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NEW MOTOR VEHICLE SALES

AND

MOTOR VEHICLE FINANCING

FEBRUARY 1952

New Motor Vehicle Sales

The decline in sales of new motor vehicles continued during February 1952. There were 25,210 new vehicles sold during this month for \$66,345,906, down 42% in number and 34% in dollar volume compared with the 43,576 units retailed for \$101,020,152 in February 1951. All provinces except Newfoundland registered declines from last year. Ontario, with a decrease of 49% in number and 42% in value, recorded the greatest drop.

Both passenger car and commercial vehicle sales showed declines from February 1951. Sales of passenger cars in February 1952 decreased 47% in number and 40% in retail value from the same period last year. All provinces except Newfoundland contributed to these declines. Sales of commercial vehicles were 27% lower in number and 13% lower in value than in February a year ago.

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, February, 1951 and 1952

Province	Number of Units		Retail Value	
	1951	1952	1951	1952
			\$	\$
Atlantic Provinces	-	-	-	-
Quebec	21	26	375,566	689,524
Ontario	22	3	306,795	33,136
Manitoba	3	8	52,400	139,001
Saskatchewan	-	-	-	-
Alberta	-	-	-	-
British Columbia	14	-	305,613	-
Canada	60	37	1,040,374	861,761

Financing of Motor Vehicle Sales

New Vehicles--New motor vehicle sales financed in February 1952 numbered 9,309 with a financed value of \$14,439,251, 5% in number and 9% in amount of financing above February last year.

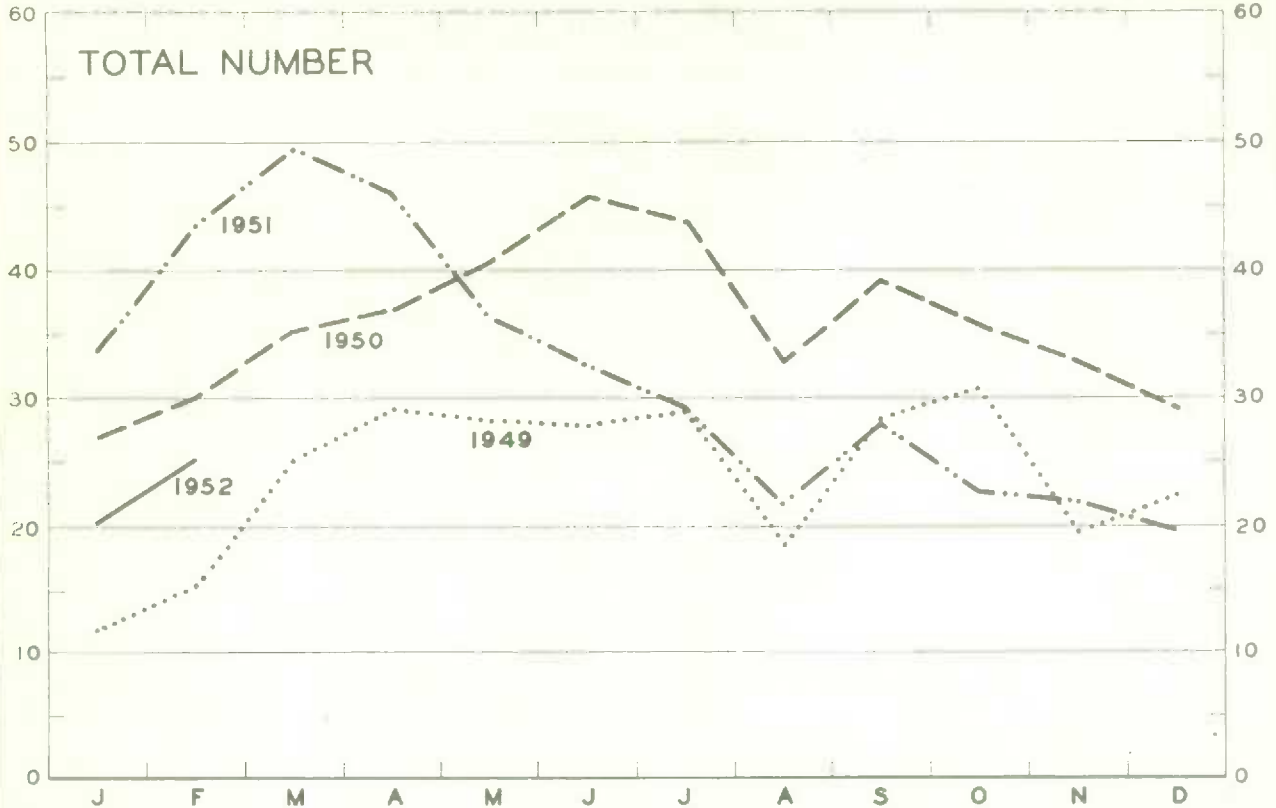
New passenger car sales financed decreased 2% in number and 1% in amount of financing from February 1951. Commercial vehicle sales financed increased 27% in number and 52% in amount of financing with all provinces contributing to the increase.

Used Vehicles--The financing of used vehicles continued high during February 1952. Both the number of units and the amount of financing were greater in all provinces as compared with February 1951. There were 21,741 used passenger cars financed during February this year, 58% greater than in the same period last year. The number of commercial vehicles financed increased 53% and the amount of financing was 66% higher than in February a year ago.

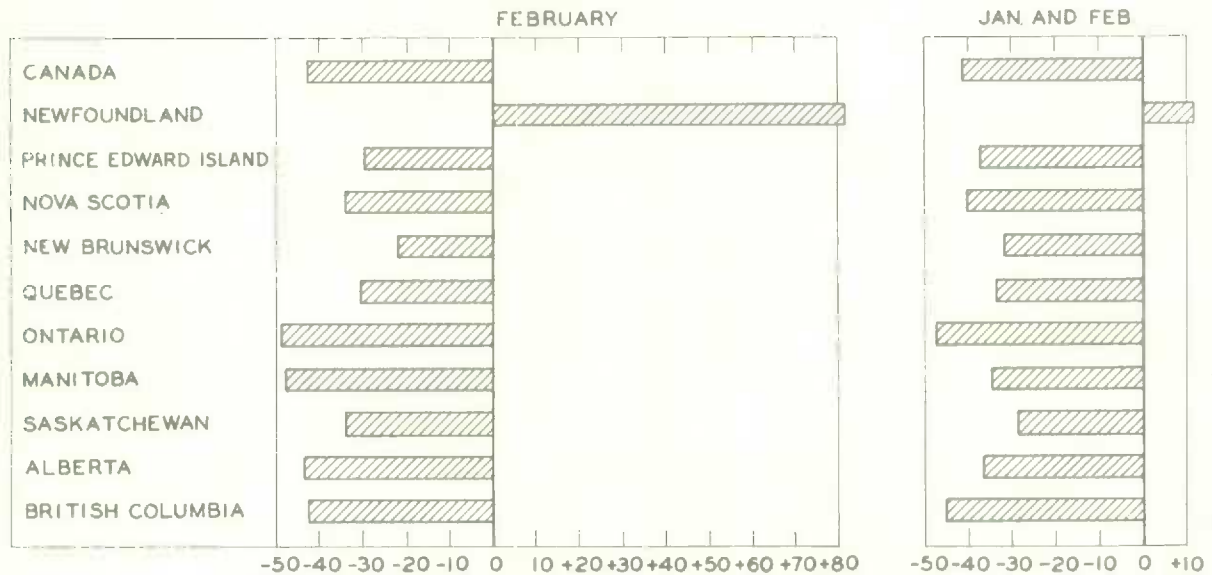
## NEW MOTOR VEHICLE SALES 1949-50-51-52

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



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



**TABLE I New Motor Vehicle Sales, by Provinces**  
FEBRUARY 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
<b>Passenger Cars</b>						
Newfoundland .....	111	156	+ 40.5	251,484	397,618	+ 58.1
Prince Edward Island...	107	59	- 44.9	236,176	157,111	- 33.5
Nova Scotia .....	964	543	- 43.7	2,186,220	1,399,846	- 36.0
New Brunswick .....	741	485	- 34.5	1,694,623	1,227,267	- 27.6
Quebec .....	5,428	3,550	- 34.6	13,422,667	9,553,866	- 28.8
Ontario .....	16,419	8,036	- 51.1	38,492,602	21,144,228	- 45.1
Manitoba .....	1,648	827	- 49.8	3,880,823	2,224,701	- 42.7
Saskatchewan .....	1,590	907	- 43.0	3,691,266	2,355,683	- 36.2
Alberta .....	2,758	1,451	- 47.4	6,459,543	3,889,933	- 39.8
British Columbia .....	3,921	1,945	- 50.4	8,559,101	4,726,222	- 44.8
<b>Canada .....</b>	<b>33,687</b>	<b>17,959</b>	<b>- 46.7</b>	<b>78,874,505</b>	<b>47,076,475</b>	<b>- 40.3</b>
<b>Commercial Vehicles</b>						
Newfoundland .....	25	91	+264.0	48,020	192,742	+301.3
Prince Edward Island...	63	61	- 3.2	120,705	128,088	+ 6.1
Nova Scotia .....	329	313	- 4.9	626,767	666,401	+ 6.3
New Brunswick .....	245	288	+ 17.6	554,289	758,858	+ 36.9
Quebec .....	1,431	1,221	- 14.7	3,692,548	4,133,481	+ 11.9
Ontario .....	4,177	2,549	- 39.0	9,236,996	6,581,825	- 28.7
Manitoba .....	549	322	- 41.3	1,168,608	882,286	- 24.5
Saskatchewan .....	786	657	- 16.4	1,591,123	1,589,135	- 0.1
Alberta .....	1,368	894	- 34.6	2,846,189	2,224,307	- 21.8
British Columbia .....	916	855	- 6.7	2,260,402	2,112,308	- 6.6
<b>Canada .....</b>	<b>9,889</b>	<b>7,251</b>	<b>- 26.7</b>	<b>22,145,647</b>	<b>19,269,431</b>	<b>- 13.0</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland .....	136	247	+ 81.6	299,504	590,360	+ 97.1
Prince Edward Island...	170	120	- 29.4	356,881	285,199	- 20.1
Nova Scotia .....	1,293	856	- 33.8	2,812,987	2,066,247	- 26.5
New Brunswick .....	986	773	- 21.6	2,248,912	1,986,125	- 11.7
Quebec .....	6,859	4,771	- 30.4	17,115,215	13,687,347	- 20.0
Ontario .....	20,596	10,585	- 48.6	47,729,598	27,726,053	- 41.9
Manitoba .....	2,197	1,149	- 47.7	5,049,431	3,106,987	- 38.5
Saskatchewan .....	2,376	1,564	- 34.2	5,282,389	3,944,818	- 25.3
Alberta .....	4,126	2,345	- 43.2	9,305,732	6,114,240	- 34.3
British Columbia .....	4,837	2,800	- 42.1	10,819,503	6,838,530	- 36.8
<b>Canada .....</b>	<b>43,576</b>	<b>25,210</b>	<b>- 42.1</b>	<b>101,020,152</b>	<b>66,345,906</b>	<b>- 34.3</b>

(1) Revised

(2) Includes trucks and buses

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces**  
**FEBRUARY 1951 AND 1952**

Province	Number of Vehicles			Amount of Financing		
	1951(1)	1952	% Change, 1952/1951	1951(1)	1952	% Change, 1952/1951
			%	\$	\$	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	413	386	- 6.5	563,378	501,854	- 10.9
Quebec .....	1,295	1,189	- 8.2	2,074,290	1,751,282	- 15.6
Ontario .....	2,829	2,852	+ 0.8	3,857,756	3,630,176	- 5.9
Manitoba .....	321	305	- 5.0	439,002	388,612	- 11.5
Saskatchewan .....	313	371	+ 18.5	444,989	499,118	+ 12.2
Alberta .....	675	676	+ 0.1	987,706	944,417	- 4.4
British Columbia .....	724	627	- 13.4	1,030,473	790,305	- 23.3
Canada .....	6,570	6,406	- 2.5	9,397,594	8,505,764	- 9.5
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	150	224	+ 49.3	231,520	375,497	+ 62.2
Quebec .....	548	650	+ 18.6	1,050,380	1,513,572	+ 44.1
Ontario .....	849	1,051	+ 23.8	1,355,385	1,990,698	+ 46.9
Manitoba .....	131	155	+ 18.3	204,549	302,341	+ 47.8
Saskatchewan .....	110	154	+ 40.0	182,908	312,702	+ 71.0
Alberta .....	286	402	+ 40.6	468,087	847,733	+ 81.1
British Columbia .....	204	267	+ 30.9	405,951	590,944	+ 45.6
Canada .....	2,278	2,903	+ 27.4	3,898,780	5,933,487	+ 52.2
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	563	610	+ 8.3	794,898	877,351	+ 10.4
Quebec .....	1,843	1,839	- 0.2	3,124,670	3,264,854	+ 4.5
Ontario .....	3,678	3,903	+ 6.1	5,213,141	5,620,874	+ 7.8
Manitoba .....	452	460	+ 1.8	643,551	690,953	+ 7.4
Saskatchewan .....	423	525	+ 24.1	627,897	811,820	+ 29.3
Alberta .....	961	1,078	+ 12.2	1,455,793	1,792,150	+ 23.1
British Columbia .....	928	894	- 3.7	1,436,424	1,381,249	- 3.8
Canada .....	8,218	9,309	+ 5.2	13,296,374	14,439,251	+ 8.6

(1) Revised

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces**  
**FEBRUARY 1951 AND 1952**

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	1,171	1,523	+ 30.1	703,711	986,069	+ 40.1
Quebec .....	1,511	2,728	+ 80.5	1,216,333	2,117,687	+ 74.1
Ontario .....	6,948	11,038	+ 58.9	4,499,888	6,967,086	+ 54.8
Manitoba .....	566	1,103	+ 94.9	405,617	760,410	+ 87.5
Saskatchewan .....	484	936	+ 93.4	338,775	646,453	+ 90.8
Alberta .....	1,294	2,139	+ 65.3	945,748	1,525,582	+ 61.3
British Columbia .....	1,774	2,274	+ 28.2	1,335,033	1,521,740	+ 14.0
<b>Canada .....</b>	<b>13,748</b>	<b>21,741</b>	<b>+ 58.1</b>	<b>9,454,105</b>	<b>14,525,027</b>	<b>+ 53.6</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	346	471	+ 36.1	205,061	338,339	+ 65.0
Quebec .....	467	731	+ 56.5	457,756	775,176	+ 69.3
Ontario .....	949	1,483	+ 56.3	672,195	1,159,897	+ 72.6
Manitoba .....	169	214	+ 26.6	128,153	192,668	+ 50.3
Saskatchewan .....	154	279	+ 81.2	121,861	227,483	+ 86.7
Alberta .....	403	577	+ 43.2	335,455	504,987	+ 50.5
British Columbia .....	231	395	+ 71.0	207,263	370,816	+ 78.9
<b>Canada .....</b>	<b>2,719</b>	<b>4,150</b>	<b>+ 52.6</b>	<b>2,127,748</b>	<b>3,569,366</b>	<b>+ 67.8</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	1,517	1,994	+ 31.4	908,772	1,324,408	+ 45.7
Quebec .....	1,978	3,459	+ 74.9	1,674,089	2,892,863	+ 72.8
Ontario .....	7,897	12,521	+ 58.6	5,172,083	8,126,983	+ 57.1
Manitoba .....	735	1,317	+ 79.2	533,770	953,078	+ 78.6
Saskatchewan .....	638	1,215	+ 90.4	460,636	873,936	+ 89.7
Alberta .....	1,697	2,716	+ 60.0	1,290,207	2,030,569	+ 57.4
British Columbia .....	2,005	2,669	+ 33.1	1,542,296	1,892,556	+ 22.7
<b>Canada .....</b>	<b>16,467</b>	<b>25,291</b>	<b>+ 57.2</b>	<b>11,521,853</b>	<b>18,091,393</b>	<b>+ 56.2</b>

(1) Revised