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NEW MOTOR VEHICLES SALES

AND

MOTOR VEHICLE FINANCING

OCTOBER 1951

New Motor Vehicle Sales

The decline in sales of new motor vehicles, which has been apparent throughout recent months, continued in October. There were 22,708 new vehicles sold in October, down 37% in number from the 35,811 units sold in the same month last year. The retail value of these vehicles was \$57,640,434, 23% below the 1950 figure of \$74,479,283. In the ten-month period ending with October, 343,028 new vehicles were sold compared with 367,615 in the same period of last year.

The sale of new passenger cars was mainly responsible for the decline in October. The number of new cars sold decreased 48% from the same month of last year and the retail value was 36% lower than in October 1950. Declines in passenger car sales occurred in all provinces but were most acute in Saskatchewan, Alberta and British Columbia where sales were more than 60% lower than last year and the decrease in retail value from 1950 exceeded 50%. New commercial vehicles were only 4% lower in number sold and the retail value of October sales was 13% above October last year.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

The heading "Commercial Vehicles" used in the main tables of this report represents the combined sales of trucks and buses. Sales of buses in October are shown separately in the following table.

Province	<u>Sales of Buses, October, 1950 and 1951</u>			
	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1950</u>	<u>1951</u>	<u>1950</u>	<u>1951</u>
			\$	\$
Atlantic Provinces	3	-	38,756	-
Quebec	12	18	226,838	374,618
Ontario	10	11	99,646	159,256
Manitoba	14	6	293,343	100,980
Saskatchewan	12	6	275,861	151,971
Alberta	-	1	-	23,084
British Columbia	1	1	7,449	14,845
Canada	52	43	941,893	824,754

Financing of Motor Vehicle Sales

New Vehicles - Financing of new motor vehicle sales, while lower in October this year than last, did not decline as sharply as sales. The 9,984 new vehicles financed represented a 16% decrease from the number financed in October 1950 and the amount of financing was 12% lower than last year.

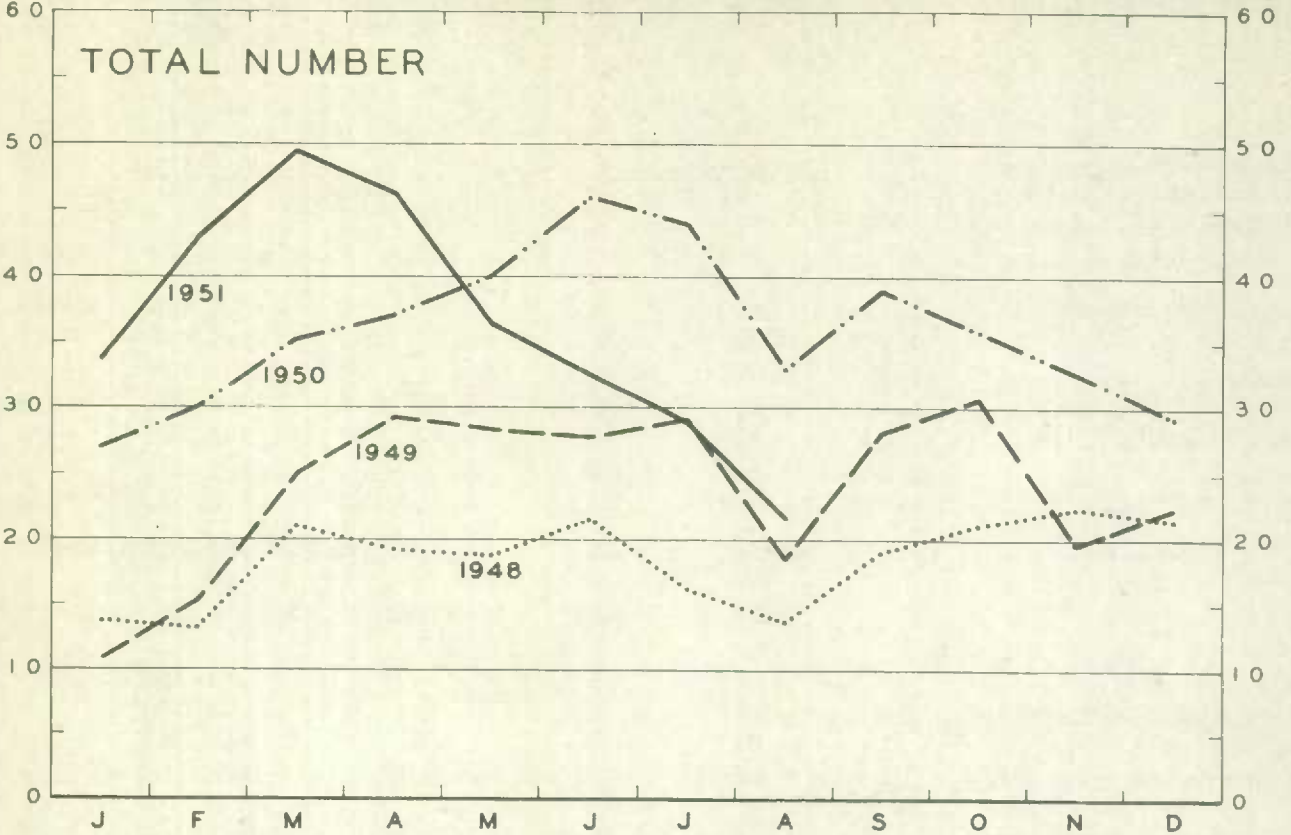
All provinces recorded less financing of passenger cars, both in number and amount of financing, paralleling the sharper reduction in sales of new passenger cars. Financing of commercial vehicles, however, showed considerable gains over 1950 with all provinces, except Manitoba and British Columbia, contributing to the increase.

Used Vehicles - The financing of used vehicles remained high during October. Both the number of units and the amount of financing was greater in all provinces as compared with the same month of last year. Used passenger car sales financed numbered 20,620, 28% more than in October 1950. The number of used commercial vehicles financed increased 56% from 3,712 to 5,775 and the amount of financing was 68% above the corresponding period of last year.

NEW MOTOR VEHICLE SALES 1948-49-50-51

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1951/1950

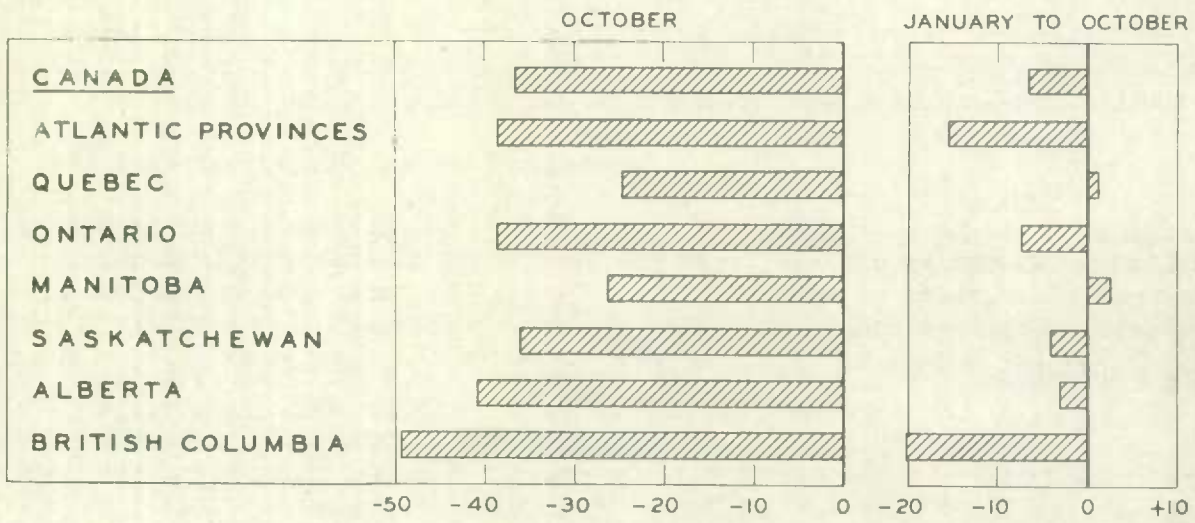


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

OCTOBER 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Newfoundland	(2)	71	-	(2)	171,247	-
Prince Edward Island .	(2)	48	-	(2)	122,207	-
Nova Scotia	(2)	377	-	(2)	927,517	-
New Brunswick	(2)	410	-	(2)	1,009,037	-
Atlantic Provinces ...	1,914	906	- 52.7	3,937,705	2,230,008	- 43.4
Quebec	4,468	3,035	- 32.1	9,243,627	7,994,022	- 13.5
Ontario	11,461	6,076	- 47.0	23,719,951	15,659,845	- 34.0
Manitoba	1,419	954	- 32.8	2,989,326	2,402,074	- 19.6
Saskatchewan	1,817	701	- 61.4	3,731,041	1,766,291	- 52.7
Alberta	2,384	836	- 64.9	5,029,432	2,129,234	- 57.7
British Columbia	2,799	1,032	- 63.1	5,515,043	2,572,415	- 53.4
CANADA	26,262	13,540	- 48.4	54,166,125	34,753,889	- 35.8
Commercial Vehicles (3)						
Newfoundland	(2)	69	-	(2)	144,863	-
Prince Edward Island .	(2)	45	-	(2)	91,355	-
Nova Scotia	(2)	313	-	(2)	640,542	-
New Brunswick	(2)	298	-	(2)	628,150	-
Atlantic Provinces ...	743	725	- 2.4	1,434,522	1,504,910	+ 4.9
Quebec	1,739	1,637	- 5.9	4,114,468	4,483,094	+ 9.0
Ontario	3,398	3,054	- 10.1	7,174,250	7,979,901	+ 11.2
Manitoba	629	556	- 11.6	1,459,384	1,262,451	- 13.5
Saskatchewan	998	1,096	+ 9.8	2,123,407	2,477,876	+ 16.7
Alberta	1,286	1,333	+ 3.7	2,467,364	3,050,117	+ 23.6
British Columbia	756	767	+ 1.5	1,539,763	2,128,196	+ 38.2
CANADA	9,549	9,168	- 4.0	20,313,158	22,886,545	+ 12.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	140	-	(2)	316,110	-
Prince Edward Island .	(2)	93	-	(2)	213,562	-
Nova Scotia	(2)	690	-	(2)	1,568,059	-
New Brunswick	(2)	708	-	(2)	1,637,187	-
Atlantic Provinces ...	2,657	1,631	- 38.6	5,372,227	3,734,918	- 30.5
Quebec	6,207	4,672	- 24.7	13,358,095	12,477,116	- 6.6
Ontario	14,859	9,130	- 38.6	30,894,201	23,639,746	- 23.5
Manitoba	2,048	1,510	- 26.3	4,448,710	3,664,525	- 17.6
Saskatchewan	2,815	1,797	- 36.2	5,854,448	4,244,167	- 27.5
Alberta	3,670	2,169	- 40.9	7,496,796	5,179,351	- 30.9
British Columbia	3,555	1,799	- 49.4	7,054,806	4,700,611	- 33.4
CANADA	35,811	22,708	- 36.6	74,479,283	57,640,434	- 22.6

(1) Revised. (2) Separate figures not available. (3) Includes trucks and buses.

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

OCTOBER 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Atlantic Provinces ...	682	409	- 40.1	915,856	496,812	- 45.8
Quebec	1,509	1,275	- 15.5	2,352,920	1,842,480	- 21.7
Ontario	3,226	2,070	- 35.8	4,354,893	2,514,099	- 42.3
Manitoba	480	368	- 23.3	677,469	471,377	- 30.4
Saskatchewan	596	511	- 14.3	816,958	705,824	- 13.6
Alberta	782	648	- 17.1	1,096,252	889,208	- 18.9
British Columbia	963	482	- 49.9	1,398,278	601,835	- 57.0
CANADA	8,238	5,763	- 30.0	11,612,626	7,521,635	- 35.2
Commercial Vehicles						
Atlantic Provinces ...	248	356	+ 43.5	343,034	511,211	+ 49.0
Quebec	705	972	+ 37.9	1,342,383	2,005,452	+ 49.4
Ontario	1,103	1,199	+ 8.7	1,693,546	2,260,155	+ 33.5
Manitoba	295	235	- 20.3	419,892	384,421	- 8.4
Saskatchewan	396	449	+ 13.4	550,876	677,724	+ 23.0
Alberta	525	671	+ 27.8	934,968	1,396,187	+ 49.3
British Columbia	358	339	- 5.3	647,658	652,182	+ 0.7
CANADA	3,630	4,221	+ 16.3	5,932,357	7,887,332	+ 33.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	930	765	- 17.7	1,258,890	1,008,023	- 19.9
Quebec	2,214	2,247	+ 1.5	3,695,303	3,847,932	+ 4.1
Ontario	4,329	3,269	- 24.5	6,048,439	4,774,254	- 21.1
Manitoba	775	603	- 22.2	1,097,361	855,798	- 22.0
Saskatchewan	992	960	- 3.2	1,367,834	1,383,548	+ 1.1
Alberta	1,307	1,319	+ 0.9	2,031,220	2,285,395	+ 12.5
British Columbia	1,321	821	- 37.9	2,045,936	1,254,017	- 38.7
CANADA	11,868	9,984	- 15.9	17,544,983	15,408,967	- 12.2

(1) Revised.

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

OCTOBER 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Atlantic Provinces ...	1,263	1,831	+ 45.0	703,932	960,254	+ 36.4
Quebec	2,062	3,129	+ 51.7	1,477,419	1,991,588	+ 34.8
Ontario	8,018	9,727	+ 21.3	4,907,064	4,946,188	+ 0.8
Manitoba	815	1,028	+ 26.1	550,638	585,067	+ 6.3
Saskatchewan	839	1,070	+ 27.5	540,416	705,321	+ 30.5
Alberta	1,353	1,790	+ 32.3	931,332	1,127,054	+ 21.0
British Columbia	1,795	2,045	+ 13.9	1,248,968	1,129,413	- 9.6
CANADA	16,145	20,620	+ 27.7	10,359,769	11,444,885	+ 10.5
Commercial Vehicles						
Atlantic Provinces ...	485	781	+ 61.0	288,746	508,788	+ 76.2
Quebec	636	1,019	+ 60.2	595,597	1,008,585	+ 69.3
Ontario	1,233	1,913	+ 55.2	870,609	1,513,920	+ 73.9
Manitoba	242	314	+ 29.8	157,956	217,959	+ 38.0
Saskatchewan	333	480	+ 44.1	212,558	357,513	+ 68.2
Alberta	434	745	+ 71.7	385,203	660,857	+ 71.6
British Columbia	349	523	+ 49.9	302,741	465,076	+ 53.6
CANADA	3,712	5,775	+ 55.6	2,813,410	4,732,698	+ 68.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,748	2,612	+ 49.4	992,678	1,469,042	+ 48.0
Quebec	2,698	4,148	+ 53.7	2,073,016	3,000,173	+ 44.7
Ontario	9,251	11,640	+ 25.8	5,777,673	6,460,108	+ 11.8
Manitoba	1,057	1,342	+ 27.0	708,594	803,026	+ 13.3
Saskatchewan	1,172	1,550	+ 32.3	752,974	1,062,834	+ 41.2
Alberta	1,787	2,535	+ 41.9	1,316,535	1,787,911	+ 35.8
British Columbia	2,144	2,568	+ 19.8	1,551,709	1,594,489	+ 2.8
CANADA	19,857	26,395	+ 32.9	13,173,179	16,177,583	+ 22.8

(1) Revised.