. The Maritime Provinces followed closely with a decline in number of vehicles sold of 38%. Sales in Alberta registered the smallest decline at 1%.

Financing of Motor Vehicle Sales

There were 20,025 new and used motor vehicles financed for \$18,581,510 in November, 1949, an increase of 47% in number and 46% in value over the 13,644 vehicles financed for \$12,685,532 in November a year ago.

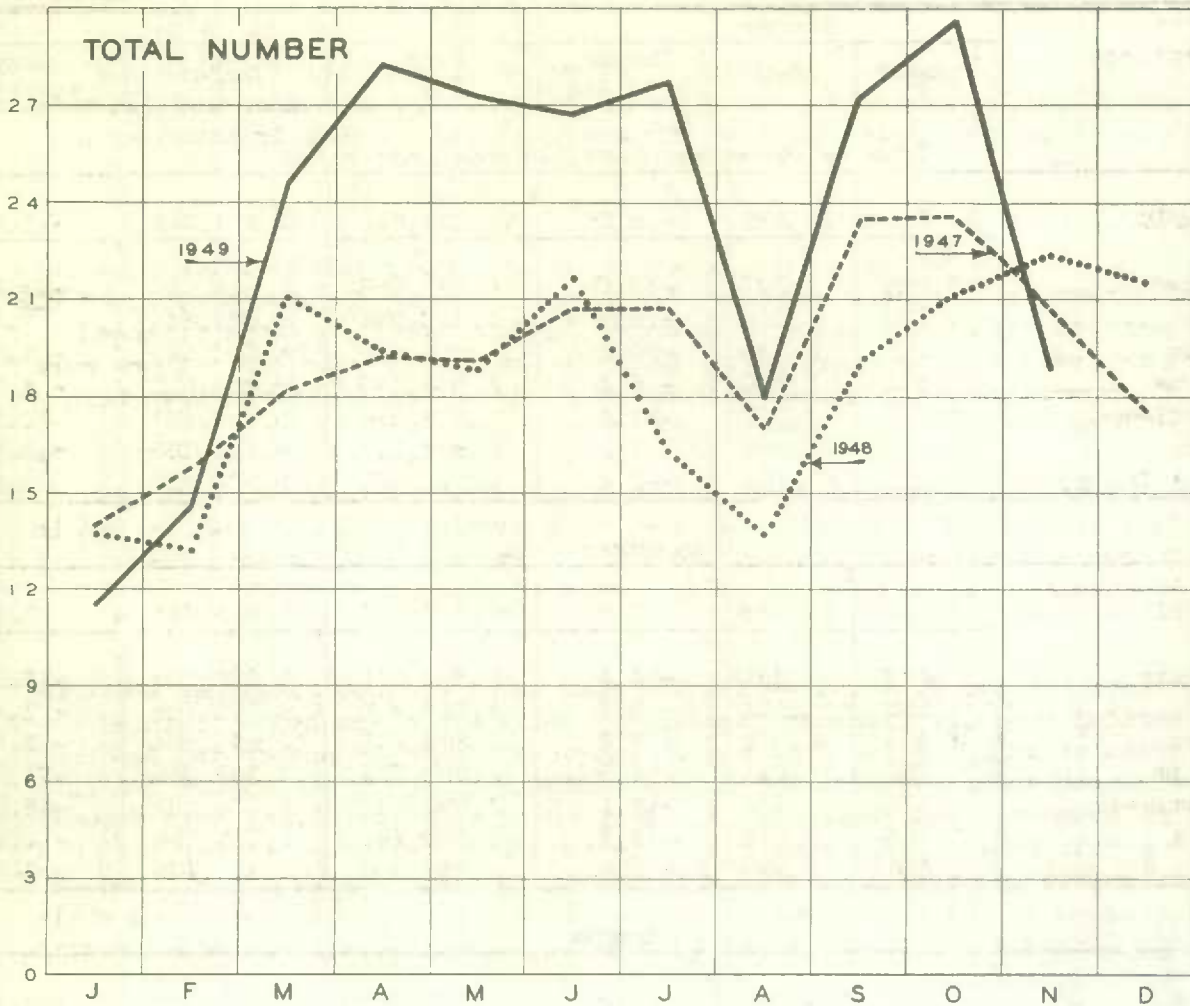
New Vehicles -- New passenger and commercial vehicles financed in November this year numbered 7,318 with a financed value of \$10,252,222 compared with 4,696 units in November, 1948. Passenger cars financed totalled 4,983, an increase of 64% over November a year ago. There were 41% more commercial vehicles financed bringing the number for November, 1949 to 2,335.

Cumulative figures for the months from January to November, 1949 show 74,143 new motor vehicles financed for \$104,913,974, up 57% in number and 56% in value from the 47,093 new vehicles financed for \$67,115,647 in the corresponding period of 1948.

Used Vehicles -- The November total of used passenger and commercial vehicles financed was 12,707 units and these had a financed value of \$8,329,288. This was an increase of 42% in number and 34% in financed value over the 8,948 used vehicles financed for \$6,219,263 in November a year ago. Of the 12,707 used vehicles financed in November this year, 10,318 were passenger cars and 2,389 were commercial vehicles. Increases over November, 1948 in number of vehicles financed amounted to 43% for passenger cars and 38% for commercial vehicles while the financed value was higher by 38% for passenger cars and 21% for commercial vehicles.

NEW MOTOR VEHICLE SALES

THOUSANDS
OF VEHICLES



PER CENT CHANGE BY PROVINCES, 1949/1948

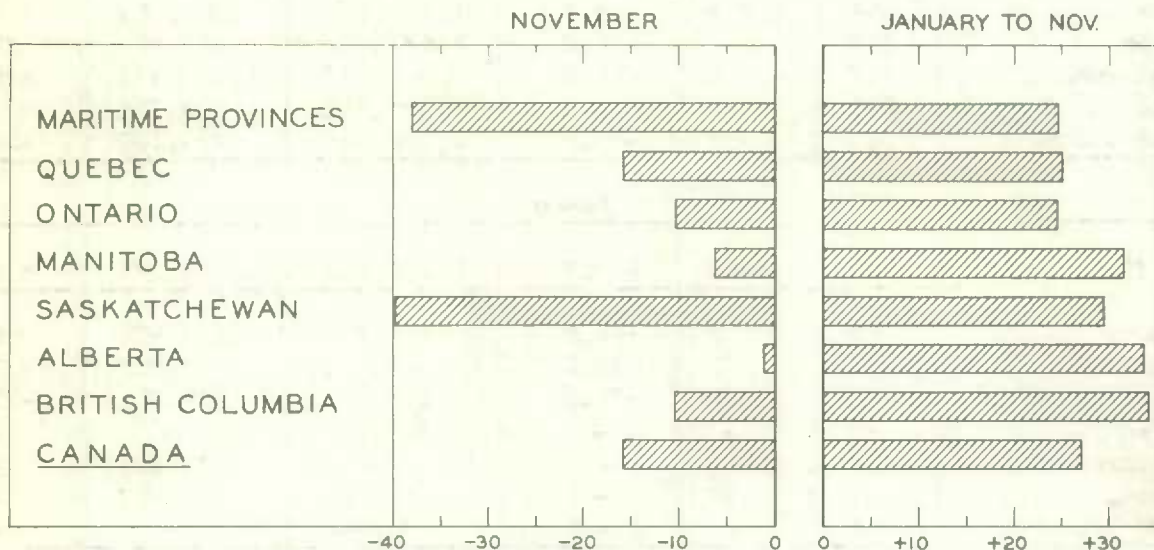


TABLE 1.--NEW MOTOR VEHICLE SALES, BY PROVINCES

NOVEMBER, 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total - Passenger Cars, Trucks, and Buses						
CANADA	22,345	18,823	-15.8	44,096,591	38,873,226	-11.8
Maritimes	2,108	1,307	-38.0	4,787,097	2,624,117	-45.2
Quebec	3,586	3,018	-15.8	6,811,726	6,271,841	- 7.9
Ontario	9,081	8,155	-10.2	17,803,592	16,628,195	- 6.6
Manitoba	1,332	1,250	- 6.2	2,599,249	2,352,721	- 9.5
Saskatchewan	2,312	1,391	-39.8	4,448,694	3,027,465	-31.9
Alberta	1,977	1,956	- 1.1	3,882,135	4,580,085	+18.0
British Columbia.	1,949	1,746	-10.4	3,764,098	3,388,802	-10.0
Passenger Cars						
CANADA	15,628	13,459	-13.9	30,136,853	26,846,562	-10.9
Maritimes	1,449	951	-34.4	2,809,861	1,856,155	-33.9
Quebec	2,582	2,332	- 9.7	4,859,596	4,793,745	- 1.4
Ontario	6,506	6,001	- 7.8	12,559,341	12,121,394	- 3.5
Manitoba	990	823	-16.9	1,951,312	1,541,066	-21.0
Saskatchewan	1,464	774	-47.1	2,886,127	1,574,185	-45.5
Alberta	1,269	1,199	- 5.5	2,432,020	2,300,394	- 5.4
British Columbia.	1,368	1,379	+ 0.8	2,638,596	2,659,623	+ 0.8
Trucks						
CANADA	6,642	5,291	-20.3	12,590,828	10,593,488	-15.9
Maritimes	619	350	-43.5	1,139,431	638,526	-44.0
Quebec	1,002	685	-31.6	1,927,826	1,460,360	-24.2
Ontario	2,544	2,145	-15.7	4,767,553	4,382,080	- 8.1
Manitoba	342	427	+24.9	647,937	811,655	+25.3
Saskatchewan	848	604	-28.8	1,562,567	1,169,474	-25.2
Alberta	707	713	+ 0.8	1,428,872	1,402,214	- 1.9
British Columbia.	580	367	-36.7	1,116,642	729,179	-34.7
Buses						
CANADA	75	73	- 2.7	1,368,910	1,433,176	+ 4.7
Maritimes	40	6	-85.0	837,805	129,436	-84.6
Quebec	2	1	-50.0	24,304	17,736	-27.0
Ontario	31	9	-71.0	476,698	124,721	-73.8
Manitoba	-	-	-	-	-	-
Saskatchewan	-	13	-	-	283,806	-
Alberta	1	44	-	21,243	877,477	-
British Columbia.	1	-	-	8,860	-	-

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
November	22,345	18,823	-15.8	44,096,591	38,873,226	-11.8
Jan.-Nov.	199,836	254,055	+27.1	396,186,362	526,265,669	+32.8
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
November	15,628	13,459	-13.9	30,136,853	26,846,562	-10.9
Jan.-Nov.	130,420	176,198	+35.1	253,210,560	362,249,258	+43.1
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
November	6,642	5,291	-20.3	12,590,828	10,593,488	-15.9
Jan.-Nov.	68,705	77,320	+12.5	130,909,350	154,033,078	+17.7
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
November	75	73	- 2.7	1,368,910	1,433,176	+ 4.7
Jan.-Nov.	711	537	-24.5	12,066,452	9,983,333	-17.3

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

NOVEMBER, 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	4,696	7,318	+55.8	6,466,269	10,252,222	+58.5
Maritimes	461	627	+36.0	567,510	810,253	+42.8
Quebec	997	1,517	+52.2	1,504,910	2,320,306	+54.2
Ontario	1,899	2,826	+48.8	2,480,036	3,770,645	+52.0
Manitoba	249	364	+46.2	330,639	504,354	+52.5
Saskatchewan ...	232	440	+89.7	276,849	571,152	+106.3
Alberta	476	882	+85.3	645,291	1,287,758	+99.6
British Columbia	382	662	+73.3	661,034	987,754	+49.4
Passenger Cars						
CANADA	3,034	4,983	+64.2	3,799,665	6,649,219	+75.0
Maritimes	335	436	+30.1	404,119	544,398	+34.7
Quebec	639	1,056	+65.3	898,813	1,588,563	+76.7
Ontario	1,245	2,080	+67.1	1,508,644	2,630,655	+74.4
Manitoba	155	193	+24.5	193,292	261,121	+35.1
Saskatchewan ...	142	256	+80.3	160,946	318,001	+97.6
Alberta	289	495	+71.3	329,952	633,150	+91.9
British Columbia	229	467	+103.9	303,899	673,331	+121.6
Commercial Vehicles						
CANADA	1,662	2,335	+40.5	2,666,604	3,603,003	+35.1
Maritimes	126	191	+51.6	163,391	265,855	+62.7
Quebec	358	461	+28.8	606,097	731,743	+20.7
Ontario	654	746	+14.1	971,392	1,139,990	+17.4
Manitoba	94	171	+81.9	137,347	243,233	+77.1
Saskatchewan ...	90	184	+104.4	115,903	253,151	+118.4
Alberta	187	387	+107.0	315,339	654,608	+107.6
British Columbia	153	195	+27.5	357,135	314,423	-12.0

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

NOVEMBER, 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	8,948	12,707	+42.0	6,219,263	8,329,288	+33.9
Maritimes	518	1,037	+100.2	339,028	626,455	+84.8
Quebec	1,092	1,628	+49.1	953,100	1,236,513	+29.7
Ontario	4,938	6,285	+27.3	2,974,383	3,754,485	+26.2
Manitoba	335	543	+62.1	239,524	351,012	+46.5
Saskatchewan ...	225	580	+157.8	179,517	409,764	+128.3
Alberta	906	1,293	+42.7	734,248	939,530	+28.0
British Columbia	934	1,341	+43.6	799,463	1,011,529	+26.5
Passenger Cars						
CANADA	7,214	10,318	+43.0	4,710,493	6,510,801	+38.1
Maritimes	349	764	+118.9	221,103	455,541	+106.0
Quebec	753	1,220	+62.0	604,933	867,549	+43.4
Ontario	4,278	5,434	+27.0	2,483,293	3,140,875	+26.5
Manitoba	259	405	+56.4	182,746	254,900	+39.5
Saskatchewan ...	153	417	+172.5	115,972	294,631	+154.1
Alberta	655	939	+43.4	500,244	661,743	+32.3
British Columbia	767	1,139	+48.5	602,202	835,562	+38.8
Commercial Vehicles						
CANADA	1,734	2,389	+37.8	1,508,770	1,818,487	+20.5
Maritimes	169	273	+61.5	117,925	170,914	+44.9
Quebec	339	408	+20.4	348,167	368,964	+ 6.0
Ontario	660	851	+28.9	491,090	613,610	+24.9
Manitoba	76	138	+81.6	56,778	96,112	+69.3
Saskatchewan....	72	163	+126.4	63,545	115,133	+81.2
Alberta	251	354	+41.0	234,004	277,787	+18.7
British Columbia	167	202	+21.0	197,261	175,967	-10.8

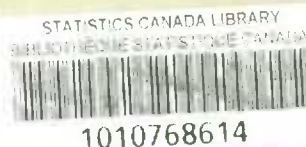


TABLE 5.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

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
November	4,696	7,318	+55.8	6,466,269	10,252,222	+58.5
Jan.-Nov.	47,093	74,143	+57.4	67,115,647	104,913,974	+56.3
Passenger Cars						
January to March .	6,830	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	3,054,461	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
November	3,034	4,983	+64.2	3,799,665	6,649,219	+75.0
Jan.-Nov.	26,741	47,676	+78.3	33,653,266	63,463,013	+88.6
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
November	1,662	2,335	+40.5	2,666,604	3,603,003	+35.1
Jan.-Nov.	20,352	26,467	+30.0	33,462,381	41,450,961	+23.9