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

Vol. 24 - No. 11

\$ 2.00 a year

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

NOVEMBER 1952

New Motor Vehicle Sales

The upward trend in motor vehicle sales, evident since last May, continued in November of this year. Compared with November of 1951, the number of vehicles sold increased 47% and the retail value 41%. The increase in sales was greatest in Ontario where the value of all vehicles sold was 63% above the level of last November. Sales in Nova Scotia increased 47%, Alberta 41%, and sales in other provinces ranged downward to a gain of 4% in Manitoba.

Passenger car sales contributed largely to this gain in sales. The increase for Canada was 69% in number and 62% in value over November of last year. Sales of commercial vehicles for this month increased only 10% in number and 6% in value. Sales increases were greatest in Ontario for both passenger cars and the commercial vehicles category.

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

Sales of Buses, November, 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	6	15,917	53,750
Quebec	27	8	559,054	139,813
Ontario	4	5	64,786	66,776
Manitoba	5	2	84,150	32,422
Saskatchewan	10	-	253,286	-
Alberta	-	-	-	-
British Columbia	1	-	6,800	-
Canada	48	21	983,993	292,761

Financing of Motor Vehicle Sales

New Vehicles.-The amount of financing continued at a more rapid rate of increase than did the number of new vehicles financed. There were 13,960 new vehicles financed in November, up 39% from a year ago while the amount of financing, at \$24,011,901 was 46% higher than the November 1951 figure.

Passenger cars again showed great increases in both number and amount of financing, 75% and 103% respectively, while the financing of new commercial vehicles declined from last November.

Used Vehicles.-The financing of used vehicles increased considerably over November 1951 but the rate of increase this November was below that for the last six months. There were 30,956 used vehicles financed in November for \$25,447,249, up 27% in number and 67% in amount over last year. Used passenger cars accounted for this increase with gains of 39% in number and 98% in amount of financing. Fewer used commercial vehicles were financed and the amount increased only slightly from last November.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1951 (REVISED) - 1952

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

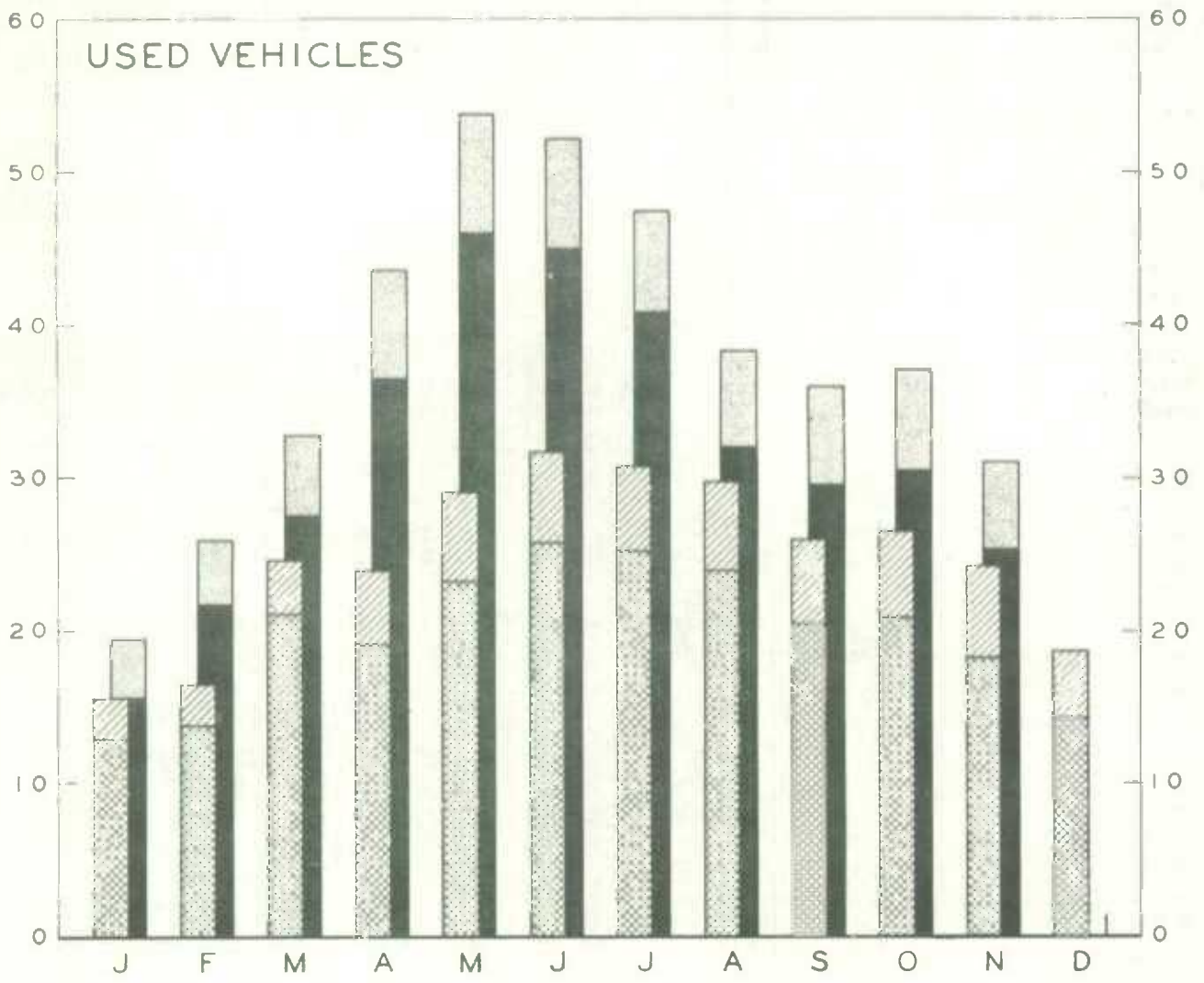
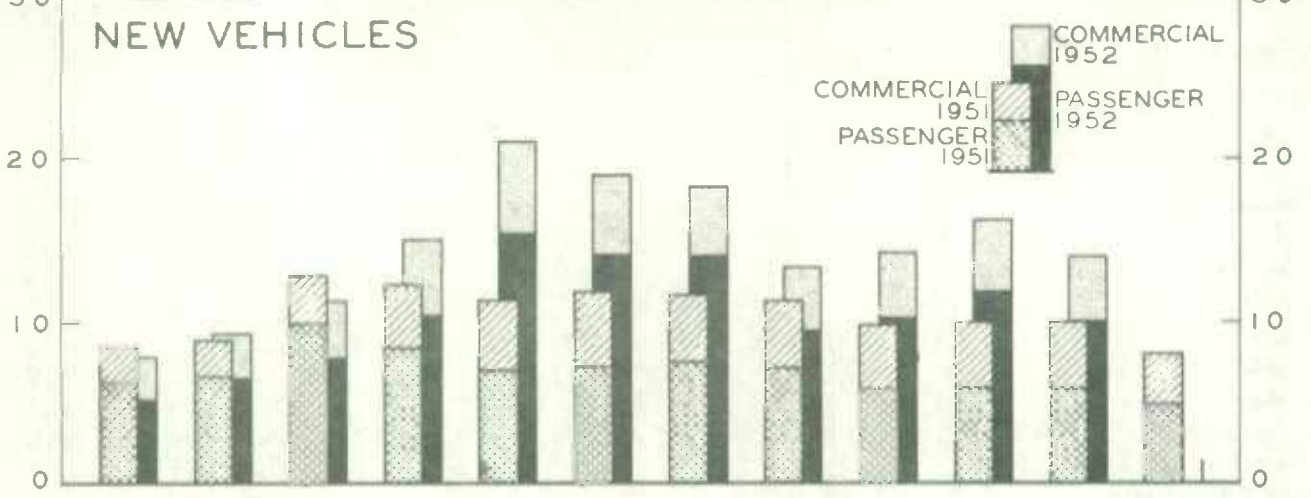


TABLE 1 New Motor Vehicle Sales, by Provinces
November, 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	90	126	+ 40.0	218,859	296,045	+ 35.3
Prince Edward Island...	65	74	+ 13.8	163,851	184,305	+ 12.5
Nova Scotia	359	618	+ 72.1	880,766	1,458,717	+ 65.6
New Brunswick	319	525	+ 64.6	802,892	1,293,698	+ 61.1
Quebec	2,471	3,969	+ 60.6	6,517,760	9,989,715	+ 53.3
Ontario	6,161	11,517	+ 86.9	15,656,049	28,136,838	+ 79.7
Manitoba	895	1,065	+ 19.0	2,275,818	2,603,125	+ 14.4
Saskatchewan	1,174	1,423	+ 21.2	3,004,223	3,543,976	+ 18.0
Alberta	1,040	1,798	+ 72.9	2,715,904	4,428,405	+ 63.1
British Columbia	1,200	2,103	+ 75.3	2,933,038	4,860,578	+ 65.7
Canada	13,774	23,218	+ 68.6	35,169,160	56,795,402	+ 61.5
Commercial Vehicles						
Newfoundland	100	105	+ 5.0	207,873	222,767	+ 7.2
Prince Edward Island...	75	81	+ 8.0	145,460	167,432	+ 15.1
Nova Scotia	261	285	+ 9.2	550,217	648,876	+ 17.9
New Brunswick	262	208	- 20.6	563,087	496,015	- 11.9
Quebec	1,444	1,352	- 6.4	4,308,783	3,600,255	- 16.4
Ontario	2,749	3,595	+ 30.8	6,997,440	8,673,626	+ 24.0
Manitoba	516	435	- 15.7	1,181,870	985,043	- 16.7
Saskatchewan	879	969	+ 10.2	2,094,708	2,197,450	+ 4.9
Alberta	1,121	1,235	+ 10.2	2,579,000	3,032,386	+ 17.6
British Columbia	755	701	- 7.2	1,831,182	1,732,598	- 5.4
Canada	8,162	8,966	+ 9.9	20,459,620	21,756,448	+ 6.3
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	190	231	+ 21.6	426,732	518,812	+ 21.6
Prince Edward Island...	140	155	+ 10.7	309,311	351,737	+ 13.7
Nova Scotia	620	903	+ 45.6	1,430,983	2,107,593	+ 47.3
New Brunswick	581	733	+ 26.2	1,365,979	1,789,713	+ 31.0
Quebec	3,915	5,321	+ 35.9	10,826,543	13,589,970	+ 25.5
Ontario	8,910	15,112	+ 69.6	22,653,489	36,810,464	+ 62.5
Manitoba	1,411	1,500	+ 6.3	3,457,688	3,588,168	+ 3.8
Saskatchewan	2,053	2,392	+ 16.5	5,098,931	5,741,426	+ 12.6
Alberta	2,161	3,033	+ 40.4	5,294,904	7,460,791	+ 40.9
British Columbia	1,955	2,804	+ 43.4	4,764,220	6,593,176	+ 38.4
Canada	21,936	32,184	+ 46.7	55,628,780	78,551,850	+ 41.2

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
November, 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	379	695	+ 83.4	485,589	1,117,662	+ 130.2
Quebec	1,248	2,039	+ 63.4	2,254,507	3,562,517	+ 58.0
Ontario	1,889	3,898	+ 106.4	2,250,941	5,992,036	+ 166.2
Manitoba	449	536	+ 19.4	556,621	834,715	+ 50.0
Saskatchewan	663	780	+ 17.6	924,752	1,235,459	+ 33.6
Alberta	731	1,316	+ 80.0	1,047,175	2,253,423	+ 115.2
British Columbia	385	806	+ 109.4	489,731	1,280,492	+ 161.5
Canada	5,744	10,070	+ 75.3	8,009,316	16,276,304	+ 103.2
Commercial Vehicles						
Atlantic Provinces	331	344	+ 3.9	561,594	580,573	+ 3.4
Quebec	1,028	696	- 32.3	2,292,948	1,515,730	- 33.9
Ontario	1,240	1,102	- 11.1	2,534,852	2,007,041	- 20.8
Manitoba	236	198	- 16.1	386,927	334,748	- 13.5
Saskatchewan	422	439	+ 4.0	684,508	760,151	+ 11.1
Alberta	650	827	+ 27.2	1,310,605	1,925,279	+ 46.9
British Columbia	365	284	- 22.2	725,404	612,075	- 15.6
Canada	4,272	3,890	- 8.9	8,496,838	7,735,597	- 9.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	710	1,039	+ 46.3	1,047,183	1,698,235	+ 62.2
Quebec	2,276	2,735	+ 20.2	4,547,455	5,078,247	+ 11.7
Ontario	3,129	5,000	+ 59.8	4,785,793	7,999,077	+ 67.1
Manitoba	685	734	+ 7.2	943,548	1,169,463	+ 23.9
Saskatchewan	1,085	1,219	+ 12.4	1,609,260	1,995,610	+ 24.0
Alberta	1,381	2,143	+ 55.2	2,357,780	4,178,702	+ 77.2
British Columbia	750	1,090	+ 45.3	1,215,135	1,892,567	+ 55.7
Canada	10,016	13,960	+ 39.4	16,506,154	24,011,901	+ 45.5

(1) Revised

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
November, 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	1,583	2,054	+ 29.8	824,279	1,473,977	+ 78.8
Quebec	2,618	3,683	+ 40.7	1,686,941	3,252,763	+ 92.8
Ontario	8,365	11,361	+ 35.8	4,218,331	8,742,816	+ 107.3
Manitoba	998	1,376	+ 37.9	588,756	1,113,213	+ 89.1
Saskatchewan	1,085	1,777	+ 63.8	739,130	1,392,449	+ 88.4
Alberta	1,787	2,814	+ 57.5	1,154,933	2,410,218	+ 108.7
British Columbia	1,868	2,280	+ 22.1	1,089,591	2,018,201	+ 85.2
Canada	18,304	25,345	+ 38.5	10,301,961	20,403,637	+ 98.1
Commercial Vehicles						
Atlantic Provinces	726	657	- 9.5	474,121	467,598	- 1.4
Quebec	1,110	946	- 14.8	1,070,832	1,004,959	- 6.2
Ontario	1,977	1,671	- 15.5	1,463,402	1,463,724	(2)
Manitoba	325	304	- 6.5	258,497	224,722	- 13.1
Saskatchewan	577	640	+ 10.9	481,776	546,061	+ 13.3
Alberta	827	944	+ 14.1	717,586	912,690	+ 27.2
British Columbia	520	449	- 13.7	461,508	423,858	- 8.2
Canada	6,062	5,611	- 7.4	4,927,722	5,043,612	+ 2.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,309	2,711	+ 17.4	1,298,400	1,941,575	+ 49.5
Quebec	3,728	4,629	+ 24.2	2,757,773	4,257,722	+ 54.4
Ontario	10,342	13,032	+ 26.0	5,681,733	10,206,540	+ 79.6
Manitoba	1,323	1,680	+ 27.0	847,253	1,337,935	+ 57.9
Saskatchewan	1,662	2,417	+ 45.4	1,220,906	1,938,510	+ 58.8
Alberta	2,614	3,758	+ 43.8	1,872,519	3,322,908	+ 77.5
British Columbia	2,388	2,729	+ 14.3	1,551,099	2,442,059	+ 57.4
Canada	24,366	30,956	+ 27.0	15,229,683	25,447,249	+ 67.1

(1) Revised
(2) Unchanged

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