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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

OCTOBER 1952

New Motor Vehicle Sales

Sales of new motor vehicles have been increasing steadily for the last six months compared with the same months of 1951. In September, 33,087 new vehicles were sold for a retail value of \$83,846,434, an increase of 49% in number and 44% in value over last year. Sales in Newfoundland were almost trebled in September of 1952. Other provinces showed marked gains in both number sold and amount with percentage increases ranging from 19% to 88%.

Most of the month's gain in new motor vehicle sales was attributed to passenger cars. Increased commercial vehicle sales, while outstanding in Newfoundland, averaged only 3% for Canada. Passenger cars, however, showed great gains in Newfoundland, Saskatchewan and Alberta. Total passenger car sales for Canada were 30% higher in number and 72% greater in dollar value than for September 1951. These increases were the highest recorded so far this year.

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.

Sales of Buses, October, 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	-	1	-	8,963
Quebec	19	30	381,499	599,886
Ontario	11	13	159,256	248,200
Manitoba	6	4	100,980	66,154
Saskatchewan	6	-	151,971	-
Alberta	1	-	23,084	-
British Columbia	1	-	14,845	-
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Canada	44	48	831,635	923,203
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Financing of Motor Vehicle Sales

New Vehicles.-The financing of new motor vehicle sales in September 1952 was 63% higher in number financed and 82% greater in amount than during the same month of 1951.

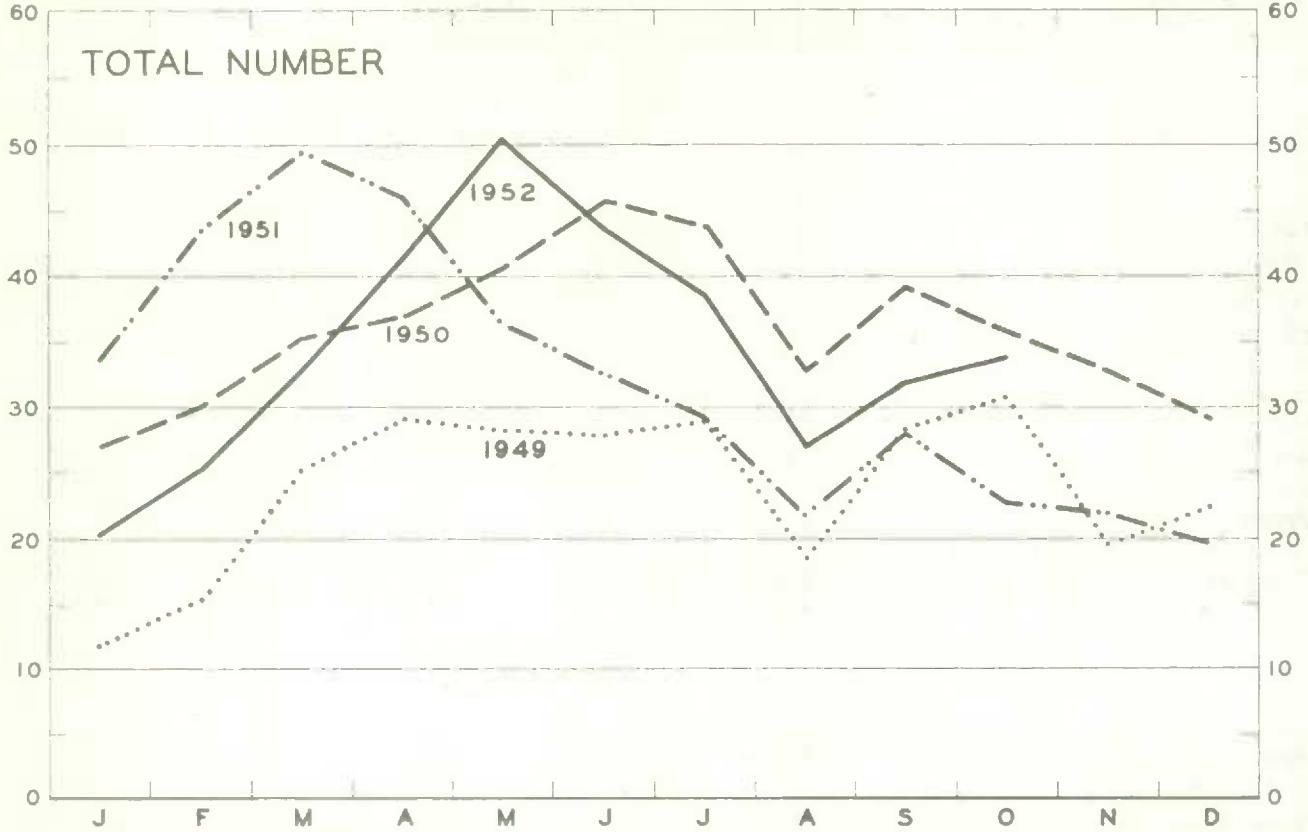
Passenger cars financed were responsible for this large increase, with both numbers and amount more than double the transactions of last September. The amount of financing increased 155%, the largest monthly increase so far this year, while number of cars was 105% greater. Commercial vehicles financed showed nominal gains of 5% and 14% in number and amount respectively.

Used Vehicles.-The financing of sales of used vehicles increased 40% in number and 36% in amount of financing over September 1951. The rate of increase over the corresponding month of last year was highest in May (140%), decreased to August (75%) and for the last two months has swung upward again, (82% and 86%). Used passenger cars financed advanced 46% in number and 111% in amount of financing over last year while commercial vehicles showed smaller gains of 15% and 24% respectively.

NEW MOTOR VEHICLE SALES 1949-50-51-52

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1952/1951

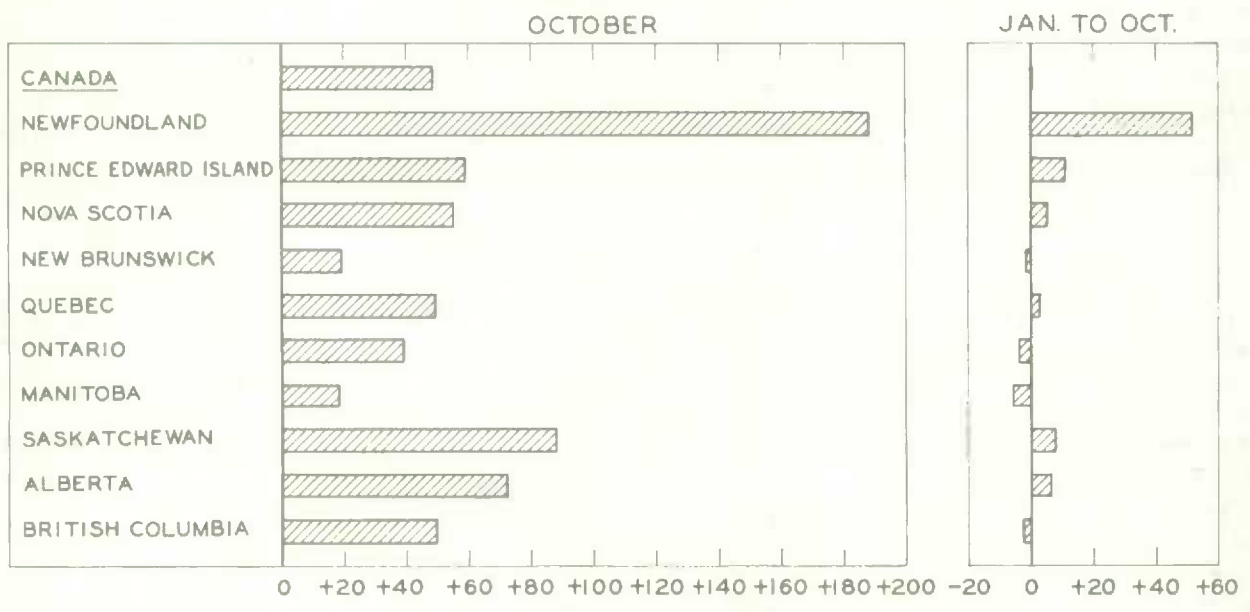


TABLE 1 New Motor Vehicle Sales, by Provinces
October, 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	71	258	+ 263.3	171,247	609,075	+ 255.7
Prince Edward Island...	48	87	+ 81.3	122,207	206,106	+ 68.7
Nova Scotia	377	748	+ 98.4	927,517	1,768,404	+ 90.7
New Brunswick	410	567	+ 38.3	1,009,037	1,378,686	+ 36.6
Quebec	3,035	5,229	+ 72.3	7,994,022	13,433,737	+ 68.0
Ontario	6,074	10,047	+ 65.4	15,653,963	24,831,680	+ 58.6
Manitoba	956	1,362	+ 42.5	2,409,195	3,308,877	+ 37.3
Saskatchewan	701	1,887	+ 169.2	1,766,401	4,580,344	+ 159.3
Alberta	835	2,135	+ 155.7	2,127,989	5,198,032	+ 144.3
British Columbia	1,083	2,124	+ 96.1	2,627,417	4,701,955	+ 75.0
Canada	13,590	24,444	+ 79.9	34,868,995	60,016,896	+ 72.1
Commercial Vehicles						
Newfoundland	69	145	+ 110.1	144,863	308,033	+ 112.6
Prince Edward Island...	45	61	+ 35.6	91,355	132,933	+ 45.5
Nova Scotia	313	322	+ 2.9	640,542	698,645	+ 8.2
New Brunswick	298	279	- 6.4	628,150	686,534	+ 9.3
Quebec	1,645	1,768	+ 7.5	4,530,655	4,964,523	+ 9.6
Ontario	3,081	2,696	- 12.5	8,179,617	7,029,580	- 14.1
Manitoba	557	428	- 23.2	1,271,251	1,061,084	- 16.5
Saskatchewan	1,095	1,487	+ 35.8	2,476,595	3,389,748	+ 36.9
Alberta	1,333	1,597	+ 19.8	3,050,117	3,831,916	+ 25.6
British Columbia	775	660	- 14.8	2,166,948	1,726,542	- 20.3
Canada	9,211	9,443	+ 2.5	23,180,093	23,829,538	+ 2.8
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	140	403	+ 187.9	316,110	917,108	+ 190.1
Prince Edward Island...	93	148	+ 59.1	213,562	339,039	+ 58.8
Nova Scotia	690	1,070	+ 55.1	1,568,059	2,467,049	+ 57.3
New Brunswick	708	846	+ 19.5	1,637,187	2,065,220	+ 26.1
Quebec	4,680	6,997	+ 49.5	12,524,677	18,398,260	+ 46.9
Ontario	9,155	12,743	+ 39.2	23,833,580	31,861,260	+ 33.7
Manitoba	1,513	1,790	+ 18.3	3,680,446	4,369,961	+ 18.7
Saskatchewan	1,796	3,374	+ 87.9	4,242,996	7,970,092	+ 87.8
Alberta	2,168	3,732	+ 72.1	5,178,106	9,029,948	+ 74.4
British Columbia	1,858	2,784	+ 49.8	4,854,365	6,428,497	+ 32.4
Canada	22,801	33,887	+ 48.6	58,049,088	83,846,434	+ 44.4

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
October, 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	409	856	+ 109.3	496,812	1,397,496	+ 181.3
Quebec	1,275	2,485	+ 94.9	1,842,480	4,443,624	+ 141.2
Ontario	2,069	4,453	+ 115.2	2,518,975	6,807,983	+ 170.3
Manitoba	371	632	+ 70.4	473,893	951,469	+ 100.8
Saskatchewan	511	996	+ 94.9	705,824	1,621,183	+ 129.7
Alberta	647	1,386	+ 114.2	888,132	2,338,502	+ 163.3
British Columbia	477	993	+ 108.2	595,470	1,590,231	+ 167.1
Canada	5,759	11,801	+ 104.9	7,521,586	19,150,488	+ 154.6
Commercial Vehicles						
Atlantic Provinces	356	364	+ 2.2	511,211	645,423	+ 26.3
Quebec	972	857	- 11.8	2,005,452	1,866,827	- 6.9
Ontario	1,203	1,259	+ 4.7	2,265,008	2,394,482	+ 5.7
Manitoba	234	218	- 6.8	384,213	410,118	+ 6.7
Saskatchewan	448	548	+ 22.3	675,860	1,004,355	+ 48.6
Alberta	673	864	+ 28.4	1,402,915	1,943,191	+ 38.5
British Columbia	339	336	- 0.9	652,182	710,605	+ 9.0
Canada	4,225	4,446	+ 5.2	7,896,841	8,975,001	+ 13.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	765	1,220	+ 59.5	1,008,023	2,042,919	+ 102.7
Quebec	2,247	3,342	+ 48.7	3,847,932	6,310,451	+ 64.0
Ontario	3,272	5,712	+ 74.6	4,783,983	9,202,465	+ 92.4
Manitoba	605	850	+ 40.5	858,106	1,361,587	+ 58.6
Saskatchewan	959	1,544	+ 61.0	1,381,684	2,625,538	+ 90.0
Alberta	1,320	2,250	+ 70.5	2,291,047	4,281,693	+ 86.9
British Columbia	816	1,329	+ 62.9	1,247,652	2,300,836	+ 84.4
Canada	9,984	16,247	+ 62.7	15,418,427	28,125,489	+ 82.4

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
October, 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	1,831	2,467	+ 34.7	960,254	1,740,328	+ 81.2
Quebec	3,129	4,877	+ 55.9	1,991,588	4,222,222	+ 112.0
Ontario	9,854	13,469	+ 36.7	4,995,719	10,274,882	+ 105.7
Manitoba	1,038	1,639	+ 57.9	582,942	1,285,285	+ 120.5
Saskatchewan	1,047	1,827	+ 74.5	694,844	1,466,210	+ 111.0
Alberta	1,809	3,241	+ 79.2	1,143,274	2,743,531	+ 140.0
British Columbia	2,098	2,921	+ 39.2	1,158,478	2,621,061	+ 126.3
Canada	20,806	30,441	+ 46.3	11,527,099	24,353,519	+ 111.3
Commercial Vehicles						
Atlantic Provinces	781	800	+ 2.4	508,788	514,758	+ 1.2
Quebec	1,019	1,137	+ 11.6	1,008,585	1,170,168	+ 16.0
Ontario	1,898	2,115	+ 11.4	1,486,020	1,829,276	+ 23.1
Manitoba	315	363	+ 15.2	221,008	270,840	+ 22.5
Saskatchewan	479	657	+ 37.2	356,473	545,894	+ 53.1
Alberta	747	1,003	+ 34.3	662,547	992,132	+ 49.7
British Columbia	523	535	+ 2.3	465,076	534,808	+ 15.0
Canada	5,762	6,610	+ 14.7	4,708,497	5,857,876	+ 24.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,612	3,267	+ 25.1	1,469,042	2,255,086	+ 53.5
Quebec	4,148	6,014	+ 45.0	3,000,173	5,392,390	+ 79.7
Ontario	11,752	15,584	+ 32.6	6,481,739	12,104,158	+ 86.7
Manitoba	1,353	2,002	+ 48.0	803,950	1,556,125	+ 93.6
Saskatchewan	1,526	2,484	+ 62.8	1,051,317	2,012,104	+ 91.4
Alberta	2,556	4,244	+ 66.0	1,805,821	3,735,663	+ 106.9
British Columbia	2,621	3,456	+ 31.9	1,623,554	3,155,869	+ 94.4
Canada	26,568	37,051	+ 39.5	16,235,596	30,211,395	+ 86.1

(1) Revised
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