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26

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

New motor vehicles sold in Canada during May numbered 36,446 units with a retail value of \$92,573,530. Sales were down 10% in number but up 14% in value from the May 1950 figures of 40,645 units which sold for \$81,113,607.

Cumulative sales for the first five months of 1951 amounted to 208,858 new vehicles valued at \$499,364,312, higher by 23% in number and 46% in value than the 170,051 units which retailed for \$341,845,385 in the January-to-May period of last year.

Passenger car sales in May numbered 25,842 units with a retail value of \$67,122,786, down 15% in number but up 11% in value from May 1950 when 30,436 passenger cars were sold for \$60,396,601. A gain of 26% in Manitoba contrasted sharply with declines in other parts of the country. Flood conditions caused abnormally low sales in Manitoba in May last year, and this in turn affected the 1950-1951 comparison for May.

A special analysis of May results indicated that sales of Canadian and American makes of passenger cars were up 1% while sales of British models declined 65% from the May 1950 total.

In the first five months of 1951, 157,979 new passenger cars retailed for \$382,050,843. Gains over the same period of last year amounted to 21% in number and 47% in value.

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

A total of 10,604 new trucks and buses sold for \$25,450,744 in May, 4% in number and 17% in value above the May 1950 figures. For the year to date, commercial vehicle sales were up 31% in number and 43% in value.

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

Sales of Buses, May, 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	3	2	31,591	24,792
Quebec	27	13	448,000	202,340
Ontario	11	6	141,304	50,138
Manitoba	-	2	-	38,956
Saskatchewan	2	-	37,501	-
Alberta	3	1	60,307	20,113
British Columbia	25	-	525,095	-
Canada	71	24	1,243,798	336,339

Financing of Motor Vehicle Sales

New Vehicles -- There were 11,314 new motor vehicles financed to the extent of \$16,717,611 in May 1951, 16% in number and 10% in volume below May a year ago when 13,503 new vehicles were financed for \$18,502,851. Increases occurred in the three Prairie Provinces, but elsewhere the financing of new vehicles was lower than a year ago.

New passenger car financing accounted for the drop in total motor vehicle financing. The number of passenger cars financed decreased 28%, from 9,588 in May 1950 to 6,890 in May this year. Decreases ranged from 7% in Alberta to 58% in the Atlantic Provinces. Manitoba and Saskatchewan were the only exceptions to the general trend with increases of 8% and 12% respectively.

New commercial vehicle financing rose 13%, from 3,915 vehicles in May 1950 to 4,424 units in May this year, while the amount of financing was 26% in excess of that for May last year. The only region to register a decrease in number of trucks and buses financed was the Atlantic Provinces with a drop of 5%.

Used Vehicles -- The total of used vehicles financed in May was 29,025, an increase of 15% over the May 1950 total of 25,173 units. The amount of financing was up 3%, from \$16,532,217 to \$17,073,855. Largest increases, ranging from 34% to 61%, were recorded for the Western provinces, while gains in the east were from 3% to 10%.

Used passenger cars financed numbered 23,162, 11% higher than a year ago, while used commercial vehicle financing was up 36%.

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

THOUSANDS
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25

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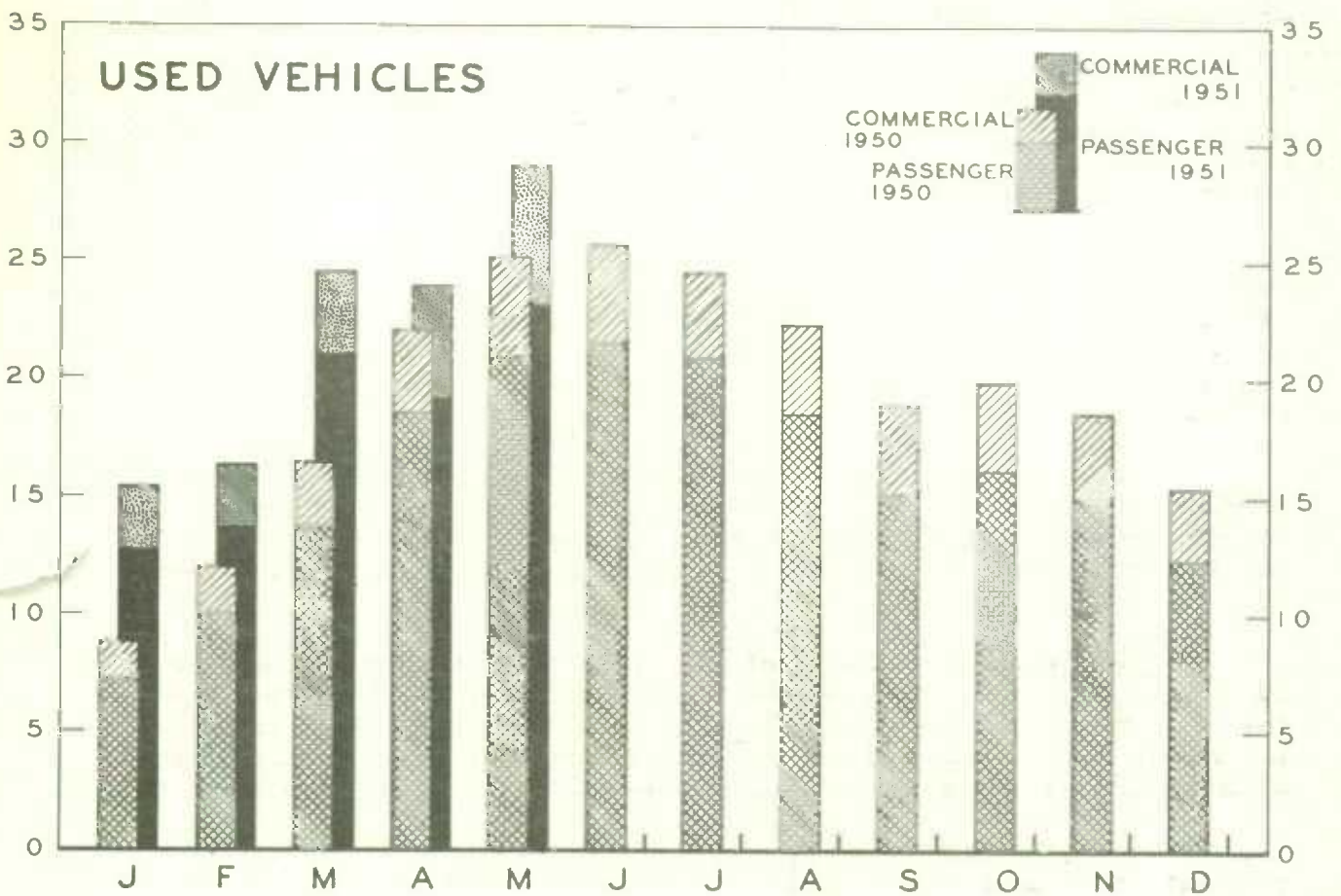
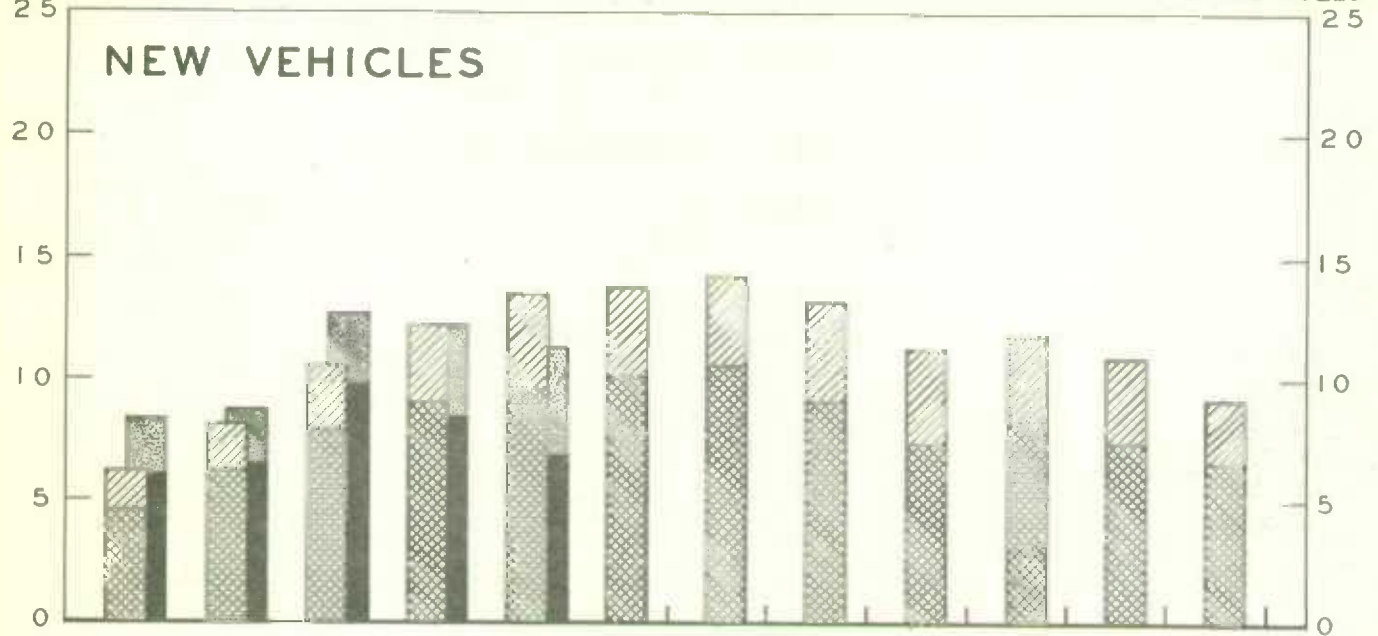


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

MAY 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950	(1) 1950	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Newfoundland	(2)	235	-	(2)	574,834	-
Prince Edward Island .	(2)	151	-	(2)	375,656	-
Nova Scotia	(2)	925	-	(2)	2,308,982	-
New Brunswick	(2)	751	-	(2)	1,906,153	-
Atlantic Provinces ...	2,674	2,062	- 22.9	5,200,983	5,165,625	- 0.7
Quebec	5,757	5,227	- 9.2	11,626,792	14,014,236	+ 20.5
Ontario	13,043	11,284	- 13.5	26,205,501	29,458,877	+ 12.4
Manitoba	1,350	1,653	+ 22.4	2,702,029	4,203,004	+ 55.5
Saskatchewan	1,828	1,597	- 12.6	3,641,285	4,021,528	+ 10.4
Alberta	2,421	1,890	- 21.9	4,804,002	4,925,931	+ 2.5
British Columbia	3,363	2,129	- 36.7	6,216,009	5,333,585	- 14.2
CANADA	30,436	25,842	- 15.1	60,396,601	67,122,786	+ 11.1
Commercial Vehicles (3)						
Newfoundland.....	(2)	123	-	(2)	266,500	-
Prince Edward Island .	(2)	83	-	(2)	173,935	-
Nova Scotia	(2)	374	-	(2)	807,966	-
New Brunswick	(2)	347	-	(2)	898,210	-
Atlantic Provinces ...	950	927	- 2.4	1,852,900	2,146,611	+ 15.9
Quebec	1,996	2,199	+ 10.2	4,752,117	5,700,973	+ 20.0
Ontario	3,707	3,559	- 4.0	7,678,647	8,770,628	+ 14.2
Manitoba	514	690	+ 34.2	995,542	1,503,433	+ 51.0
Saskatchewan	1,113	1,175	+ 5.6	2,153,640	2,488,354	+ 15.5
Alberta	1,151	1,253	+ 8.9	2,258,137	2,833,111	+ 25.5
British Columbia	778	801	+ 3.0	2,026,023	2,007,634	- 0.9
CANADA	10,209	10,604	+ 3.9	21,717,006	25,450,744	+ 17.2
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	358	-	(2)	841,334	-
Prince Edward Island .	(2)	234	-	(2)	549,591	-
Nova Scotia	(2)	1,299	-	(2)	3,116,948	-
New Brunswick	(2)	1,098	-	(2)	2,804,363	-
Atlantic Provinces ...	3,624	2,989	- 17.5	7,053,883	7,312,236	+ 3.7
Quebec	7,753	7,426	- 4.2	16,378,909	19,715,209	+ 20.4
Ontario	16,850	14,843	- 11.9	33,884,148	38,229,505	+ 12.8
Manitoba	1,864	2,343	+ 25.7	3,697,571	5,706,437	+ 54.3
Saskatchewan	2,941	2,772	- 5.7	5,794,925	6,509,882	+ 12.3
Alberta	3,572	3,143	- 12.0	7,062,139	7,759,042	+ 9.9
British Columbia	4,141	2,930	- 29.2	8,242,032	7,341,219	- 10.9
CANADA	40,645	36,446	- 10.3	81,113,607	92,573,530	+ 14.1

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

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

MAY 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 ...	1,110	471	- 57.6	1,395,919	579,347	- 58.5
Quebec	1,942	1,643	- 15.4	2,784,651	2,390,609	- 14.2
Ontario	3,866	2,513	- 35.0	4,858,545	3,180,555	- 34.5
Manitoba	408	441	+ 8.1	505,320	586,818	+ 16.1
Saskatchewan	508	570	+ 12.2	671,493	742,811	+ 10.6
Alberta	748	698	- 6.7	923,911	913,351	- 1.1
British Columbia	1,006	554	- 44.9	1,337,251	720,520	- 46.1
CANADA	9,588	6,890	- 28.1	12,477,090	9,114,011	- 27.0
Commercial Vehicles						
Atlantic Provinces ...	420	400	- 4.8	604,445	606,175	+ 0.3
Quebec	1,070	1,212	+ 13.3	1,790,377	2,269,400	+ 26.8
Ontario	1,171	1,265	+ 8.0	1,699,913	2,052,846	+ 20.8
Manitoba	179	221	+ 23.5	238,614	329,642	+ 38.1
Saskatchewan	354	454	+ 28.2	550,072	722,552	+ 31.4
Alberta	444	516	+ 16.2	675,720	928,131	+ 37.4
British Columbia	277	356	+ 28.5	466,620	694,854	+ 48.9
CANADA	3,915	4,424	+ 13.0	6,025,761	7,603,600	+ 26.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,530	871	- 43.1	2,000,364	1,185,522	- 40.7
Quebec	3,012	2,855	- 5.2	4,575,028	4,660,009	+ 1.9
Ontario	5,037	3,778	- 25.0	6,558,458	5,233,401	- 20.2
Manitoba	587	662	+ 12.8	743,934	916,460	+ 23.2
Saskatchewan	862	1,024	+ 18.8	1,221,565	1,465,363	+ 20.0
Alberta	1,192	1,214	+ 1.8	1,599,631	1,841,482	+ 15.1
British Columbia	1,283	910	- 29.1	1,803,871	1,415,374	- 21.5
CANADA	13,503	11,314	- 16.2	18,502,851	16,717,611	- 9.6

(1) Revised.



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

MAY 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 ...	1,892	2,023	+ 6.9	1,092,887	1,035,661	- 5.2
Quebec	3,185	3,475	+ 9.1	2,324,044	2,249,449	- 3.2
Ontario	10,559	10,302	- 2.4	6,349,968	5,175,922	- 18.5
Manitoba	709	1,141	+ 60.9	406,680	631,534	+ 55.3
Saskatchewan	980	1,494	+ 52.4	604,984	856,130	+ 41.5
Alberta	1,595	2,198	+ 37.8	1,111,791	1,346,209	+ 21.1
British Columbia	1,947	2,529	+ 29.9	1,324,091	1,278,175	- 3.5
CANADA	20,867	23,162	+ 11.0	13,214,445	12,573,080	- 4.9
Commercial Vehicles						
Atlantic Provinces ...	641	726	+ 13.3	401,530	466,065	+ 16.1
Quebec	958	1,099	+ 14.7	842,134	1,021,412	+ 21.3
Ontario	1,351	2,017	+ 49.3	941,903	1,500,245	+ 59.3
Manitoba	196	316	+ 61.2	147,823	216,971	+ 46.8
Saskatchewan	322	492	+ 52.8	215,662	320,034	+ 48.4
Alberta	504	692	+ 37.3	428,879	516,230	+ 20.4
British Columbia	334	521	+ 56.0	339,841	459,818	+ 35.3
CANADA	4,306	5,863	+ 36.2	3,317,772	4,500,775	+ 35.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	2,533	2,749	+ 8.5	1,494,417	1,501,726	+ 0.5
Quebec	4,143	4,574	+ 10.4	3,166,178	3,270,861	+ 3.3
Ontario	11,910	12,319	+ 3.4	7,291,871	6,676,167	- 8.4
Manitoba	905	1,457	+ 61.0	554,503	848,505	+ 53.0
Saskatchewan	1,302	1,986	+ 52.5	820,646	1,176,164	+ 43.3
Alberta	2,099	2,890	+ 37.7	1,540,670	1,862,439	+ 20.9
British Columbia	2,281	3,050	+ 33.7	1,663,932	1,737,993	+ 4.5
CANADA	25,173	29,025	+ 15.3	16,532,217	17,073,855	+ 3.3

(1) Revised.