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SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

JULY 1950

Sales of New Motor Vehicles

July sales of new motor vehicles fell slightly below the record volume reached in June, but remained well above July 1949 sales. A total of 44,045 new vehicles sold for \$89,407,580 in July 1950 represented a gain of slightly more than 50% over the 29,177 new vehicles retailed for \$59,294,941 in July 1949. Cumulative sales for the first seven months of 1950 numbered 257,951 vehicles, 55% above the January-to-July period of last year.

Passenger car sales numbered 33,137, a gain of 50% over July a year ago, with the year-to-date sales totalling 197,799, 72% above the first seven months of 1949.

The outstanding feature of the July figures was the 53% increase in number of trucks sold as compared with July last year, a much greater increase than was recorded for some months past. The July total for new trucks was 10,864 as compared with 7,084 in July a year ago and 10,534 in June this year. Cumulative sales for the first seven months of 1950 numbered 59,801, 17% above the 51,168 new trucks sold in the corresponding period of 1949.

There were 44 buses sold during July as compared with 36 in July a year ago and 135 in June this year.

Financing of Motor Vehicle Sales

New motor vehicle sales financed in July continued to advance and at a higher increase rate than sales. The gain in new passenger

vehicle financing was considerably higher than that for used passenger cars.

New Vehicles--New vehicles financed in July numbered 14,168 as compared with 7,693 in July 1949. Of this number, passenger car financing accounted for 10,543 vehicles, a gain of 103% over July last year. A smaller but substantial increase of 45% brought July financing of commercial vehicles to 3,625 vehicles. Greater increases in number of new vehicles financed were reported for the Western Provinces than for Eastern Canada.

Used Vehicles--There were 24,291 used vehicles financed in July 1950, 64% more than in July a year ago. Of these, 20,623 were passenger cars and 3,668 commercial vehicles.

Financing and Sales of New Motor Vehicles Compared

The percentage of new vehicles sales financed by acceptance companies continues higher in 1950 than in 1949 particularly in the passenger car field. The following table shows these percentages for July 1949 and 1950, and for the period from January to July of both years.

Number of New Vehicles Financed as Percentage of

New Vehicle Sales, Canada, 1949 and 1950

	<u>July</u>		<u>January to July</u>	
	<u>1949</u> %	<u>1950</u> %	<u>1949</u> %	<u>1950</u> %
Passenger cars ...	23.5	31.8	24.5	29.2
Commercial vehicles	35.2	33.2	32.3	34.1
Total ...	28.4	32.2	25.9	30.4

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FINANCING OF MOTOR VEHICLES SALES IN CANADA, 1949 (REVISED)–1950

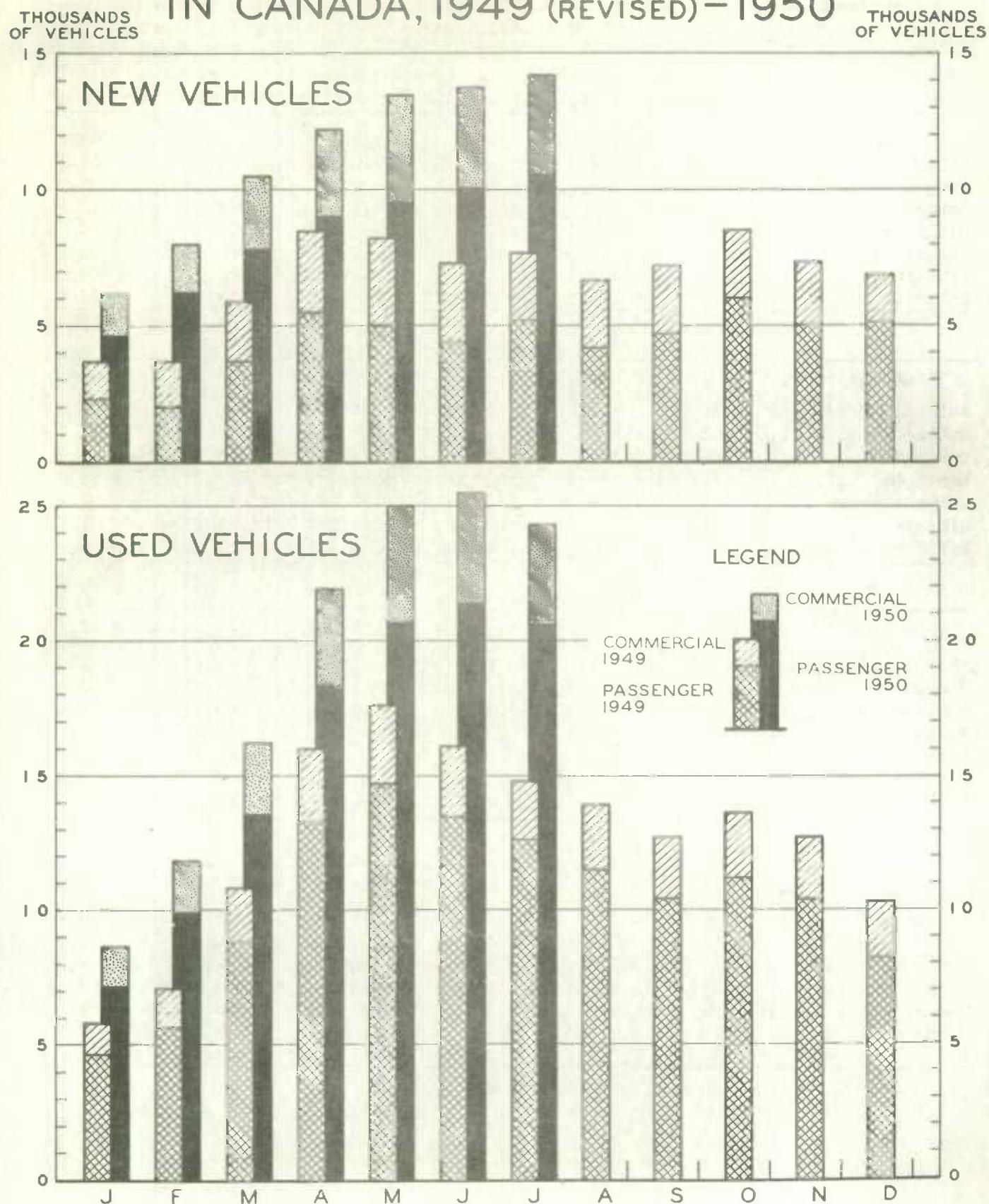


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

JULY 1949 AND 1950

Province	Number			Retail Value		
	1949 ⁽¹⁾	1950	% Change, 1950/1949	1949 ⁽¹⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
CANADA ⁽²⁾ ...	22,057	33,137	+ 50.2	44,909,873	67,207,026	+ 49.6
Atlantic Provinces	1,819	2,603	+ 43.1	3,646,920	5,004,095	+ 37.2
Quebec	3,684	6,106	+ 65.7	7,573,513	12,625,677	+ 66.7
Ontario	10,789	14,249	+ 32.1	21,943,676	29,098,186	+ 32.6
Manitoba	906	1,738	+ 91.8	1,895,523	3,499,702	+ 84.6
Saskatchewan	1,155	1,723	+ 49.2	2,349,917	3,591,910	+ 52.9
Alberta	1,293	2,607	+101.6	2,742,494	5,401,518	+ 97.0
British Columbia .	2,411	4,111	+ 70.5	4,757,830	7,985,938	+ 67.8
Trucks						
CANADA ⁽²⁾ ...	7,084	10,864	+ 53.4	13,783,556	21,462,008	+ 55.7
Atlantic Provinces	598	893	+ 49.3	1,163,735	1,704,973	+ 46.5
Quebec	1,037	1,837	+ 77.1	2,045,782	3,742,674	+ 82.9
Ontario	2,667	3,637	+ 36.4	5,164,615	7,352,283	+ 42.4
Manitoba	517	703	+ 36.0	998,227	1,346,672	+ 34.9
Saskatchewan	737	1,437	+ 95.0	1,391,319	2,650,826	+ 90.5
Alberta	921	1,450	+ 57.4	1,855,147	2,803,863	+ 51.1
British Columbia .	607	907	+ 49.4	1,164,731	1,860,717	+ 59.8
Buses						
CANADA ⁽²⁾ ...	36	44	+ 22.2	601,512	738,546	+ 22.8
Atlantic Provinces	3	1	- 66.7	7,800	7,276	- 6.7
Quebec	5	11	+120.0	85,564	198,681	+132.2
Ontario	14	28	+100.0	246,068	459,763	+ 86.8
Manitoba	-	-	-	-	-	-
Saskatchewan	-	-	-	-	-	-
Alberta	6	3	- 50.0	71,514	60,793	- 15.0
British Columbia .	8	1	- 87.5	190,566	12,033	- 93.7
Total - Passenger Cars, Trucks, and Buses						
CANADA ⁽²⁾	29,177	44,045	+ 51.0	59,294,941	89,407,580	+ 50.8
Atlantic Provinces	2,420	3,497	+ 44.5	4,818,455	6,716,344	+ 39.4
Quebec	4,726	7,954	+ 68.3	9,704,859	16,567,032	+ 70.7
Ontario	13,470	17,914	+ 33.0	27,354,359	36,910,232	+ 34.9
Manitoba	1,423	2,441	+ 71.5	2,893,750	4,846,374	+ 67.5
Saskatchewan	1,892	3,160	+ 67.0	3,741,236	6,242,736	+ 66.9
Alberta	2,220	4,060	+ 82.9	4,669,155	8,266,174	+ 77.0
British Columbia .	3,026	5,019	+ 65.9	6,113,127	9,858,688	+ 61.3

(1) Revised.

(2) Includes Newfoundland.

TABLE 2--NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA, (1) 1949 AND 1950

Month	Number			Retail Value		
	(2) 1949	1950	% Change, 1950/1949	(2) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
January ...	6,537	20,920	+220.0	13,774,215	41,970,134	+204.7
February ...	8,833	23,483	+165.9	18,984,736	46,518,537	+145.0
March	17,401	27,064	+ 55.5	36,565,035	53,388,145	+ 46.0
April	20,764	27,641	+ 33.1	42,523,598	54,392,441	+ 27.9
May	19,692	30,409	+ 54.4	40,397,359	60,336,113	+ 49.4
June	20,035	35,145	+ 75.4	41,327,598	69,891,360	+ 69.1
July	22,057	33,137	+ 50.2	44,909,873	67,207,026	+ 49.6
January-July	115,319	197,799	+ 71.5	238,482,414	393,703,756	+ 65.1
Trucks						
January ...	5,246	5,787	+ 10.3	10,611,415	11,316,901	+ 6.6
February ..	6,422	6,198	- 3.5	13,095,542	11,969,248	- 8.6
March	7,602	7,567	- 0.5	15,291,448	15,301,334	+ 0.1
April	8,475	8,736	+ 3.1	16,851,484	17,429,351	+ 3.4
May	8,602	10,115	+ 17.6	17,343,235	20,155,179	+ 16.2
June	7,737	10,534	+ 36.2	15,226,139	20,912,341	+ 37.3
July	7,084	10,864	+ 53.4	13,783,556	21,462,008	+ 55.7
January-July	51,168	59,801	+ 16.9	102,202,819	118,546,362	+ 16.0
Buses						
January ...	55	35	- 36.4	1,000,370	718,958	- 28.1
February ..	46	28	- 39.1	903,866	506,046	- 44.0
March	51	22	- 56.9	783,875	390,542	- 60.2
April	75	29	- 61.3	1,481,286	541,936	- 63.4
May	91	58	- 36.3	1,835,969	1,087,014	- 40.8
June	57	135	+136.8	992,370	2,671,885	+169.2
July	36	44	+ 22.2	601,512	738,546	+ 22.8
January-July	411	351	- 14.6	7,599,248	6,654,927	- 12.4
Total - Passenger Cars, Trucks, and Buses						
January ...	11,838	26,742	+125.9	25,386,000	54,005,993	+112.7
February ..	15,301	29,709	+ 94.2	32,984,144	58,993,831	+ 78.9
March	25,054	34,653	+ 38.3	52,640,358	69,080,021	+ 31.2
April	29,314	36,406	+ 24.2	60,856,368	72,363,728	+ 18.9
May	28,385	40,582	+ 43.0	59,576,563	81,578,306	+ 36.9
June	27,829	45,814	+ 64.6	57,546,107	93,475,586	+ 62.4
July	29,177	44,045	+ 51.0	59,294,941	89,407,580	+ 50.8
January-July	166,898	257,951	+ 54.6	348,284,481	518,905,045	+ 49.0

(1) Includes Newfoundland.

(2) Revised.

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

JULY 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
		%	\$	\$	\$	%
Passenger Cars						
CANADA (2)....	5,186	10,543	+103.3	6,884,914	14,308,973	+107.8
Atlantic Provinces	527	1,018	+ 93.2	667,025	1,337,436	+100.5
Quebec	1,269	2,278	+ 79.5	1,891,752	3,391,458	+ 79.3
Ontario	2,049	4,080	+ 99.1	2,597,073	5,351,341	+106.1
Manitoba	236	505	+114.0	306,596	640,545	+108.9
Saskatchewan	227	523	+130.4	274,441	679,389	+147.6
Alberta	355	915	+157.7	443,093	1,225,959	+176.7
British Columbia .	523	1,224	+134.0	704,934	1,682,845	+138.7
Commercial Vehicles						
CANADA (2)	2,507	3,625	+ 44.6	3,695,668	5,653,401	+ 53.0
Atlantic Provinces	315	313	- 0.6	437,371	450,634	+ 3.0
Quebec	574	808	+ 40.8	911,751	1,382,317	+ 51.6
Ontario	813	1,153	+ 41.8	1,143,305	1,730,690	+ 51.4
Manitoba	145	237	+ 63.4	200,448	305,014	+ 52.2
Saskatchewan	163	356	+118.4	222,884	510,728	+129.1
Alberta	284	472	+ 66.2	436,504	782,422	+ 79.2
British Columbia .	213	286	+ 34.3	343,405	491,596	+ 43.2
Total - Passenger Cars and Commercial Vehicles						
CANADA (2) ...	7,693	14,168	+ 84.2	10,580,582	19,962,374	+ 88.7
Atlantic Provinces	842	1,331	+ 58.1	1,104,396	1,788,070	+ 61.9
Quebec	1,843	3,086	+ 67.4	2,803,503	4,773,775	+ 70.3
Ontario	2,862	5,233	+ 82.8	3,740,378	7,082,031	+ 89.3
Manitoba	381	742	+ 94.8	507,044	945,559	+ 86.5
Saskatchewan	390	879	+125.4	497,325	1,190,117	+139.3
Alberta	639	1,387	+117.1	879,597	2,008,381	+128.3
British Columbia .	736	1,510	+105.2	1,048,339	2,174,441	+107.4

(1) Revised.

(2) Includes Newfoundland.

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

JULY 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
		%		\$	\$	%
	Passenger Cars					
CANADA (2)	12,610	20,623	+ 63.5	8,187,070	12,799,295	+ 56.3
Atlantic Provinces	907	1,591	+ 75.4	556,562	901,771	+ 62.0
Quebec	1,467	2,747	+ 87.3	1,168,800	1,966,843	+ 68.3
Ontario	7,431	10,615	+ 42.8	4,439,324	6,209,631	+ 39.9
Manitoba	413	992	+140.2	249,094	618,784	+148.4
Saskatchewan	300	820	+173.3	203,630	490,379	+140.8
Alberta	938	1,703	+ 81.6	689,271	1,104,015	+ 60.2
British Columbia .	1,154	2,155	+ 86.7	880,389	1,507,872	+ 71.3
	Commercial Vehicles					
CANADA (2)	2,211	3,668	+ 65.9	1,756,392	2,685,201	+ 52.9
Atlantic Provinces	350	502	+ 43.4	238,393	309,668	+ 29.9
Quebec	390	680	+ 74.4	349,284	599,083	+ 71.5
Ontario	814	1,219	+ 49.8	582,567	838,199	+ 43.9
Manitoba	108	191	+ 76.9	102,004	125,507	+ 23.0
Saskatchewan	102	270	+164.7	80,686	173,886	+115.5
Alberta	255	442	+ 73.3	220,236	346,281	+ 57.2
British Columbia .	192	364	+ 89.6	183,222	292,577	+ 59.7
	Total - Passenger Cars and Commercial Vehicles					
CANADA (2)	14,821	24,291	+ 63.9	9,943,462	15,484,496	+ 55.7
Atlantic Provinces	1,257	2,093	+ 66.5	794,955	1,211,439	+ 52.4
Quebec	1,857	3,427	+ 84.5	1,518,084	2,565,926	+ 69.0
Ontario	8,245	11,834	+ 43.5	5,021,891	7,047,830	+ 40.3
Manitoba	521	1,183	+127.1	351,098	744,291	+112.0
Saskatchewan	402	1,090	+171.1	284,316	664,265	+133.6
Alberta	1,193	2,145	+ 79.8	909,507	1,450,296	+ 59.5
British Columbia .	1,346	2,519	+ 87.1	1,063,611	1,800,449	+ 69.3

(1) Revised.

(2) Includes Newfoundland.

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

CANADA (1), 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	(2) 1949	1950	% Change, 1950/1949	(2) 1949	1950	% Change, 1950/1949
		%	\$	\$	\$	%
Passenger Cars						
January	2,339	4,581	+ 95.9	3,080,526	6,107,059	+ 98.2
February	2,109	6,225	+195.2	2,962,916	8,260,811	+178.8
March	3,651	7,821	+114.2	5,053,312	10,331,393	+104.4
April	5,499	9,017	+ 64.0	7,357,931	11,950,680	+ 62.4
May	5,021	9,541	+ 90.0	6,517,660	12,422,038	+ 90.6
June	4,394	10,054	+126.8	5,806,088	13,347,509	+129.9
July	5,186	10,543	+103.3	6,884,914	14,308,973	+107.8
January - July	28,199	57,782	+104.9	37,663,347	76,728,463	+103.7
Commercial Vehicles						
January	1,338	1,584	+ 18.4	2,230,851	2,381,025	+ 6.7
February	1,549	1,831	+ 18.2	2,546,451	2,888,781	+ 13.4
March	2,206	2,681	+ 21.5	3,400,186	4,075,276	+ 19.9
April	3,005	3,184	+ 6.0	4,641,949	4,849,556	+ 4.5
May	3,201	3,907	+ 22.1	5,301,577	6,055,926	+ 14.2
June	2,878	3,716	+ 29.1	4,648,808	5,957,559	+ 28.2
July	2,507	3,625	+ 44.6	3,695,668	5,653,401	+ 53.0
January - July	16,684	20,528	+ 23.0	26,465,490	31,861,524	+ 20.4
Total - Passenger Cars and Commercial Vehicles						
January	3,677	6,165	+ 67.7	5,311,377	8,488,084	+ 59.8
February	3,658	8,056	+120.2	5,509,367	11,149,592	+102.4
March	5,857	10,502	+ 79.3	8,453,498	14,406,669	+ 70.4
April	8,504	12,201	+ 43.5	11,999,880	16,800,236	+ 40.0
May	8,222	13,448	+ 63.6	11,819,237	18,477,964	+ 56.3
June	7,272	13,770	+ 89.4	10,454,896	19,305,068	+ 84.7
July	7,693	14,168	+ 84.2	10,580,582	19,962,374	+ 88.7
January - July	44,883	78,310	+ 74.5	64,128,837	108,589,987	+ 69.3

(1) Includes Newfoundland.

(2) Revised.

TABLE 6.--FINANCING OF SALES OF USED MOTOR VEHICLES, BY MONTHS

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CANADA⁽¹⁾, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	(2) 1949	1950	% Change, 1950/1949	(2) 1949	\$ 1950	% Change, 1950/1949
Passenger Cars						
January	4,601	7,115	+ 54.6	3,082,261	4,651,274	+ 50.9
February	5,632	9,892	+ 75.6	3,760,777	6,468,160	+ 72.0
March	8,761	13,557	+ 54.7	5,922,180	8,886,668	+ 50.1
April	13,296	18,347	+ 38.0	9,165,947	12,538,876	+ 36.8
May	14,681	20,726	+ 41.2	9,891,580	13,796,598	+ 39.5
June	13,445	21,361	+ 58.9	8,829,096	13,162,856	+ 49.1
July	12,610	20,623	+ 63.5	8,187,070	12,799,295	+ 56.3
January - July	73,026	111,621	+ 52.9	48,838,911	72,303,729	+ 48.0
Commercial Vehicles						
January	1,204	1,543	+ 28.2	1,088,045	1,237,468	+ 13.7
February	1,425	1,938	+ 36.0	1,277,131	1,549,936	+ 21.4
March	2,035	2,674	+ 31.4	1,777,493	2,040,624	+ 14.8
April	2,758	3,551	+ 28.8	2,267,584	2,739,450	+ 20.8
May	2,897	4,283	+ 47.8	2,442,859	3,277,202	+ 34.2
June	2,688	4,098	+ 52.5	2,081,729	3,012,856	+ 44.7
July	2,211	3,668	+ 65.9	1,756,392	2,685,201	+ 52.9
January - July.	15,218	21,755	+ 43.0	12,691,233	16,542,737	+ 30.3
Total - Passenger Cars and Commercial Vehicles						
January	5,805	8,658	+ 49.1	4,170,306	5,888,742	+ 41.2
February	7,057	11,830	+ 67.6	5,037,908	8,018,096	+ 59.2
March	10,796	16,231	+ 50.3	7,699,673	10,927,292	+ 41.9
April	16,054	21,898	+ 36.4	11,433,531	15,278,326	+ 33.6
May	17,578	25,009	+ 42.3	12,334,439	17,073,800	+ 38.4
June	16,133	25,459	+ 57.8	10,910,825	16,175,714	+ 48.3
July	14,821	24,291	+ 63.9	9,943,462	15,484,496	+ 55.7
January - July.	88,244	133,376	+ 51.1	61,530,144	88,846,466	+ 44.4

(1) Includes Newfoundland.

(2) Revised.

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