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SALES OF NEW MOTOR VEHICLESANDMOTOR VEHICLE FINANCINGFEBRUARY 1951New Motor Vehicle Sales

Sales of new motor vehicles in Canada in February numbered 43,080, 44% above the February 1950 figure of 30,000 units. The retail value of new vehicles sold advanced at a greater rate (67%) between February this year and last, the value of sales in February 1951 amounting to \$100,032,497 as compared with \$59,802,993 in February 1950. The greatest increase was recorded in Ontario where the number of new vehicles sold advanced 54% over February a year ago. A gain of only 12% was recorded for the Atlantic Provinces, while increases in the other provinces ranged from 35% to 44%.

Commercial vehicle sales registered a greater percentage gain in February than did passenger cars. Sales of new trucks and buses increased 58%, from 6,271 in February 1950 to 9,881 in February 1951. There were 33,199 new passenger cars sold, a gain of 40% over February 1950.

Figures on sales of buses have been combined with those for trucks and appear as "Commercial Vehicles" in the main tables of this report. Sales of buses in February are shown separately in the following table.

Prepared in Merchandising and Services Section

Sales of Buses, February, 1950 and 1951

Province	Number of Units		Retail Value	
	1950	1951	1950	1951
			\$	\$
Quebec	10	21	143,961	375,566
Ontario	12	15	219,972	174,792
Manitoba	-	2	-	35,157
Alberta	1	-	11,583	-
British Columbia	10	14	253,353	305,613
Canada	33	52	628,869	891,128

Financing of Motor Vehicle Sales

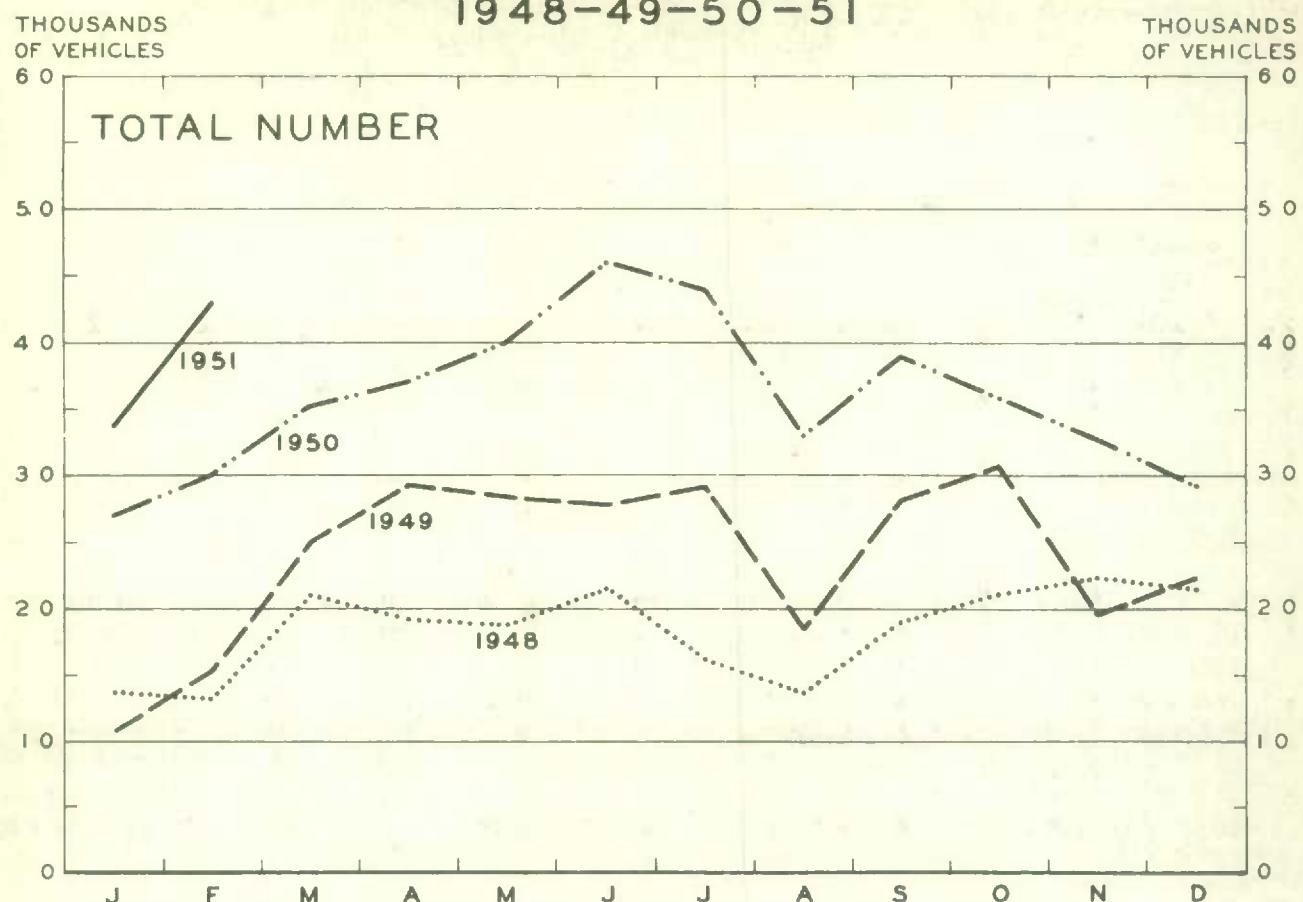
New Vehicles--The number of new vehicle sales financed in February 1951 was 8,730, 8½ higher than the 8,097 vehicle sales financed in February 1950. The amount of financing involved was \$15,144,521 in February this year, an increase of 17½ over February a year ago. Percentage changes over February last year varied widely as between different provinces. Decreases of 20% and 1½ were recorded for the number of new vehicle sales financed in the Atlantic Provinces and Quebec respectively. A small increase of 3% was recorded for Ontario, while the Western Provinces recorded more substantial increases ranging between 27½ and 47%.

New passenger car sales financed in February numbered 6,463 vehicles with a financed value of \$9,239,621, 3% in number and 11½ in amount of financing above February 1950. Commercial vehicle sales financed increased from 1,840 to 2,267, a gain of 23%, while the financed value of commercial vehicles was up 35%.

Used Vehicles--Used vehicle sales financed in February numbered 16,354 vehicles with a financed value of \$11,477,580, up 37½ in number and 42½ in amount of financing from February last year. The largest percentage gain occurred in Saskatchewan where used vehicle sales financed increased 141%. Used passenger car financing advanced 36½ from 10,008 cars in February 1950 to 13,625 in February 1951, while commercial vehicles financed increased from 1,955 units to 2,729 units, or 40%.

NEW MOTOR VEHICLE SALES

1948-49-50-51



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

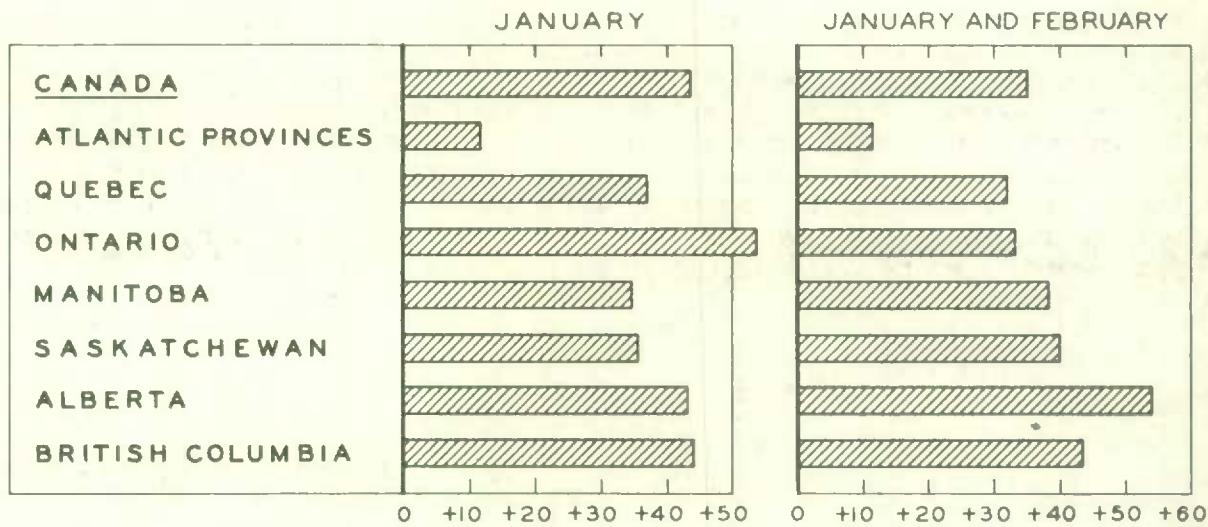


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

FEBRUARY 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950	(1) 1950	1951	% Change, 1951/1950
Passenger Cars						
Newfoundland	-	111	-	-	251,484	-
Prince Edward Island .	-	96	-	-	217,456	-
Nova Scotia	-	957	-	-	2,170,855	-
New Brunswick	-	724	-	-	1,665,468	-
Atlantic Provinces ...	1,763	1,888	+ 7.3	3,345,142	4,305,263	+ 28.7
Quebec	4,024	5,341	+ 32.7	8,350,623	13,243,171	+ 58.6
Ontario	10,661	16,028	+ 50.3	21,409,395	37,853,347	+ 76.8
Manitoba	1,281	1,648	+ 28.6	2,551,164	3,880,823	+ 52.1
Saskatchewan	1,236	1,590	+ 28.6	2,423,781	3,691,266	+ 52.3
Alberta	1,973	2,758	+ 39.8	3,877,650	6,459,543	+ 66.6
British Columbia	2,793	3,946	+ 41.3	5,030,338	8,600,828	+ 71.0
CANADA	23,729	33,199	+ 34.9	46,586,093	78,034,241	+ 66.1
Commercial Vehicles (2)						
Newfoundland	-	25	-	-	48,030	-
Prince Edward Island .	-	64	-	-	122,260	-
Nova Scotia	-	331	-	-	629,872	-
New Brunswick	-	243	-	-	551,244	-
Atlantic Provinces ...	519	663	+ 27.7	1,024,123	1,351,396	+ 32.6
Quebec	923	1,435	+ 55.5	2,048,872	3,698,738	+ 80.5
Ontario	2,472	4,165	+ 68.5	5,173,713	9,099,043	+ 75.9
Manitoba	352	548	+ 55.7	666,609	1,151,365	+ 73.4
Saskatchewan	515	786	+ 52.6	931,769	1,591,123	+ 70.8
Alberta	908	1,368	+ 50.7	1,720,783	2,846,189	+ 65.4
British Columbia	582	916	+ 57.4	1,249,031	2,260,402	+ 81.0
CANADA	6,271	9,881	+ 57.6	12,814,900	21,998,256	+ 71.2
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	-	136	-	-	299,504	-
Prince Edward Island .	-	160	-	-	339,716	-
Nova Scotia	-	1,288	-	-	2,800,727	-
New Brunswick	-	967	-	-	2,216,712	-
Atlantic Provinces ...	2,281	2,551	+ 11.8	4,369,265	5,656,659	+ 39.5
Quebec	4,947	6,776	+ 37.0	10,399,495	16,941,909	+ 62.9
Ontario	13,133	20,193	+ 53.8	26,583,108	46,952,390	+ 76.6
Manitoba	1,633	2,196	+ 34.5	3,217,773	5,032,188	+ 56.4
Saskatchewan	1,751	2,376	+ 35.7	3,355,550	5,282,389	+ 57.4
Alberta	2,881	4,126	+ 43.2	5,598,433	9,305,732	+ 66.2
British Columbia	3,374	4,862	+ 44.1	6,279,369	10,861,230	+ 73.0
CANADA	30,000	43,080	+ 43.6	59,802,993	100,032,497	+ 67.3

(1) Revised.

(2) Includes trucks and busses.

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

FEBRUARY 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 ...	516	413	- 10.0	630,660	563,378	- 10.7
Quebec	1,457	1,295	- 11.1	2,117,323	2,074,290	- 2.0
Ontario	2,812	2,747	- 2.3	3,636,604	3,732,844	+ 2.6
Manitoba	263	315	+ 19.8	344,026	430,683	+ 25.2
Saskatchewan	204	313	+ 53.4	273,044	443,896	+ 62.6
Alberta	448	665	+ 48.4	586,163	976,147	+ 66.5
British Columbia	557	715	+ 28.4	706,990	1,018,383	+ 44.0
CANADA	6,257	6,463	+ 3.3	8,294,810	9,239,621	+ 11.4
	Commercial Vehicles					
Atlantic Provinces ...	187	150	- 19.8	262,621	231,520	- 11.8
Quebec	413	548	+ 32.7	710,395	1,050,380	+ 47.9
Ontario	662	835	+ 26.1	1,044,561	1,331,432	+ 27.5
Manitoba	88	132	+ 50.0	131,821	207,099	+ 57.1
Saskatchewan	84	110	+ 31.0	117,444	182,908	+ 55.7
Alberta	243	288	+ 18.5	369,666	495,914	+ 34.2
British Columbia	163	204	+ 25.2	262,220	405,647	+ 54.7
CANADA	1,840	2,267	+ 23.2	2,898,728	3,904,900	+ 34.7
	Total - Passenger Cars and Commercial Vehicles					
Atlantic Provinces ...	703	563	- 19.9	893,281	794,898	- 11.0
Quebec	1,870	1,843	- 1.4	2,827,718	3,124,670	+ 10.5
Ontario	3,474	3,582	+ 3.1	4,681,165	5,064,276	+ 8.2
Manitoba	351	447	+ 27.4	475,847	637,782	+ 34.0
Saskatchewan	288	423	+ 46.9	390,488	626,804	+ 60.5
Alberta	691	953	+ 37.9	955,829	1,472,061	+ 54.0
British Columbia	720	919	+ 27.6	969,210	1,424,030	+ 46.9
CANADA	8,097	8,730	+ 7.8	11,193,538	13,144,521	+ 17.4

(1) Revised.

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

FEBRUARY 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 ...	767	1,171	+ 52.7	463,906	703,711	+ 51.7
Quebec	1,356	1,511	+ 11.4	1,054,865	1,216,333	+ 15.3
Ontario	5,367	6,885	+ 28.3	3,220,430	4,459,201	+ 38.5
Manitoba	355	567	+ 59.7	263,564	400,580	+ 52.0
Saskatchewan	205	467	+127.8	133,210	324,523	+143.6
Alberta	827	1,291	+ 56.1	572,930	953,317	+ 66.4
British Columbia	1,131	1,733	+ 53.2	820,847	1,306,082	+ 59.1
CANADA	10,008	13,625	+ 36.1	6,529,752	9,363,747	+ 43.4
Commercial Vehicles						
Atlantic Provinces ...	299	346	+ 15.7	200,159	205,061	+ 2.4
Quebec	377	467	+ 23.9	365,122	457,756	+ 25.4
Ontario	720	955	+ 32.6	512,477	674,520	+ 31.6
Manitoba	95	170	+ 78.9	72,358	129,078	+ 78.4
Saskatchewan	53	155	+192.5	31,658	122,619	+287.3
Alberta	227	399	+ 75.8	219,907	314,648	+ 43.1
British Columbia	184	237	+ 28.8	156,178	210,151	+ 34.6
CANADA	1,955	2,729	+ 39.6	1,557,859	2,113,833	+ 35.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,066	1,517	+ 42.3	664,065	908,772	+ 36.8
Quebec	1,733	1,978	+ 14.1	1,419,987	1,674,089	+ 17.9
Ontario	6,087	7,840	+ 28.8	3,732,907	5,133,721	+ 37.5
Manitoba	450	737	+ 63.8	335,922	529,658	+ 57.7
Saskatchewan	258	622	+141.1	164,868	447,142	+171.2
Alberta	1,054	1,690	+ 60.3	792,837	1,267,965	+ 59.9
British Columbia	1,315	1,970	+ 49.8	977,025	1,516,233	+ 55.2
CANADA	11,963	16,354	+ 36.7	8,087,611	11,477,580	+ 41.9

(1) Revised.