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NEW MOTOR VEHICLES SALES

AND

MOTOR VEHICLE FINANCING

NOVEMBER 1951

New Motor Vehicle Sales

The decline in sales of new motor vehicles continued in November. There were 21,929 new vehicles sold in November, down 33% in number from the 32,752 units sold in the same month last year. The retail value of these vehicles was \$55,526,073, 22% below the 1950 figure of \$71,365,769. In the eleven - month period ending with November, 364,957 new vehicles were sold compared with 400,367 during the same period last year.

The sale of new passenger cars was responsible for the decline in November. The number of new cars sold decreased 45% from the same month last year and the retail value was 35% lower than in November 1950. Declines in passenger car sales occurred in all provinces but was most acute in British Columbia, where sales were 54% lower than last year. There was a decrease in retail value in all provinces from 1950 with the exception of Saskatchewan which showed an increase of 3%. New commercial vehicles increased 3% in number sold and the retail value of November sales was 19% above November 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 & 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 November are shown separately in the following table.

Province	Sales of Buses, November 1950 and 1951			
	Number of Units		Retail Value	
	1950	1951	1950	1951
Atlantic Provinces.....	5	1	\$ 84,441	\$ 15,917
Quebec.....	12	27	217,840	559,064
Ontario	8	3	101,697	56,083
Manitoba	24	5	539,052	84,150
Saskatchewan	-	10	-	253,236
Alberta	10	-	207,290	-
British Columbia	2	1	27,206	6,300
CANADA	61	47	1,177,526	975,290

Financing of Motor Vehicle Sales

New Vehicles - The number of new motor vehicles sales financed, while lower in November this year than last, did not decline as sharply as sales. The 10,041 new vehicles financed represented a 10% decrease from November 1950 but the amount of financing increased 5% over last year.

Most 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 substantial gains over November 1950 in all provinces, except Manitoba, where the number financed was 5% lower.

Used Vehicles- The financing of used vehicles remained high during November. 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 cars financed numbered 18,465, 24% more than in November 1950. The number of used commercial vehicles financed increased 69% from 3,589 to 6,078 and the amount of financing was 35% above the corresponding period of last year.

FINANCING OF MOTOR VEHICLE SALES IN CANADA, 1950 (REVISED) - 1951

THOUSANDS
OF VEHICLES
2.5

THOUSANDS
OF VEHICLES
2.5

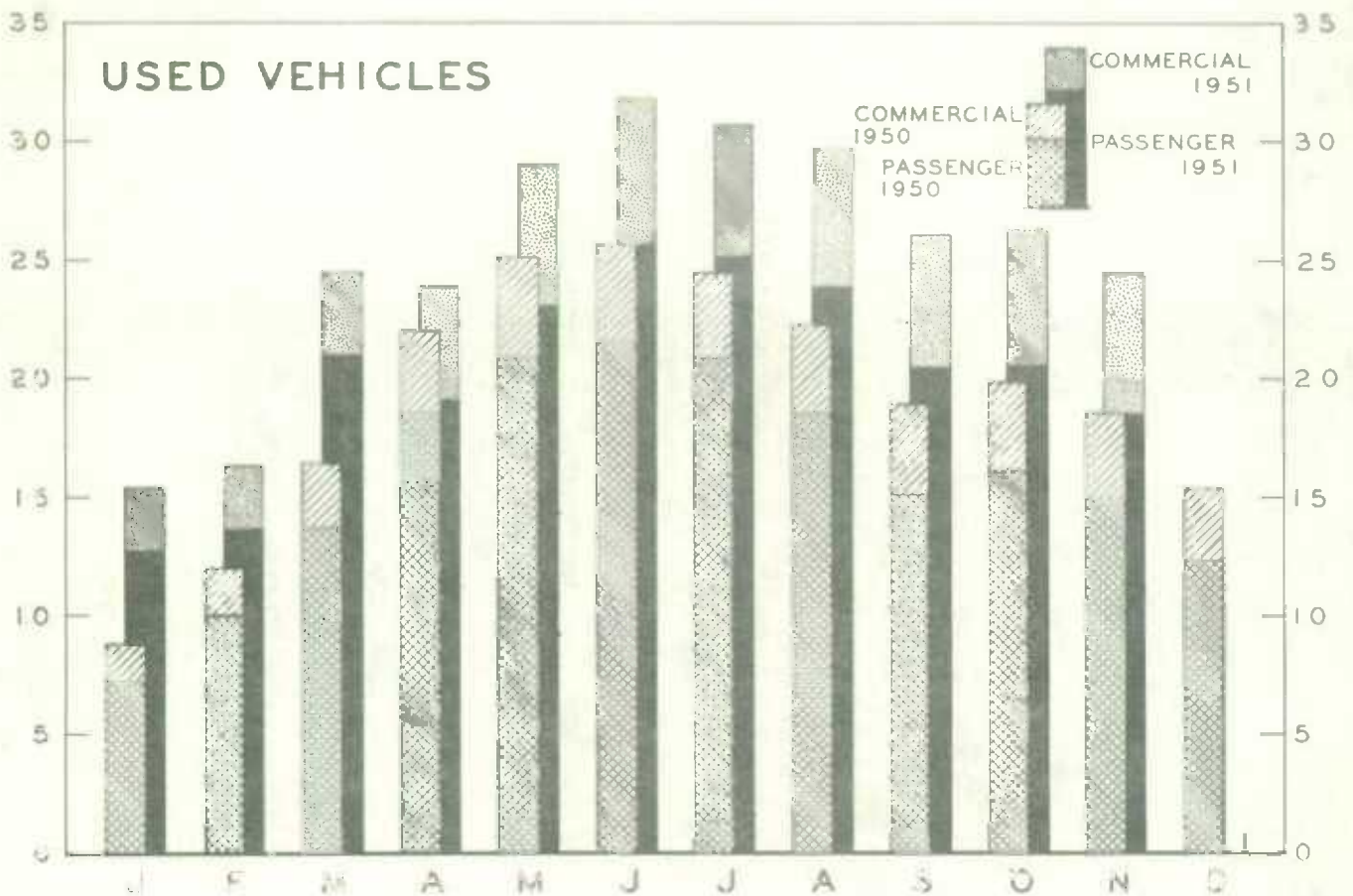
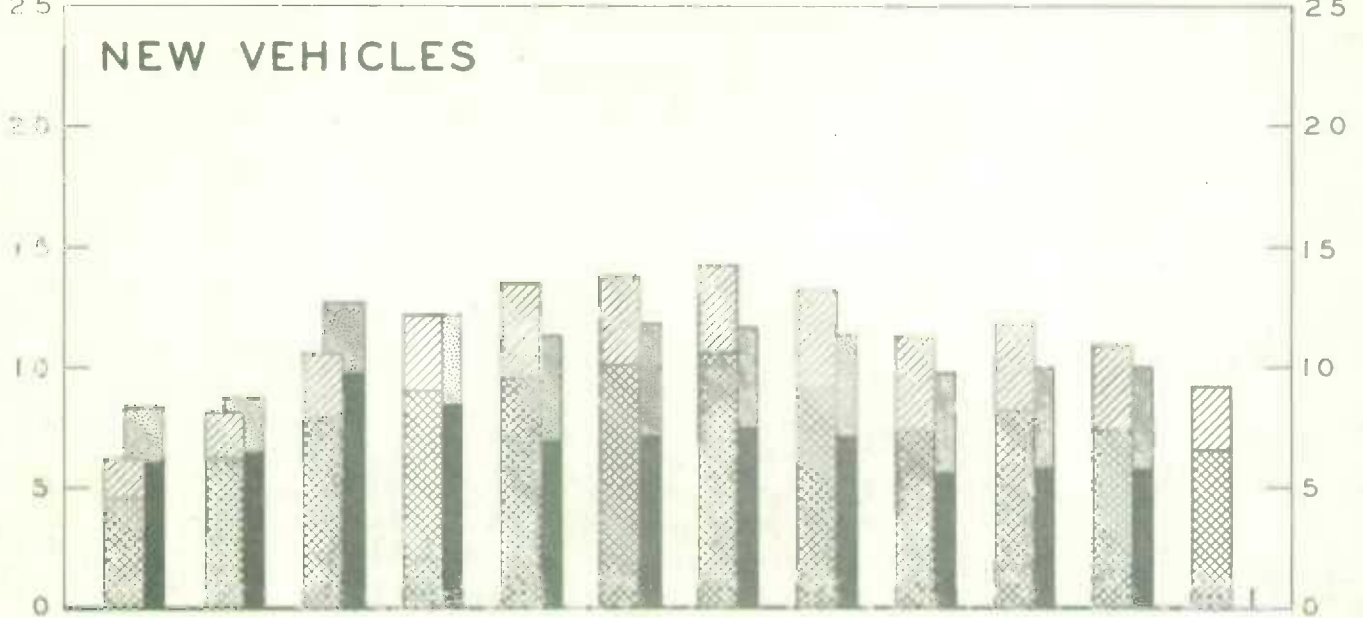


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

NOVEMBER 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Newfoundland.....	(2)	90	-	(2)	218,859	-
Prince Edward Island.....	(2)	65	-	(2)	163,851	-
Nova Scotia	(2)	359	-	(2)	880,766	-
New Brunswick	(2)	319	-	(2)	802,892	-
Atlantic Provinces	1,395	833	- 40.3	3,050,768	2,066,368	- 32.3
Quebec	4,246	2,471	- 41.8	9,611,482	6,517,760	- 32.2
Ontario	11,941	6,161	- 48.4	26,009,740	15,656,049	- 39.8
Manitoba	1,333	895	- 32.9	2,900,531	2,275,818	- 21.5
Saskatchewan	1,342	1,174	- 22.5	2,920,372	3,004,223	+ 2.9
Alberta	1,964	1,040	- 47.0	4,370,181	2,715,904	- 37.9
British Columbia.....	2,611	1,194	- 54.3	5,406,882	2,922,581	- 45.9
CANADA.....	24,832	13,768	- 44.6	54,269,956	35,158,703	- 35.2
Commercial Vehicles (3)						
Newfoundland.....	(2)	100	-	(2)	207,873	-
Prince Edward Island.....	(2)	75	-	(2)	145,460	-
Nova Scotia	(2)	260	-	(2)	546,924	-
New Brunswick	(2)	261	-	(2)	542,636	-
Atlantic Provinces.....	514	696	+ 35.4	1,055,608	1,442,893	+ 36.7
Quebec	1,173	1,443	+ 23.0	2,920,022	4,263,266	+ 46.0
Ontario.....	3,080	2,748	- 10.8	6,225,162	6,947,770	+ 11.6
Manitoba	584	517	- 11.5	1,581,864	1,190,670	- 24.7
Saskatchewan	769	879	+ 14.3	1,444,222	2,094,708	+ 45.0
Alberta	1,101	1,120	+ 1.7	2,349,555	2,571,687	+ 9.5
British Columbia.....	699	758	+ 8.4	1,519,380	1,856,376	+ 22.2
CANADA.....	7,920	8,161	+ 3.0	17,095,813	20,367,370	+ 19.1
Total- Passenger Cars and Commercial Vehicles						
Newfoundland.....	(2)	190	-	(2)	426,732	-
Prince Edward Island	(2)	140	-	(2)	309,311	-
Nova Scotia	(2)	619	-	(2)	1,427,690	-
New Brunswick	(2)	580	-	(2)	1,345,528	-
Atlantic Provinces.....	1,909	1,529	- 19.9	4,106,376	3,509,261	- 14.5
Quebec.....	5,419	3,914	- 27.8	12,531,504	10,781,026	- 14.0
Ontario	15,021	8,909	- 40.7	32,234,902	22,603,819	- 29.9
Manitoba	1,917	1,412	- 26.3	4,482,395	3,466,488	- 22.7
Saskatchewan	2,111	2,053	- 2.7	4,364,594	5,098,931	+ 16.8
Alberta	3,065	2,160	- 29.5	6,719,736	5,287,591	- 21.3
British Columbia	3,310	1,952	- 41.0	6,926,262	4,778,957	- 31.0
CANADA.....	32,752	21,929	- 33.0	71,365,769	55,526,073	- 22.2

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

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

NOVEMBER 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..	586	379	- 35.3	779,322	485,589	- 37.7
Quebec	1,405	1,248	- 11.2	2,141,990	2,254,637	+ 5.3
Ontario	2,851	1,908	- 33.1	3,723,660	2,279,817	- 38.8
Manitoba	431	450	+ 4.4	578,716	558,116	- 3.6
Saskatchewan	626	663	+ 5.9	839,856	924,752	+ 10.1
Alberta	847	732	- 13.6	1,220,956	1,047,898	- 14.2
British Columbia ..	730	395	- 45.9	1,036,948	510,086	- 50.8
CANADA.....	7,476	5,775	- 22.8	10,321,448	8,060,895	- 21.9
Commercial Vehicles						
Atlantic Provinces..	289	331	+ 14.5	415,500	561,594	+ 35.2
Quebec.....	685	1,028	+ 50.1	1,249,461	2,292,948	+ 83.5
Ontario	1,038	1,239	+ 19.4	1,556,420	2,535,188	+ 62.9
Manitoba	249	236	- 5.2	327,488	386,927	+ 18.1
Saskatchewan	326	423	+ 29.8	446,917	686,554	+ 53.6
Alberta	552	646	+ 17.0	998,379	1,304,548	+ 30.6
British Columbia....	289	363	+ 25.6	490,526	724,104	+ 47.6
CANADA.....	3,428	4,266	+ 24.4	5,484,691	8,491,863	+ 54.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces..	875	710	- 18.9	1,194,822	1,047,183	- 12.4
Quebec.....	2,090	2,276	+ 8.9	3,391,451	4,547,585	+ 34.1
Ontario	3,889	3,147	- 19.1	5,280,080	4,815,005	- 8.8
Manitoba	680	686	+ 0.9	906,204	945,043	+ 4.3
Saskatchewan.....	952	1,086	+ 14.1	1,286,773	1,611,306	+ 25.2
Alberta	1,399	1,378	- 1.5	2,219,335	2,352,446	+ 6.0
British Columbia....	1,019	758	- 25.6	1,527,474	1,234,190	- 19.2
CANADA.....	10,904	10,041	- 9.7	15,806,139	16,552,758	+ 4.7

(1) Revised.

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

NOVEMBER 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.....	1,362	1,583	+ 16.2	781,061	824,279	+ 5.5
Quebec	1,887	2,618	+ 38.7	1,314,389	1,684,418	+ 28.2
Ontario	7,084	8,501	+ 20.0	4,176,233	4,264,735	+ 2.1
Manitoba	735	1,000	+ 36.0	443,233	589,554	+ 33.0
Saskatchewan.....	877	1,085	+ 23.7	567,507	734,893	+ 29.5
Alberta	1,370	1,784	+ 30.2	954,602	1,151,583	+ 20.5
British Columbia.....	1,628	1,894	+ 16.3	1,092,911	1,104,635	+ 1.1
CANADA.....	14,943	18,465	+ 23.6	9,329,936	10,354,097	+ 10.9
Commercial Vehicles						
Atlantic Provinces.....	44	726	+ 83.5	355,380	673,171	+ 79.7
Quebec	577	1,110	+ 92.4	529,701	1,070,832	+102.1
Ontario	1,124	1,989	+ 77.0	765,240	1,466,538	+ 91.5
Manitoba	270	328	+ 21.5	187,444	260,520	+ 39.0
Saskatchewan	316	579	+ 83.2	192,815	482,937	+150.5
Alberta	554	828	+ 49.5	455,033	718,730	+ 58.0
British Columbia	304	518	+ 70.4	265,885	459,946	+ 73.0
CANADA.....	3,589	6,078	+ 69.4	2,661,498	4,933,621	+ 85.4
Total- Passenger Cars and Commercial Vehicles						
Atlantic Provinces.....	1,806	2,309	+ 27.9	1,046,441	1,298,400	+ 24.1
Quebec.....	2,464	3,728	+ 51.3	1,844,090	2,755,250	+ 49.4
Ontario.....	8,208	10,490	+ 27.8	4,941,473	5,731,273	+ 16.0
Manitoba.....	1,005	1,328	+ 32.1	630,677	850,074	+ 34.8
Saskatchewan	1,193	1,664	+ 39.5	760,322	1,217,830	+ 60.1
Alberta	1,924	2,612	+ 35.8	1,409,635	1,870,313	+ 32.7
British Columbia	1,932	2,412	+ 24.8	1,358,796	1,564,581	+ 15.1
CANADA.....	18,532	24,543	+ 32.4	11,991,434	15,287,721	+ 27.3

(1) Revised.