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DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

DOMINION BUREAU OF STATISTICS
JAN 1952

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Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

NE PAS PRÉTER

Vol. 24 - No. 1
20

\$2.00 a year

NEW MOTOR VEHICLE SALES

AND

MOTOR VEHICLE FINANCINGJANUARY 1952New Motor Vehicle Sales

Sales of new motor vehicles continued to decline in January 1952. There were 20,268 new vehicles sold during this month with a retail value of \$52,631,087, a decrease of 40% in number and 31% in value over January 1951 when 33,724 new vehicles were sold for \$76,647,603. All provinces registered declines over last year. British Columbia, with a decrease of 50% in number and 39% in value, recorded the greatest drop.

Both passenger car and commercial vehicle sales showed declines over January 1951. Sales of passenger cars in January 1952 decreased 47% in number and 40% in retail value over the same period last year. All provinces contributed to these declines. Sales of commercial vehicles were 15% lower in number and 1% lower in value than in January 1951.

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

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

Sales of Buses, January 1951 and 1952

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1951</u>	<u>1952</u>	<u>1951</u>	<u>1952</u>
Atlantic Provinces	-	-	-	-
Quebec	19	22	354,044	472,726
Ontario	21	11	373,271	194,916
Manitoba	1	6	17,187	100,660
Saskatchewan	-	-	-	-
Alberta	1	-	12,342	-
British Columbia	2	-	37,882	-
CANADA	44	39	794,726	768,642

Financing of New Motor Vehicle Sales

New Vehicles - The number of new motor vehicle sales financed, while lower in January this year than last, did not decline as sharply as sales. The 7,835 new vehicles financed represented a 7% decrease from January 1951 but the amount of financing was 4% greater than during the same period a year ago.

All provinces, with the exception of Saskatchewan, recorded less financing of passenger cars, both in number and amount of financing during January 1952. Saskatchewan recorded an increase of 35% both in numbers of new passenger cars sold and amount of financing over January 1951. Financing of commercial vehicles showed substantial gains over January 1951 both in number financed and amount of financing, with all provinces contributing to the increases.

Used Vehicles - The financing of used vehicles continued high during January 1952. Both the number of units and the amount of financing were greater in all provinces as compared to January 1951. There were 15,626 used passenger cars financed during January 1952, 21% greater than in the same period a year ago. The number of commercial vehicles financed during this same period increased 41% and the amount of financing was 27% higher than in January last year.

TABLE 1—New Motor Vehicle Sales, by Provinces

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JANUARY 1951 AND 1952

Province	Number			Retail Value		
	1951(1)	1952	% Change, 1952/1951	1951(1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	161	84	- 47.8	315,803	209,374	- 33.7
Prince Edward Island...	118	64	- 45.8	264,360	163,908	- 38.0
Nova Scotia	909	419	- 53.9	2,036,082	1,128,701	- 44.6
New Brunswick	692	305	- 55.9	1,544,656	777,955	- 49.6
Quebec	4,780	2,716	- 43.2	11,258,460	7,214,207	- 35.9
Ontario	11,288	5,803	- 48.6	25,782,830	14,783,125	- 42.7
Manitoba	1,371	890	- 35.1	3,120,870	2,282,600	- 26.9
Saskatchewan	1,600	960	- 40.0	3,584,875	2,487,575	- 30.6
Alberta	2,317	1,299	- 43.9	5,336,693	3,403,768	- 36.2
British Columbia	2,849	1,205	- 57.7	5,848,716	2,854,059	- 51.2
Canada	26,085	13,745	- 47.3	59,093,345	35,305,272	- 40.3
Commercial Vehicles (2)						
Newfoundland	67	76	+ 13.4	164,474	158,401	- 3.7
Prince Edward Island...	61	34	- 44.3	118,947	69,912	- 41.2
Nova Scotia	263	200	- 24.0	504,530	437,912	- 13.2
New Brunswick	224	220	- 1.8	521,958	580,943	+ 11.3
Quebec	1,543	1,289	- 16.5	3,993,113	3,885,065	- 2.7
Ontario	2,856	1,895	- 33.6	6,683,047	5,240,460	- 21.6
Manitoba	362	513	+ 41.7	751,471	1,257,681	+ 67.4
Saskatchewan	647	741	+ 14.5	1,282,692	1,629,646	+ 27.0
Alberta	1,044	1,048	+ 0.4	2,187,038	2,530,092	+ 15.7
British Columbia	572	507	- 11.4	1,346,988	1,535,703	+ 14.0
Canada	7,639	6,523	- 14.6	17,554,258	17,325,815	- 1.3
Total — Passenger Cars and Commercial Vehicles						
Newfoundland	228	160	- 29.8	480,277	367,775	- 23.4
Prince Edward Island...	179	98	- 45.3	383,307	233,820	- 39.0
Nova Scotia	1,172	619	- 47.2	2,540,612	1,566,613	- 38.3
New Brunswick	916	525	- 42.7	2,066,614	1,358,898	- 34.2
Quebec	6,323	4,005	- 36.7	15,251,573	11,099,272	- 27.2
Ontario	14,144	7,698	- 45.6	32,465,877	20,023,585	- 38.3
Manitoba	1,733	1,403	- 19.0	3,872,341	3,540,281	- 8.6
Saskatchewan	2,247	1,701	- 24.3	4,867,567	4,117,221	- 15.4
Alberta	3,361	2,347	- 30.2	7,523,731	5,933,860	- 21.1
British Columbia	3,421	1,712	- 50.0	7,195,704	4,389,762	- 39.0
Canada	33,724	20,268	- 39.9	76,647,603	52,631,087	- 31.3

(1) Revised. (2) Includes trucks and buses.

TABLE 2- Financing of Sales of New Motor Vehicles by Provinces
JANUARY 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951(1)	1952	% Change, 1952/1951	1951(1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	397	318	- 19.9	516,689	416,508	- 19.4
Quebec	1,192	885	- 25.8	1,850,625	1,323,092	- 28.5
Ontario	2,782	2,231	- 19.8	3,714,581	2,807,039	- 24.4
Manitoba	279	273	- 2.2	377,682	357,253	- 5.4
Saskatchewan	263	354	+ 34.6	351,717	474,785	+ 35.0
Alberta	650	613	- 5.7	931,808	841,134	- 9.7
British Columbia	642	467	- 27.3	890,748	526,133	- 40.9
Canada	6,205	5,141	- 17.1	8,633,850	6,745,944	- 21.9
Commercial Vehicles						
Atlantic Provinces	181	253	+ 39.8	266,504	459,769	+ 72.5
Quebec	509	625	+ 22.8	951,950	1,832,566	+ 92.5
Ontario	782	859	+ 9.8	1,264,549	1,852,224	+ 46.5
Manitoba	139	139	(x)	210,540	260,742	+ 23.8
Saskatchewan	131	183	+ 39.7	193,920	319,389	+ 64.7
Alberta	289	387	+ 33.9	492,333	851,274	+ 72.9
British Columbia	195	248	+ 27.2	374,282	504,900	+ 34.9
Canada	2,226	2,694	+ 21.0	3,754,078	6,080,864	+ 62.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	578	571	- 1.2	783,193	876,277	+ 11.9
Quebec	1,701	1,510	- 11.2	2,802,575	3,155,658	+ 12.6
Ontario	3,564	3,090	- 13.3	4,979,130	4,659,263	- 6.4
Manitoba	418	412	- 1.4	588,222	617,995	+ 5.1
Saskatchewan	394	537	+ 36.3	545,637	794,174	+ 45.3
Alberta	939	1,000	+ 6.5	1,424,141	1,692,408	+ 18.8
British Columbia	837	715	- 14.6	1,265,030	1,031,033	- 18.5
Canada	8,431	7,835	- 7.1	12,387,928	12,826,808	+ 3.5

(1) Revised.

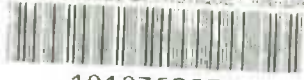
(x) Unchanged.

TABLE 3- Financing of Sales of Used Motor Vehicles, by Provinces

Province	Number of Vehicles			Amount of Financing		
	1951(1)	1952	% Change, 1952/1951	1951(1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	940	1,019	+ 8.4	564,883	618,649	+ 9.5
Quebec	1,287	1,969	+ 53.0	1,002,859	1,470,932	+ 46.7
Ontario	6,958	8,152	+ 17.2	4,437,784	4,751,238	+ 7.1
Manitoba	546	651	+ 19.2	347,455	430,738	+ 24.0
Saskatchewan	463	729	+ 57.5	299,295	491,422	+ 64.2
Alberta	1,218	1,492	+ 22.5	865,065	1,021,459	+ 18.1
British Columbia	1,495	1,614	+ 8.0	1,093,116	988,118	- 9.6
Canada	12,907	15,626	+ 21.1	8,610,457	9,772,556	+ 13.5
Commercial Vehicles						
Atlantic Provinces	323	444	+ 37.5	211,479	322,579	+ 52.5
Quebec	480	701	+ 46.0	477,400	787,800	+ 65.0
Ontario	924	1,363	+ 47.5	701,313	1,168,193	+ 66.6
Manitoba	151	197	+ 30.5	140,429	176,179	+ 25.5
Saskatchewan	176	237	+ 34.7	116,980	179,410	+ 53.4
Alberta	408	506	+ 24.0	341,128	488,074	+ 43.1
British Columbia	265	397	+ 49.8	256,074	395,697	+ 54.5
Canada	2,727	3,845	+ 41.0	2,244,803	3,517,932	+ 56.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,263	1,463	+ 15.8	776,362	941,228	+ 21.2
Quebec	1,767	2,670	+ 51.1	1,480,259	2,258,732	+ 52.6
Ontario	7,882	9,515	+ 20.7	5,139,097	5,919,431	+ 15.2
Manitoba	697	848	+ 21.7	487,884	606,917	+ 24.4
Saskatchewan	639	966	+ 51.2	416,275	670,832	+ 61.2
Alberta	1,626	1,998	+ 22.9	1,206,193	1,509,533	+ 25.1
British Columbia	1,760	2,011	+ 14.3	1,349,190	1,383,815	+ 2.6
Canada	15,634	19,471	+ 24.5	10,855,260	13,290,488	+ 22.4

(1) Revised.

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