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SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

APRIL 1951

New Motor Vehicle Sales

New motor vehicle sales in April 1951 advanced 25% above the number sold in April a year ago, but the retail value of new cars sold increased 54%. The totals for April this year were 46,169 vehicles valued at \$114,194,090 as compared with 37,084 units which sold for \$74,109,040 in April 1950. Quebec, with a gain of 49% in number of new vehicles sold, registered the greatest increase. Saskatchewan and Manitoba followed with gains of 39% and 36% respectively.

Passenger car sales increased 24%, a slightly smaller gain than was recorded for commercial vehicles, which were 27% above the April 1950 figure.

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 April are shown separately in the following table.

Prepared in Merchandising and Services Section

Sales of Buses, April, 1950 and 1951

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1950</u>	<u>1951</u>	<u>1950</u>	<u>1951</u>
			\$	\$
Atlantic Provinces	-	4	-	56,000
Quebec	15	10	183,976	144,596
Ontario	15	18	275,332	316,914
Manitoba	1	4	3,507	72,380
Saskatchewan	-	-	-	-
Alberta	-	-	-	-
British Columbia	14	25	275,532	541,407
Canada	45	61	738,347	1,131,297

Financing of Motor Vehicle Sales

Only a slight gain of 1% was registered in number of new vehicle sales financed by sales finance and acceptance companies in April this year over the corresponding month a year ago. A total of 12,330 new vehicles were financed for \$17,521,218 as compared with 12,250 with a financed value of \$16,856,412 in April 1950. The number of new vehicle sales financed rose 13% in Alberta, 7% in Ontario, and 5% in British Columbia. Decreases were recorded in the other provinces, the largest being a 19% drop in the Atlantic Provinces.

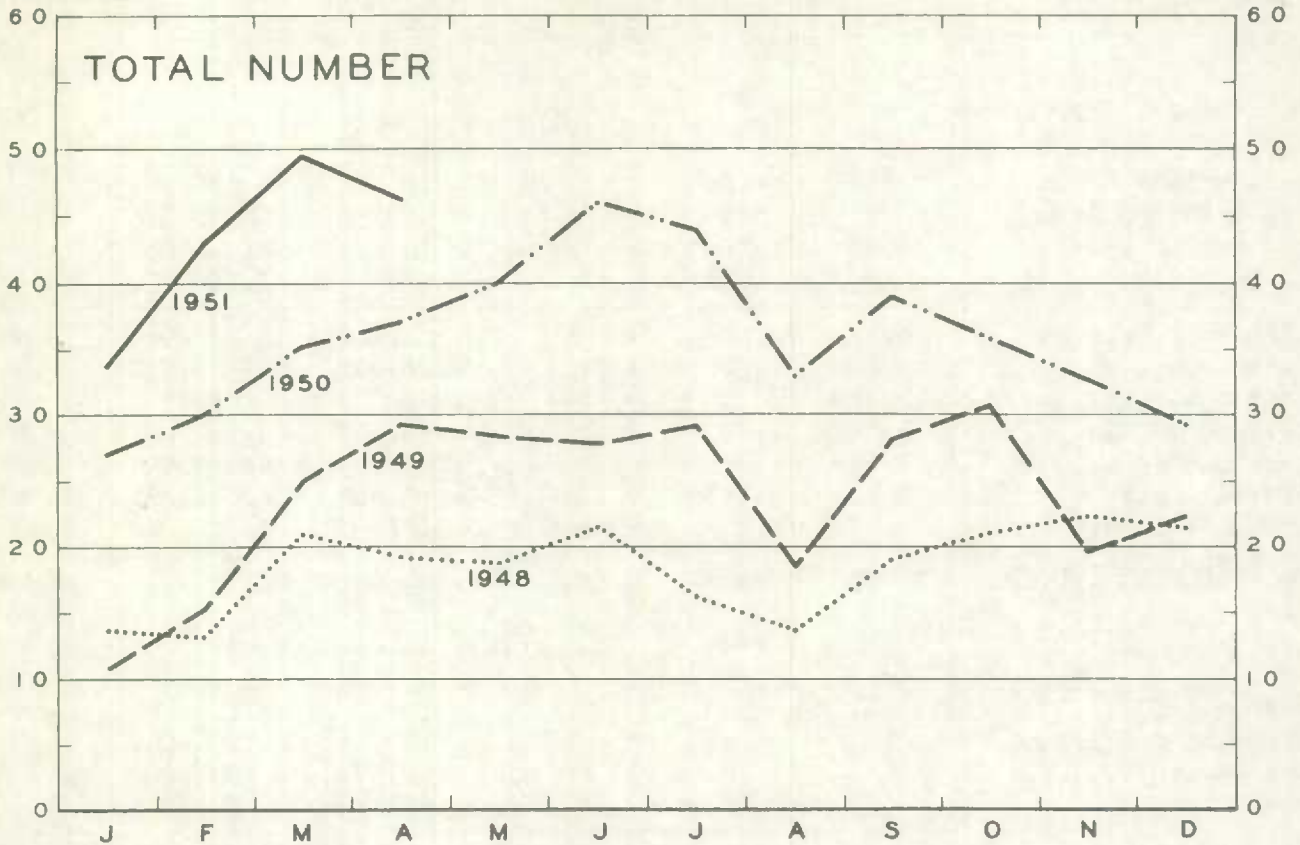
For the first time in many months, the financing of passenger car sales fell below figures for the same month of the previous year when April totals were down 7% in number and 8% in amount of financing.

Recently-introduced credit regulations were largely responsible for this curtailment in the expansion of new car financing. There were 8,451 new passenger cars financed to the extent of \$11,075,922 in April this year. Saskatchewan and Alberta with gains of 5% and 9% were the only provinces to register an increase in number of passenger cars financed. In the other provinces, decreases ranged from 3% in Ontario to 19% and 27% in Manitoba and the Atlantic Provinces respectively. New commercial vehicle sales financing increased 22% - from 3,192 units to 3,881 units, while the amount of financing rose 33%.

Used Vehicles--An increase of 8% was recorded in number of used vehicle sales financed, which rose from 22,044 in April 1950 to 23,894 in April 1951. The amount of financing was 1% below the value for April a year ago. Largest gains were recorded in the Prairie Provinces, while a drop of 6% was reported in Quebec. Financing of used passenger car sales rose only 4%, while a gain of 32% was registered in number of used commercial vehicles financed.

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NEW MOTOR VEHICLE SALES 1948-49-50-51

THOUSANDS
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OF VEHICLES

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

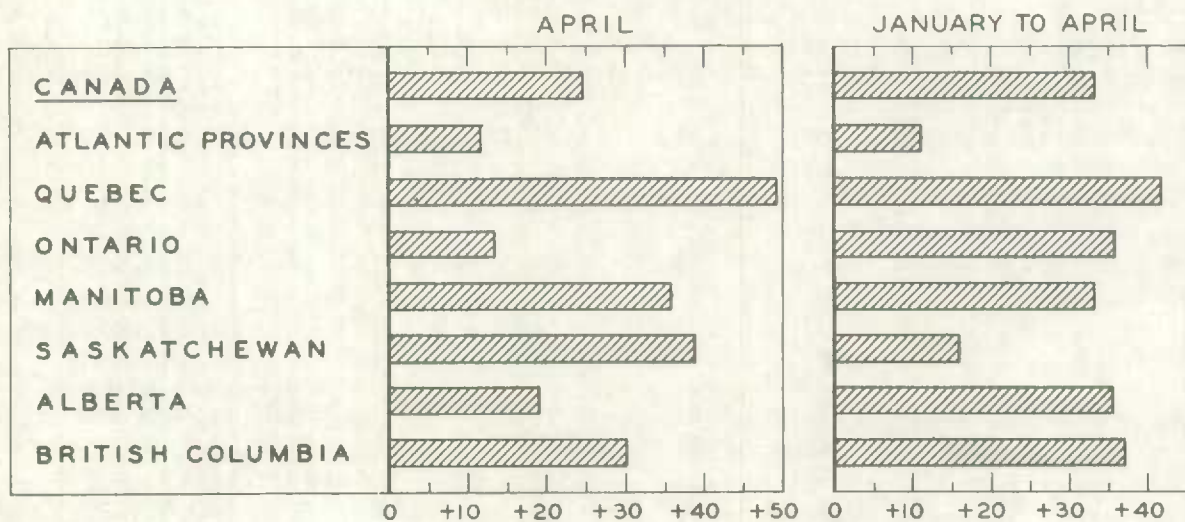


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

APRIL 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Newfoundland	(2)	260	-	(2)	656,189	-
Prince Edward Island .	(2)	195	-	(2)	468,378	-
Nova Scotia	(2)	1,164	-	(2)	2,813,055	-
New Brunswick	(2)	974	-	(2)	2,349,320	-
Atlantic Provinces ...	2,396	2,593	+ 8.2	4,551,201	6,286,942	+ 38.1
Quebec	4,855	7,644	+ 57.4	9,625,232	19,854,709	+106.3
Ontario	13,219	14,854	+ 12.4	26,233,071	37,666,197	+ 43.6
Manitoba	1,544	1,987	+ 28.7	2,860,463	4,957,031	+ 73.3
Saskatchewan	1,399	1,969	+ 40.7	2,805,104	4,985,964	+ 77.7
Alberta	2,170	2,595	+ 19.6	4,414,983	6,492,281	+ 47.1
British Columbia	2,675	3,285	+ 22.8	5,038,387	7,997,022	+ 58.7
CANADA	28,258	34,927	+ 23.6	55,528,441	88,240,146	+ 58.9
Commercial Vehicles (3)						
Newfoundland	(2)	83	-	(2)	166,775	-
Prince Edward Island .	(2)	93	-	(2)	184,864	-
Nova Scotia	(2)	389	-	(2)	857,223	-
New Brunswick	(2)	382	-	(2)	804,723	-
Atlantic Provinces ...	769	947	+ 23.1	1,468,538	2,013,585	+ 37.1
Quebec	1,807	2,303	+ 27.4	4,023,555	5,304,622	+ 31.8
Ontario	3,149	3,706	+ 17.7	6,642,037	8,808,241	+ 32.6
Manitoba	507	798	+ 57.4	989,413	1,731,579	+ 75.0
Saskatchewan	881	1,196	+ 35.8	1,770,360	2,498,100	+ 41.1
Alberta	1,121	1,325	+ 18.2	2,235,320	2,784,354	+ 24.6
British Columbia	592	967	+ 63.3	1,451,376	2,813,463	+ 93.8
CANADA	8,826	11,242	+ 27.4	18,580,599	25,953,944	+ 39.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	343	-	(2)	822,964	-
Prince Edward Island .	(2)	288	-	(2)	653,242	-
Nova Scotia	(2)	1,553	-	(2)	3,670,278	-
New Brunswick	(2)	1,356	-	(2)	3,154,043	-
Atlantic Provinces ...	3,165	3,540	+ 11.8	6,019,739	8,300,527	+ 37.9
Quebec	6,662	9,947	+ 49.3	13,648,787	25,159,331	+ 84.3
Ontario	16,368	18,560	+ 13.4	32,875,108	46,474,438	+ 41.4
Manitoba	2,051	2,785	+ 35.8	3,849,876	6,688,610	+ 73.7
Saskatchewan	2,280	3,165	+ 38.8	4,575,464	7,484,064	+ 63.6
Alberta	3,291	3,920	+ 19.1	6,650,303	9,276,635	+ 39.5
British Columbia	3,267	4,252	+ 30.1	6,489,763	10,810,485	+ 66.6
CANADA	37,084	46,169	+ 24.5	74,109,040	114,194,090	+ 54.1

(1) Revised.

(2) Separate figures not available.

(3) Includes trucks and buses.

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

APRIL 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 ...	815	599	- 26.5	1,003,651	723,766	- 27.9
Quebec	2,106	1,887	- 10.4	3,104,003	2,671,613	- 13.9
Ontario	3,493	3,402	- 2.6	4,469,299	4,306,945	- 3.6
Manitoba	525	423	- 19.4	679,483	518,183	- 23.7
Saskatchewan	496	523	+ 5.4	633,629	676,820	+ 6.8
Alberta	737	806	+ 9.4	920,457	1,059,224	+ 15.1
British Columbia	886	811	- 8.5	1,188,322	1,119,371	- 5.8
CANADA	9,058	8,451	- 6.7	11,998,844	11,075,922	- 7.7
Commercial Vehicles						
Atlantic Provinces ...	290	299	+ 3.1	399,554	444,811	+ 11.3
Quebec	881	962	+ 9.2	1,462,256	1,716,228	+ 17.4
Ontario	942	1,340	+ 42.2	1,356,169	2,186,504	+ 61.2
Manitoba	184	220	+ 19.6	249,629	353,869	+ 41.8
Saskatchewan	283	247	- 12.7	382,140	387,874	+ 1.5
Alberta	384	460	+ 19.8	626,139	764,978	+ 22.2
British Columbia	228	353	+ 54.8	381,681	591,032	+ 54.8
CANADA	3,192	3,881	+ 21.6	4,857,568	6,445,296	+ 32.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,105	898	- 18.7	1,403,205	1,168,577	- 16.7
Quebec	2,987	2,849	- 4.6	4,566,259	4,387,841	- 3.9
Ontario	4,435	4,742	+ 6.9	5,825,468	6,493,449	+ 11.5
Manitoba	709	643	- 9.3	929,112	872,052	- 6.1
Saskatchewan	779	770	- 1.2	1,015,769	1,064,694	+ 4.8
Alberta	1,121	1,266	+ 12.9	1,546,596	1,824,202	+ 17.9
British Columbia	1,114	1,164	+ 4.5	1,570,003	1,710,403	+ 8.9
CANADA	12,250	12,330	+ 0.7	16,856,412	17,521,218	+ 3.9

(1) Revised.

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

APRIL 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 ...	1,545	1,763	+ 14.1	886,509	915,774	+ 3.3
Quebec	3,028	2,839	- 6.2	2,282,277	1,877,653	- 17.7
Ontario	9,078	8,713	- 4.0	5,636,171	4,730,510	- 16.1
Manitoba	804	950	+ 18.2	507,650	537,059	+ 5.8
Saskatchewan	717	882	+ 23.0	428,484	527,884	+ 23.2
Alberta	1,543	2,042	+ 32.3	1,046,999	1,238,989	+ 18.3
British Columbia	1,765	1,992	+ 12.9	1,239,961	1,257,085	+ 1.4
CANADA	18,480	19,181	+ 3.8	12,028,051	11,084,954	- 7.7
Commercial Vehicles						
Atlantic Provinces ...	435	610	+ 40.2	273,146	382,300	+ 40.0
Quebec	823	796	- 3.3	745,438	765,433	+ 2.7
Ontario	1,109	1,708	+ 54.0	799,683	1,202,062	+ 50.3
Manitoba	200	264	+ 32.0	139,358	168,862	+ 21.2
Saskatchewan	224	292	+ 30.4	156,965	208,198	+ 32.6
Alberta	466	633	+ 35.8	373,575	459,773	+ 23.1
British Columbia	307	410	+ 33.6	268,873	344,959	+ 28.3
CANADA	3,564	4,713	+ 32.2	2,757,038	3,531,587	+ 28.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,980	2,373	+ 19.8	1,159,655	1,298,074	+ 11.9
Quebec	3,851	3,635	- 5.6	3,027,715	2,643,086	- 12.7
Ontario	10,187	10,421	+ 2.3	6,435,854	5,932,572	- 7.8
Manitoba	1,004	1,214	+ 20.9	647,008	705,921	+ 9.1
Saskatchewan	941	1,174	+ 24.8	585,449	736,082	+ 25.7
Alberta	2,009	2,675	+ 33.2	1,420,574	1,698,762	+ 19.6
British Columbia	2,072	2,402	+ 15.9	1,508,834	1,602,044	+ 6.2
CANADA	22,044	23,894	+ 8.4	14,785,089	14,616,541	- 1.1

(1) Revised.