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NEW MOTOR VEHICLES SALES

AND

MOTOR VEHICLE FINANCING

AUGUST 1951

New Motor Vehicle Sales

New motor vehicle sales in August continued the steady reversal which commenced in April of this year and continued throughout the summer. For the fifth consecutive month sales declined from the previous month and for the fourth time this year sales were below the figure for the corresponding month of 1950. August results showed 21,600 new vehicles sold for \$54,957,845, down 34% in number and 19% in dollar volume compared with the 32,900 units retailed for \$67,981,259 in August a year ago. In the eight-month period ending with August, 292,298 vehicles were sold this year as compared with 292,760 in the same period of last year.

Passenger car sales showed a reduction of 39% in number, from 23,838 in August 1950 to 14,458 in August 1951, while their value declined from \$47.4 to \$36.6 million, or 23%. Declines occurred in all provinces, but were most acute in British Columbia, Ontario and the Atlantic Provinces. The marked gains over last year which were recorded in the early part of 1951 were more than offset by the declines which have been reported in the last four months. The eight-month totals of new passenger sales for 1950 and 1951 respectively were 222,946 and 216,155. As in earlier months of this year sales of British models suffered a more drastic curtailment (72%) than sales of domestic and American makes which fell off 26% in August.

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.

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

Province	<u>Sales of Buses, August, 1950 and 1951</u>			
	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1950</u>	<u>1951</u>	<u>1950</u>	<u>1951</u>
			\$	\$
Atlantic Provinces	-	1	-	12,099
Quebec	36	18	514,461	372,355
Ontario	56	10	929,821	147,341
Manitoba	9	4	141,615	68,575
Saskatchewan	1	-	18,750	-
Alberta	6	-	130,629	-
British Columbia	-	1	-	8,600
Canada	108	34	1,735,276	608,970

Financing of Motor Vehicle Sales

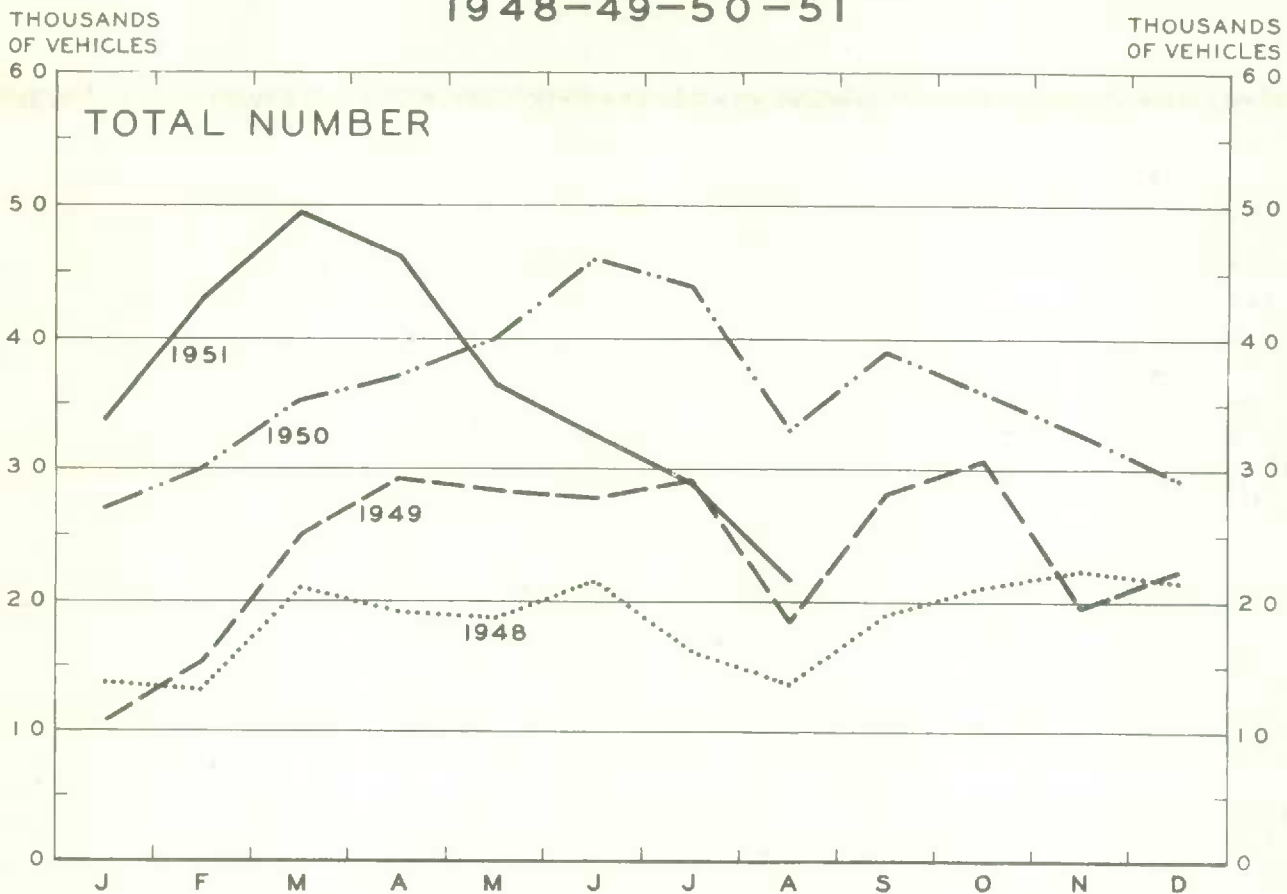
New vehicle sales financing, while lower in August this year than last, has not declined as sharply as sales. New commercial vehicle financing was actually 4% higher this August than in August 1950.

In August 1951, the 7,044 new passenger cars financed were 23% below the August 1950 total of 9,157.

Increases in new commercial vehicle financing were reported for all the eastern provinces.

Activity remains at a high level in the financing of used vehicles, both passenger and commercial. Used passenger cars financed in August numbered 23,959, 30% more than were financed in the same month a year ago. The increase in used commercial vehicle financing was even greater at 52%.

NEW MOTOR VEHICLE SALES 1948-49-50-51



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

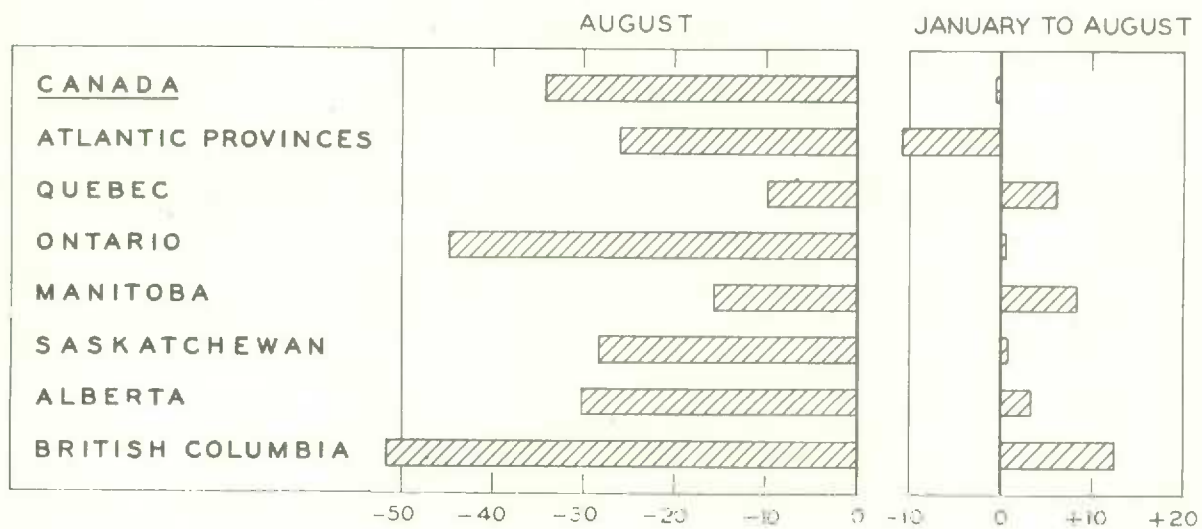


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

AUGUST 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Newfoundland	(2)	154	-	(2)	371,841	-
Prince Edward Island .	(2)	79	-	(2)	192,391	-
Nova Scotia	(2)	464	-	(2)	1,154,820	-
New Brunswick	(2)	369	-	(2)	938,953	-
Atlantic Provinces ...	1,741	1,066	- 38.8	3,338,095	2,658,005	- 20.4
Quebec	4,014	3,500	- 12.8	8,352,325	9,172,250	+ 9.8
Ontario	10,748	5,893	- 45.2	21,872,634	14,796,477	- 32.4
Manitoba	1,110	907	- 18.3	2,284,008	2,283,767	(x)
Saskatchewan	1,178	845	- 28.3	2,383,118	2,195,155	- 7.9
Alberta	1,654	1,088	- 34.2	3,353,944	2,752,607	- 17.9
British Columbia	3,111	1,159	- 62.7	5,862,289	2,749,966	- 53.1
CANADA	23,556	14,458	- 38.6	47,446,413	36,608,227	- 22.8
Commercial Vehicles (3)						
Newfoundland	(2)	87	-	(2)	179,701	-
Prince Edward Island .	(2)	44	-	(2)	87,068	-
Nova Scotia	(2)	225	-	(2)	485,369	-
New Brunswick	(2)	255	-	(2)	613,743	-
Atlantic Provinces ...	528	611	+ 15.7	1,046,201	1,365,881	+ 30.6
Quebec	1,443	1,420	- 1.6	3,679,018	4,022,283	+ 9.3
Ontario	3,230	1,828	- 43.4	7,410,935	5,384,222	- 27.3
Manitoba	679	601	- 11.5	1,434,067	1,354,821	- 5.5
Saskatchewan	1,381	990	- 28.3	2,601,834	2,180,544	- 16.2
Alberta	1,281	960	- 25.1	2,652,459	2,294,712	- 13.6
British Columbia	802	732	- 8.7	1,710,332	1,747,155	+ 2.2
CANADA	9,344	7,142	- 23.6	20,534,846	18,349,618	- 10.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	241	-	(2)	551,542	-
Prince Edward Island .	(2)	123	-	(2)	279,459	-
Nova Scotia	(2)	689	-	(2)	1,640,189	-
New Brunswick	(2)	624	-	(2)	1,552,696	-
Atlantic Provinces ...	2,269	1,677	- 26.1	4,384,296	4,023,886	- 8.2
Quebec	5,457	4,920	- 9.8	12,031,343	13,194,533	+ 9.7
Ontario	13,978	7,721	- 44.8	29,283,569	20,180,699	- 31.1
Manitoba	1,789	1,508	- 15.7	3,718,075	3,638,588	- 2.1
Saskatchewan	2,559	1,835	- 28.3	4,984,952	4,375,699	- 12.2
Alberta	2,935	2,048	- 30.2	6,006,403	5,047,319	- 16.3
British Columbia	3,913	1,891	- 51.7	7,572,621	4,497,121	- 40.6
CANADA	32,900	21,600	- 34.3	67,981,259	54,957,845	- 19.2

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

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

AUGUST 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 ...	876	531	- 39.4	1,111,605	642,191	- 42.2
Quebec	1,837	1,656	- 9.9	2,768,101	2,418,060	- 12.6
Ontario	3,304	2,666	- 19.3	4,318,376	3,165,976	- 26.7
Manitoba	386	426	+ 10.4	501,287	530,991	+ 5.9
Saskatchewan	508	488	- 3.9	682,040	655,631	- 3.9
Alberta	868	766	- 11.8	1,170,920	1,017,033	- 13.1
British Columbia	1,378	511	- 62.9	1,925,925	614,338	- 68.1
CANADA	9,157	7,044	- 23.1	12,478,254	9,044,220	- 27.5
Commercial Vehicles						
Atlantic Provinces ...	308	371	+ 20.5	454,310	580,038	+ 27.7
Quebec	808	1,127	+ 39.5	1,393,027	2,339,688	+ 68.0
Ontario	1,076	1,256	+ 16.7	1,625,715	2,182,871	+ 34.3
Manitoba	317	243	- 23.3	420,370	377,870	- 10.1
Saskatchewan	595	388	- 34.8	800,104	614,282	- 23.2
Alberta	668	537	- 19.6	1,045,938	1,027,492	- 1.8
British Columbia	355	353	- 0.6	582,469	736,667	+ 26.5
CANADA	4,127	4,275	+ 3.6	6,321,933	7,858,908	+ 24.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,184	902	- 23.8	1,565,915	1,222,229	- 21.9
Quebec	2,645	2,783	+ 5.2	4,161,128	4,757,748	+ 14.3
Ontario	4,380	3,922	- 10.5	5,944,091	5,348,847	- 10.0
Manitoba	703	669	- 4.8	921,657	908,861	- 1.4
Saskatchewan	1,103	876	- 20.6	1,482,144	1,269,913	- 14.3
Alberta	1,536	1,303	- 15.2	2,216,858	2,044,525	- 7.8
British Columbia	1,733	864	- 50.1	2,508,394	1,351,005	- 46.1
CANADA	13,284	11,319	- 14.8	18,800,187	16,903,128	- 10.1

(1) Revised.

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

AUGUST 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 ...	1,543	2,095	+ 35.8	859,223	1,095,970	+ 27.6
Quebec	2,459	3,653	+ 48.6	1,758,534	2,321,305	+ 32.0
Ontario	8,610	11,267	+ 30.8	5,220,148	5,603,324	+ 7.3
Manitoba	800	1,134	+ 41.8	494,814	626,854	+ 26.7
Saskatchewan	843	1,323	+ 56.9	529,011	769,585	+ 45.5
Alberta	1,760	2,271	+ 29.0	1,190,193	1,344,376	+ 13.0
British Columbia	2,453	2,216	- 9.7	1,736,617	1,260,303	- 27.4
CANADA	18,468	23,959	+ 29.7	11,788,540	13,021,717	+ 10.5
Commercial Vehicles						
Atlantic Provinces ...	511	695	+ 36.0	306,293	476,949	+ 55.7
Quebec	623	1,122	+ 80.1	528,332	1,089,565	+106.2
Ontario	1,173	1,906	+ 62.5	794,938	1,359,169	+ 71.0
Manitoba	246	281	+ 14.2	151,001	202,871	+ 34.4
Saskatchewan	419	576	+ 37.5	275,425	395,107	+ 43.5
Alberta	507	701	+ 38.3	401,335	561,143	+ 39.8
British Columbia	341	515	+ 51.0	291,431	478,114	+ 64.1
CANADA	3,820	5,796	+ 51.7	2,748,755	4,562,918	+ 66.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	2,054	2,790	+ 35.8	1,165,516	1,572,919	+ 35.0
Quebec	3,082	4,775	+ 54.9	2,286,866	3,410,870	+ 49.2
Ontario	9,783	13,173	+ 34.7	6,015,086	6,962,493	+ 15.8
Manitoba	1,046	1,415	+ 35.3	645,815	829,725	+ 28.5
Saskatchewan	1,262	1,899	+ 50.5	804,436	1,164,692	+ 44.8
Alberta	2,267	2,972	+ 31.1	1,591,528	1,905,519	+ 19.7
British Columbia	2,794	2,731	- 2.3	2,028,048	1,738,417	- 14.3
CANADA	22,288	29,755	+ 33.5	14,537,295	17,584,635	+ 21.0

(1) Revised.