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SALES OF NEW MOTOR VEHICLES

and

FINANCING OF MOTOR VEHICLE SALES

JANUARY 1950

Sales of New Motor Vehicles

Sales of new motor vehicles in January 1950 soared to an unusually high level for that month as most manufacturers introduced new models in large volume. New vehicle sales numbered 26,593 units with a retail value of \$53,714,978, an increase of 131% in number and 118% in value over January 1949 when there was a curtailment of distribution of passenger cars by most manufacturers resulting in sales of only 11,492 new vehicles with a retail value of \$24,677,689.

Passenger car sales, with a gain of 235% in number, were entirely responsible for the major gain over January 1949. The increase in number of trucks sold amounted to 10% while a decrease was registered in number of buses sold. Passenger car sales numbered 20,809 units compared with 6,216 units in January 1949, while truck sales numbered 5,749 units compared with 5,221 in the same month a year ago.

Large increases in total number of vehicles sold occurred in all parts of the country. The greatest gain was recorded in British Columbia where the number of new motor vehicles sold was 202% in excess of the January 1949 total. Sales in Quebec registered an increase of 153% while the Ontario gain amounted to 128%. The Maritime Provinces, Saskatchewan, Alberta, and Manitoba followed with increases of 130%, 111%, 101%, and 88% respectively.

Financing of Motor Vehicle Sales

New and used vehicles financed in January 1950 numbered 14,785 with a financed value of \$14,326,070, an increase of 59% in number of vehicles and 54% in amount of financing over January 1949 when 9,292 new

* The volume number, used for the first time in this issue, signifies the number of years for which these statistics have been compiled. Previous issues in this series may be identified by publication number 16-3010 (Sales) and 16-4070 (Financing).

and used vehicles were financed to the extent of \$9,278,742.

New Vehicles--There were 6,140 new motor vehicles financed for \$8,449,534 in January 1950, 69% in number and 61% in amount above the January 1949 totals of 3,635 new vehicles financed for an amount of \$5,254,917. Financing of passenger cars was mainly responsible for the large increase in the total of new vehicles financed. There were 4,563 passenger cars financed in January this year, 98% more than in the same month of 1949, while the number of commercial vehicles financed increased only 19% over January a year ago.

The largest increase in number of new vehicles financed by provinces was reported for Manitoba with a gain of 147%, while the Maritime Provinces recorded the lowest increase, 27%. Gains for the other provinces ranged from 49% to 77%.

Used Vehicles--Financing of used vehicles in January 1950 was higher by 53% in number and 46% in value than in January 1949. There were 8,645 used vehicles financed for \$5,876,536 in January this year compared with 5,657 vehicles with a financed value of \$4,023,825 in January a year ago. Of these, passenger cars numbered 7,103 and had a financed value of \$4,639,672, up 59% in number and 56% in value from the 4,476 used passenger cars financed for \$2,971,306 in January 1949. Financing of used commercial vehicles registered an increase of 31% in number and 18% in amount of financing.

Manitoba and Saskatchewan marked up the widest gains over January 1949 in number of used vehicles financed with increases of 163% and 133% respectively. Quebec came next with an increase of 98% followed by the Maritime Provinces where the number of used vehicles financed was up 66%. Other gains were as follows: Ontario, 45%; British Columbia, 36%; and Alberta, 12%.

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

JANUARY 1950

Province	Number			Retail Value		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total = Passenger Cars, Trucks, and Buses						
CANADA (1)	11,492	26,593	+131.4	24,677,689	53,714,978	+117.7
Maritimes	882	2,030	+130.2	1,750,369	3,924,246	+124.2
Quebec	1,958	4,962	+153.4	4,438,614	10,217,809	+130.2
Ontario	5,614	12,772	+127.5	11,689,779	25,706,164	+119.9
Manitoba	652	1,224	+ 87.7	1,318,529	2,488,776	+ 88.8
Saskatchewan ...	734	1,547	+110.8	1,700,648	3,028,812	+ 78.1
Alberta	922	1,853	+101.0	1,903,237	3,711,003	+ 95.0
British Columbia	730	2,205	+202.1	1,876,513	4,638,168	+147.2
Passenger Cars						
CANADA (1)	6,216	20,809	+234.8	13,158,649	41,752,682	+217.3
Maritimes	320	1,481	+362.8	673,955	2,922,195	+333.6
Quebec	941	3,901	+314.6	2,057,554	8,082,243	+292.8
Ontario	3,568	10,679	+199.3	7,512,486	21,462,049	+185.7
Manitoba	320	882	+175.6	682,314	1,828,851	+168.0
Saskatchewan ...	260	924	+255.4	552,793	1,855,544	+235.7
Alberta	365	1,152	+215.6	775,391	2,339,958	+201.8
British Columbia	442	1,790	+305.0	904,176	3,261,842	+260.8
Trucks						
CANADA (1)	5,221	5,749	+ 10.1	10,518,670	11,243,338	+ 6.9
Maritimes	561	548	- 2.3	1,067,539	995,105	- 6.8
Quebec	1,003	1,061	+ 5.8	2,133,671	2,135,566	+ 0.1
Ontario	2,037	2,089	+ 2.6	4,057,257	4,191,764	+ 3.3
Manitoba	332	342	+ 3.0	636,215	659,925	+ 3.7
Saskatchewan ..	462	623	+ 34.8	886,447	1,173,268	+ 32.4
Alberta	556	700	+ 25.9	1,120,969	1,364,372	+ 21.7
British Columbia	270	386	+ 43.0	616,572	723,338	+ 17.3
Buses						
CANADA (1)	55	35	- 36.4	1,000,370	718,958	- 28.1
Maritimes	1	1	-	8,875	6,946	- 21.7
Quebec	14	-	-	247,409	-	-
Ontario	9	4	- 55.6	120,036	52,351	- 56.4
Manitoba	-	-	-	-	-	-
Saskatchewan ..	12	-	-	261,408	-	-
Alberta	1	1	-	6,877	6,673	- 3.0
British Columbia	18	29	+ 61.1	355,765	652,988	+ 83.5

(1) Excluding Newfoundland.

TABLE 2.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

JANUARY 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA (1)	3,635	6,140	+68.9	5,254,917	8,449,534	+ 60.8
Maritimes	370	469	+26.8	486,769	622,606	+ 27.9
Quebec	786	1,362	+73.3	1,182,447	2,012,933	+ 70.2
Ontario	1,567	2,779	+77.3	2,167,996	3,641,435	+ 68.0
Manitoba	116	286	+146.8	179,638	387,186	+115.5
Saskatchewan	136	229	+68.4	179,366	294,990	+ 64.5
Alberta	354	528	+49.2	552,606	815,682	+ 47.6
British Columbia.	306	487	+59.2	506,095	674,702	+ 33.3
Passenger Cars						
CANADA (1)	2,306	4,563	+ 97.9	3,037,843	6,077,949	+100.1
Maritimes	215	317	+ 47.4	272,844	403,954	+ 48.1
Quebec	524	1,074	+105.0	740,368	1,549,185	+109.2
Ontario	1,071	2,143	+100.1	1,368,557	2,759,251	+101.6
Manitoba	64	182	+184.4	79,610	238,407	+199.5
Saskatchewan	81	150	+ 85.2	103,556	187,266	+ 80.8
Alberta	165	309	+ 87.3	207,869	433,387	+108.5
British Columbia.	186	388	+108.6	265,039	506,499	+ 91.1
Commercial Vehicles						
CANADA (1)	1,329	1,577	+ 18.7	2,217,074	2,371,585	+ 7.0
Maritimes	155	152	- 1.9	213,925	218,652	+ 2.2
Quebec	262	288	+ 9.9	442,079	463,748	+ 4.9
Ontario	496	636	+ 28.2	799,439	882,184	+ 10.4
Manitoba	52	104	+100.0	100,028	148,779	+ 48.7
Saskatchewan	55	79	+ 43.6	75,810	107,724	+ 42.1
Alberta	189	219	+ 15.9	344,737	382,295	+ 10.9
British Columbia.	120	99	- 17.5	241,056	168,203	- 30.2

(1) Excluding Newfoundland.

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

JANUARY 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA (1)...	5,657	8,645	+ 52.8	4,023,825	5,876,536	+ 46.0
Maritimes	431	714	+ 65.7	294,085	436,503	+ 48.4
Quebec	594	1,176	+ 98.0	540,725	943,836	+ 74.6
Ontario	3,401	4,946	+ 45.4	2,138,276	3,119,315	+ 45.9
Manitoba	136	358	+163.2	93,906	280,276	+198.5
Saskatchewan ...	80	186	+132.5	62,232	125,130	+101.1
Alberta	474	532	+ 12.2	425,678	397,544	- 6.6
British Columbia.	541	733	+ 35.5	468,923	573,932	+ 22.4
Passenger Cars						
CANADA (1)...	4,476	7,103	+ 58.7	2,971,306	4,639,672	+ 56.1
Maritimes	288	502	+ 74.3	186,521	304,026	+ 63.0
Quebec	383	879	+129.5	316,642	628,219	+ 98.4
Ontario	2,915	4,345	+ 49.1	1,763,127	2,683,526	+ 52.2
Manitoba	101	262	+159.4	66,883	202,712	+203.1
Saskatchewan ...	48	128	+166.7	34,875	85,068	+143.9
Alberta	313	375	+ 19.8	250,276	262,356	+ 4.8
British Columbia.	428	612	+ 43.0	352,982	473,765	+ 34.2
Commercial Vehicles						
CANADA (1)....	1,181	1,542	+ 30.6	1,052,519	1,236,864	+ 17.5
Maritimes	143	212	+ 48.3	107,564	132,477	+ 23.2
Quebec	211	297	+ 40.8	224,083	315,617	+ 40.8
Ontario	486	601	+ 23.7	375,149	435,789	+ 16.2
Manitoba	35	96	+174.3	27,023	77,564	+187.0
Saskatchewan ...	32	58	+ 81.3	27,357	40,062	+ 46.4
Alberta	161	157	- 2.5	175,402	135,188	- 22.9
British Columbia.	113	121	+ 7.1	115,941	100,167	- 13.6

(1) Excluding Newfoundland.

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