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SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

JULY 1951

New Motor Vehicle Sales

For the past three months, the rate of decrease in number of new motor vehicles sold has been growing. July sales of 29,173 new vehicles were 34% below the 43,914 new vehicles sold in July a year ago, June sales were down 29% and May sales were 10% below 1950. The retail value of new vehicles was 18% lower in July 1951 and in July 1950, decreasing from \$89,342,867 to \$73,286,208.

Sales for the year 1951 to date numbered 270,698 units as compared with 259,860 units in the first seven months of 1950, but passenger car sales accounted for only 2,307 units in the overall increase. Retail value of new motor vehicle sales advanced from \$524,998,920 in the January-to-July period of 1950 to \$656,271,866 in the corresponding period of 1951.

New passenger car sales in July 1951 numbered 20,693 units with a retail value of \$53,006,608, 37% in number and 21% in value below July 1950 when 33,003 new cars sold for \$66,994,881. All provinces registered declines, the greatest drop, 59%, occurring in British Columbia. Sales in the Atlantic Provinces and Ontario were down 41% and 40% respectively, while Quebec sales of new cars decreased 34% between July 1950 and 1951. Alberta had a decrease of 28% while smaller declines of 15% and 6% were recorded for Manitoba and Saskatchewan respectively.

Sales of British-made passenger cars dropped 72% from July 1950 as compared with a drop of 29% in sales of Canadian- and American-made cars. In the seven-month period from January to July, British car sales were 46% below January-July 1950 while sales of American and Canadian makes were 14% higher than in the corresponding period of 1950.

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

New commercial vehicle sales registered a decline from 1950 for the second consecutive month. There were 8,480 new trucks and buses sold for \$20,279,600, a decrease of 22% in number and 9% in value from the July 1950 sales of 10,911 commercial vehicles with a retail value of \$22,347,987. Declines were recorded for all provinces and ranged from 14% for Quebec to 35% for Manitoba.

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

Province	Sales of Buses, July, 1950 and 1951			
	Number of Units		Retail Value	
	1950	1951	1950 \$	1951 \$
Atlantic Provinces	1	-	7,276	-
Quebec	11	24	198,681	487,382
Ontario	30	17	494,313	229,320
Manitoba	11	-	189,700	-
Saskatchewan	2	-	37,501	-
Alberta	4	-	80,465	-
British Columbia	1	-	12,033	-
Canada	60	41	1,019,969	716,682

Financing of Motor Vehicle Sales

New Vehicles - The number of new vehicle sales financed was also lower than in 1950 for the fourth consecutive month. In July 1951, 11,664 new vehicles were financed to the extent of \$17,237,583, 18% in number and 14% in amount of financing below July 1950 when 14,255 new vehicles were financed for \$20,044,603. Decreases occurred in all provinces with the largest decline occurring in British Columbia where 43% fewer new vehicles were financed than in July a year ago.

The decline in financing of new vehicle sales was entirely attributable to a drop in passenger car financing. In July 1951, 7,526 new passenger cars were financed for an amount of \$9,669,565, a decrease of 29% in number of units and 33% in amount from July 1950 when there were 10,628 new cars financed for \$14,409,239. Declines were most marked in British Columbia (58%), the Atlantic Provinces (46%), and Ont. (30%).

The number of commercial vehicle sales financed increased 14% from 3,837 units in July 1950 to 4,138 units in July 1951, while the amount of financing was up 34%. Decreases were recorded in the Prairie Provinces as follows: Manitoba, 31%; Saskatchewan, 11%; and Alberta, 1%. All other provinces registered increases in number of new commercial vehicles financed.

Used Vehicles - Used vehicle sales financing continued considerably higher than in 1950, July figures of 30,694 used vehicles financed for \$17,916,391 being 25% in number and 15% in amount of financing above the 24,364 units financed for \$15,566,531 in July 1950.

Of the total used vehicle sales financed, passenger cars numbered 25,183, 21% above the number financed in July a year ago. The 5,531 used commercial vehicles financed in July exceeded the July 1950 figure by 51%.

Substantial gains were recorded in used vehicle financing in all provinces except British Columbia where a 2% decline in used passenger car financing resulted in an overall gain for used vehicles of only 3%.

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

THOUSANDS
OF VEHICLES
25

THOUSANDS
OF VEHICLES
25

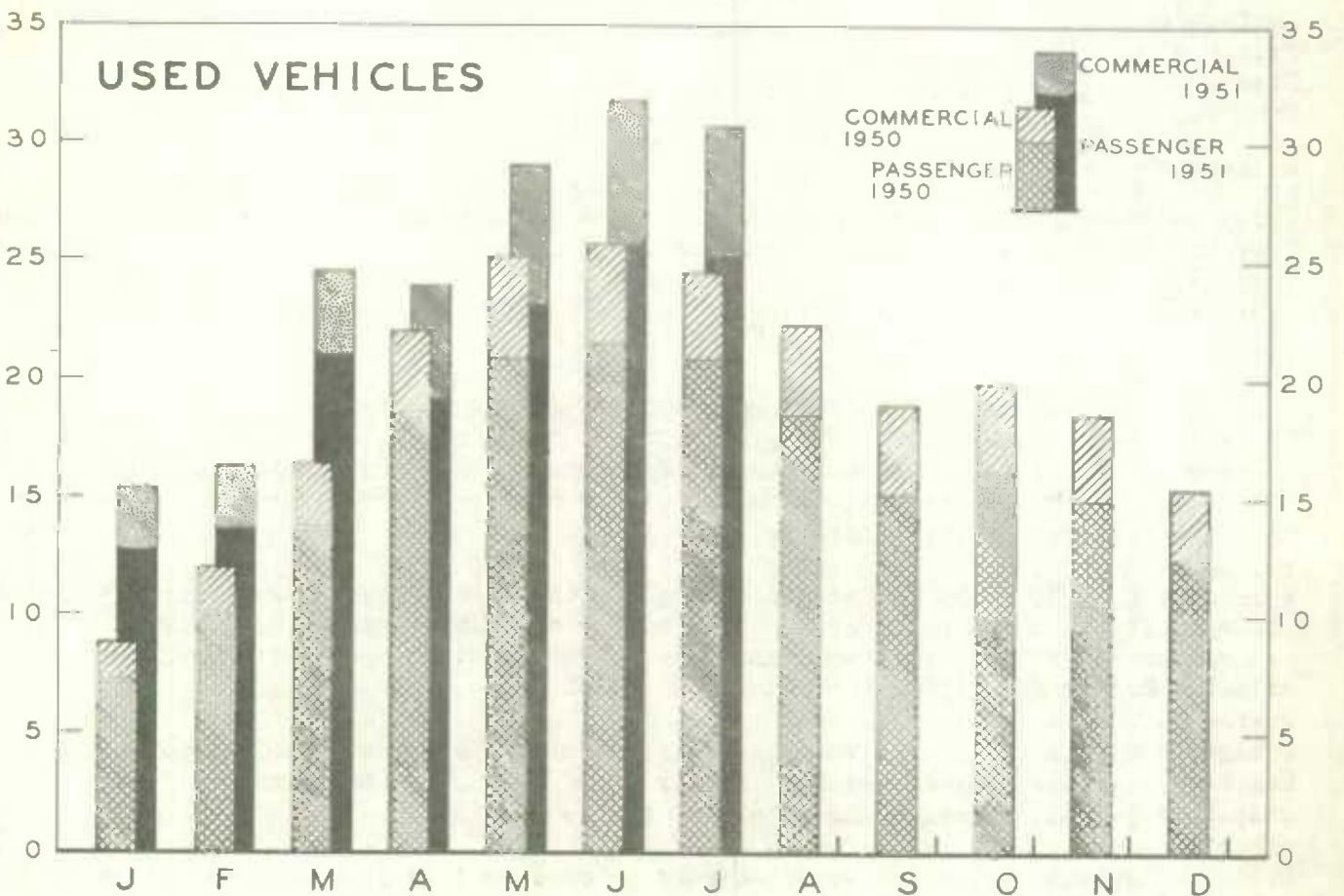
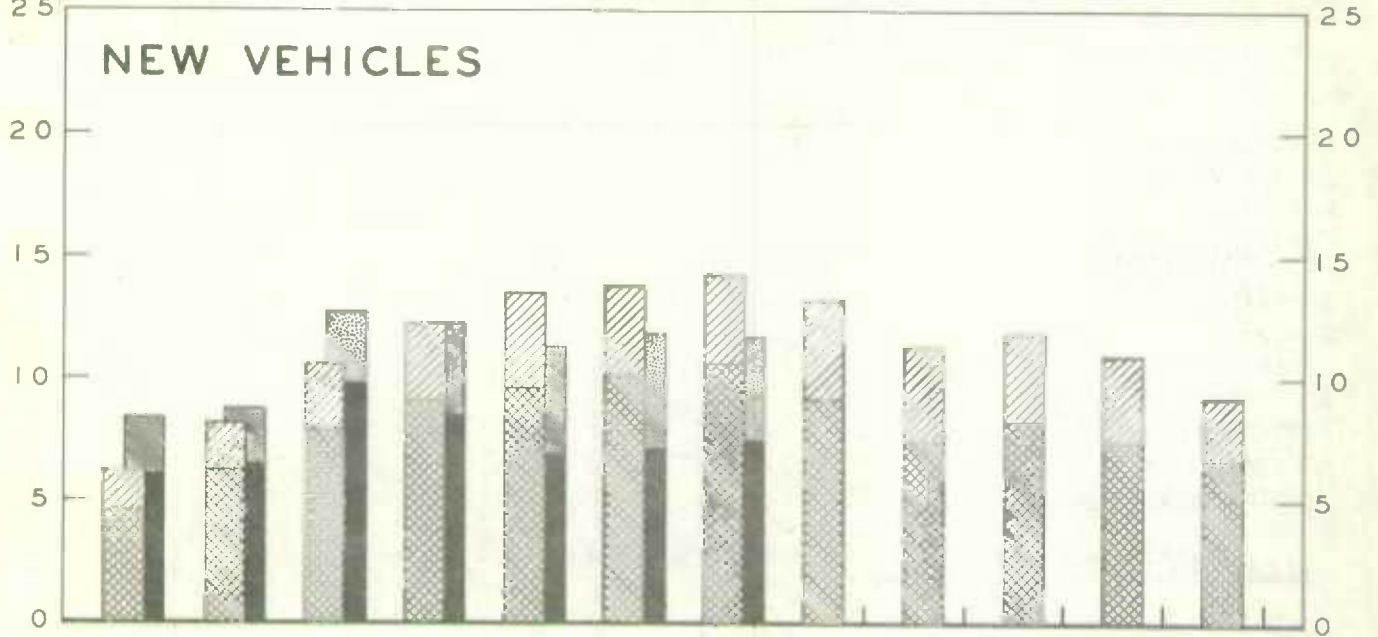


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

JULY 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Newfoundland	(2)	217	-	(2)	545,844	-
Prince Edward Island .	(2)	102	-	(2)	252,307	-
Nova Scotia	(2)	585	-	(2)	1,498,829	-
New Brunswick	(2)	595	-	(2)	1,505,459	-
Atlantic Provinces ...	2,528	1,499	- 40.7	4,894,289	3,802,439	- 22.5
Quebec	6,102	4,042	- 33.8	12,632,913	10,786,402	- 14.6
Ontario	14,198	8,496	- 40.2	29,005,236	21,549,521	- 25.7
Manitoba	1,731	1,468	- 15.2	3,481,857	3,666,762	+ 5.3
Saskatchewan	1,716	1,607	- 6.4	3,574,121	4,078,382	+ 14.1
Alberta	2,593	1,881	- 27.5	5,365,809	4,843,896	- 9.7
British Columbia	4,135	1,700	- 58.9	8,040,656	4,279,206	- 46.8
CANADA	33,003	20,693	- 37.3	66,994,881	53,006,608	- 20.9
Commercial Vehicles (3)						
Newfoundland	(2)	107	-	(2)	226,008	-
Prince Edward Island .	(2)	69	-	(2)	129,709	-
Nova Scotia	(2)	241	-	(2)	495,819	-
New Brunswick	(2)	281	-	(2)	625,741	-
Atlantic Provinces ...	895	698	- 22.0	1,714,434	1,477,277	- 13.8
Quebec	1,843	1,595	- 13.5	3,874,798	4,357,796	+ 12.5
Ontario	3,656	2,530	- 30.8	7,761,209	6,022,750	- 22.4
Manitoba	716	464	- 35.2	1,543,172	1,102,109	- 28.6
Saskatchewan	1,437	1,221	- 15.0	2,683,127	2,548,923	- 5.0
Alberta	1,456	1,236	- 15.1	2,893,128	2,836,784	- 1.9
British Columbia	908	736	- 18.9	1,878,118	1,933,961	+ 3.0
CANADA	10,911	8,480	- 22.3	22,347,986	20,279,600	- 9.3
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	324	-	(2)	771,852	-
Prince Edward Island .	(2)	171	-	(2)	382,016	-
Nova Scotia	(2)	826	-	(2)	1,994,648	-
New Brunswick	(2)	876	-	(2)	2,131,200	-
Atlantic Provinces ...	3,423	2,197	- 35.8	6,608,723	5,279,716	- 10.1
Quebec	7,945	5,637	- 29.0	16,507,711	15,144,198	- 8.3
Ontario	17,854	11,026	- 38.2	36,766,445	27,572,271	- 25.0
Manitoba	2,447	1,932	- 21.0	5,025,029	4,768,871	- 5.1
Saskatchewan	3,153	2,828	- 10.3	6,257,248	6,627,305	+ 5.9
Alberta	4,049	3,117	- 23.0	8,258,937	7,680,680	- 7.0
British Columbia	5,043	2,436	- 51.7	9,918,774	6,213,167	- 37.4
CANADA	43,914	29,173	- 33.6	89,342,867	73,286,208	- 18.0

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

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

JULY 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 ...	1,018	547	- 46.3	1,337,436	669,123	- 50.0
Quebec	2,278	1,830	- 19.7	3,391,458	2,673,298	- 21.2
Ontario	4,090	2,856	- 30.2	5,363,180	3,364,704	- 37.3
Manitoba	512	445	- 13.1	653,642	555,100	- 15.1
Saskatchewan	521	485	- 6.9	677,321	641,396	- 5.3
Alberta	925	827	- 10.6	1,235,021	1,085,676	- 12.1
British Columbia	1,284	536	- 58.3	1,751,181	680,268	- 61.2
CANADA	10,628	7,526	- 29.2	14,409,239	9,669,565	- 32.9
Commercial Vehicles						
Atlantic Provinces ...	313	409	+ 30.7	450,634	669,218	+ 48.5
Quebec	808	1,194	+ 47.8	1,382,317	2,386,610	+ 72.7
Ontario	1,152	1,222	+ 6.1	1,728,687	2,165,546	+ 25.3
Manitoba	244	168	- 31.1	316,975	263,188	- 17.0
Saskatchewan	356	318	- 10.7	510,728	474,910	- 7.0
Alberta	472	469	- 0.6	754,920	864,036	+ 14.5
British Columbia	282	358	+ 27.0	491,103	744,510	+ 51.6
CANADA	3,627	4,138	+ 14.1	5,635,364	7,568,018	+ 34.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,331	956	- 28.2	1,788,070	1,338,341	- 25.2
Quebec	3,086	3,024	- 2.0	4,773,775	5,059,908	+ 6.0
Ontario	5,242	4,078	- 22.2	7,091,867	5,530,250	- 22.0
Manitoba	756	613	- 18.9	970,617	818,288	- 15.7
Saskatchewan	877	803	- 8.4	1,188,049	1,116,306	- 6.0
Alberta	1,397	1,296	- 7.2	1,989,941	1,949,712	- 2.0
British Columbia	1,566	894	- 42.9	2,242,284	1,424,778	- 36.5
CANADA	14,255	11,664	- 18.2	20,044,603	17,237,583	- 14.0

(1) Revised.

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

JULY 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 ...	1,591	2,144	+ 34.8	901,771	1,115,796	+ 23.7
Quebec	2,779	3,906	+ 40.6	1,990,515	2,468,268	+ 24.0
Ontario	10,653	12,036	+ 13.0	6,212,409	5,966,197	- 4.0
Manitoba	974	1,174	+ 20.5	613,657	649,788	+ 5.9
Saskatchewan	814	1,336	+ 64.1	486,033	798,549	+ 64.3
Alberta	1,713	2,347	+ 37.0	1,113,172	1,390,113	+ 24.9
British Columbia	2,275	2,220	- 2.4	1,596,197	1,088,864	- 31.8
CANADA	20,799	25,163	+ 21.0	12,913,754	13,477,485	+ 4.4
Commercial Vehicles						
Atlantic Provinces ...	502	800	+ 59.4	309,868	510,887	+ 65.0
Quebec	676	1,075	+ 59.0	587,292	1,069,133	+ 82.0
Ontario	1,219	1,858	+ 52.4	837,601	1,416,755	+ 69.1
Manitoba	196	240	+ 22.4	128,303	152,645	+ 19.0
Saskatchewan	273	379	+ 38.8	175,254	254,246	+ 45.1
Alberta	434	673	+ 55.1	333,339	559,316	+ 67.9
British Columbia	365	506	+ 38.6	281,320	475,924	+ 69.2
CANADA	3,665	5,531	+ 50.9	2,652,777	4,438,906	+ 67.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	2,093	2,944	+ 40.7	1,211,439	1,626,593	+ 34.3
Quebec	3,455	4,981	+ 44.2	2,577,807	3,537,401	+ 37.3
Ontario	11,872	13,894	+ 17.0	7,050,010	7,382,952	+ 4.7
Manitoba	1,170	1,414	+ 20.9	741,960	802,433	+ 8.3
Saskatchewan	1,087	1,715	+ 57.8	661,287	1,052,795	+ 59.2
Alberta	2,147	3,020	+ 40.7	1,446,511	1,949,429	+ 34.8
British Columbia	2,640	2,726	+ 3.3	1,877,517	1,564,788	- 16.7
CANADA	24,464	30,694	+ 25.5	15,566,531	17,916,391	+ 15.1

(1) Revised.