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NEW MOTOR VEHICLE SALES

AND

MOTOR VEHICLE FINANCING

APRIL 1952

New Motor Vehicle Sales

The decline in sales of new motor vehicles from last year, apparent in recent months, was continued in April but to a much less pronounced degree. Decreases in the first three months of 1952 ranged from 30% to 40% below last year. During April, 41,414 units were sold for \$103,789,723, down 10% in number and 9% in value from April 1951. All provinces except Newfoundland, New Brunswick, and Saskatchewan, reported declines from last year. British Columbia with a decrease of 36% in number and 39% in value, recorded the greatest drop.

Passenger cars accounted for the decline in new vehicle sales. Sales of new passenger cars decreased 14% in number and 15% in value from April 1951. Commercial vehicles on the other hand showed increased sales of 2% in number and 10% in value over the same period of last 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.

Prepared in Merchandising and Services Section

Sales of Buses, April, 1951 and 1952

Province	Number of Units		Retail Value	
	1951	1952	1951 \$	1952 \$
Atlantic Provinces	4	3	56,000	38,350
Quebec	10	16	144,596	413,049
Ontario	18	371	316,914	1,010,398
Manitoba	4	4	72,380	69,694
Saskatchewan	-	-	-	-
Alberta	-	-	-	-
British Columbia	25	1	540,407	9,500
Canada	61	395	1,131,297	1,540,991

Financing of Motor Vehicle Sales

New Vehicles--New motor vehicle sales financed in April 1952 increased 20% in number and 32% in amount of financing over the same period last year.

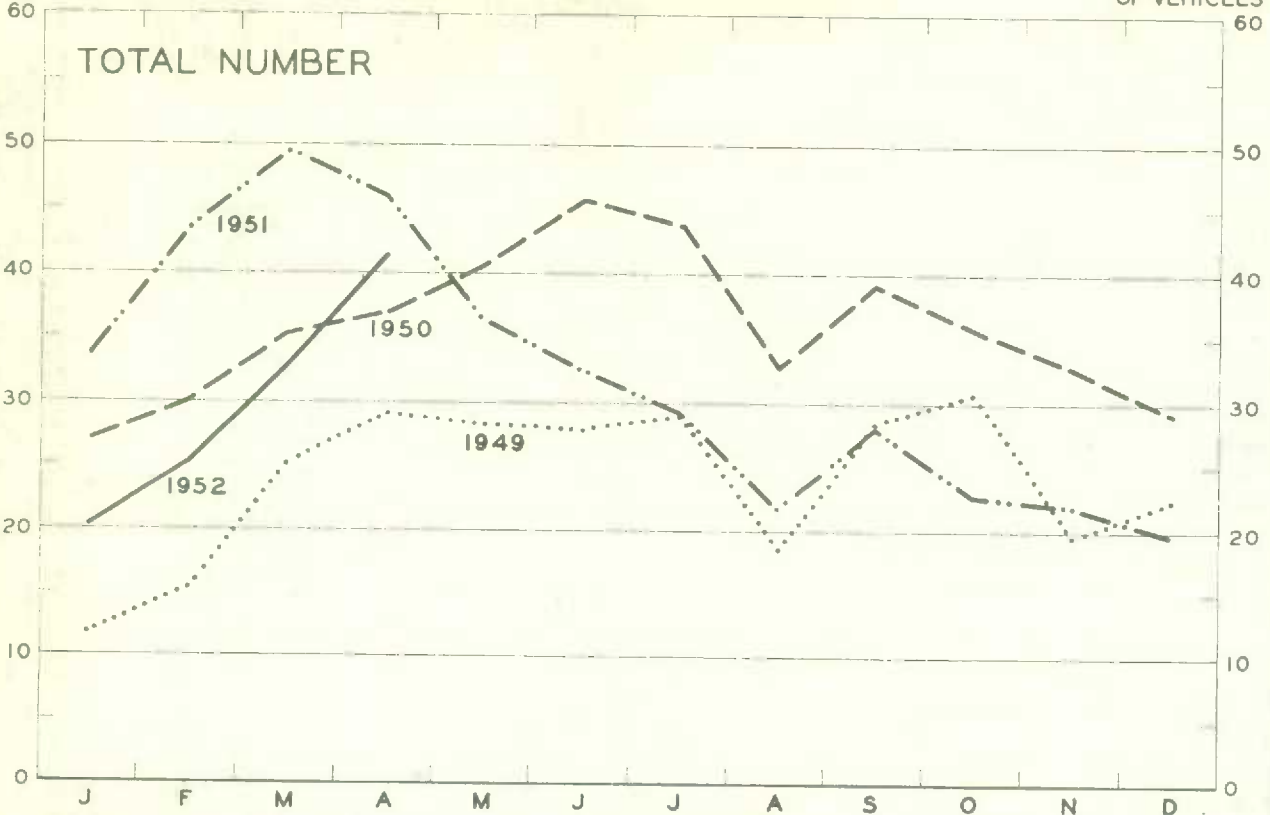
New passenger car sales financed advanced 22% in number and 31% in amount of financing over April 1951. Commercial vehicle sales financed increased 16% in number and 33% in amount of financing over the same period a year ago.

Used Vehicles--The financing of used vehicles continued high during April 1952. All provinces showed substantial increases both in number of vehicles financed and amount of financing as compared with April last year. There were 36,538 used passenger cars financed, an increase of 91% in number over April 1951. The number of commercial vehicles increased 52% and the amount of financing was 72% higher than in April 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

APRIL

JANUARY TO APRIL

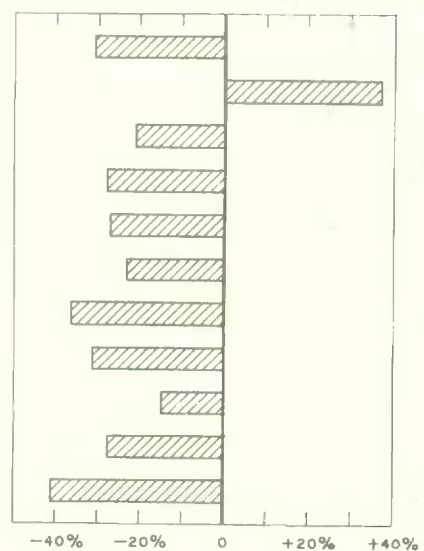
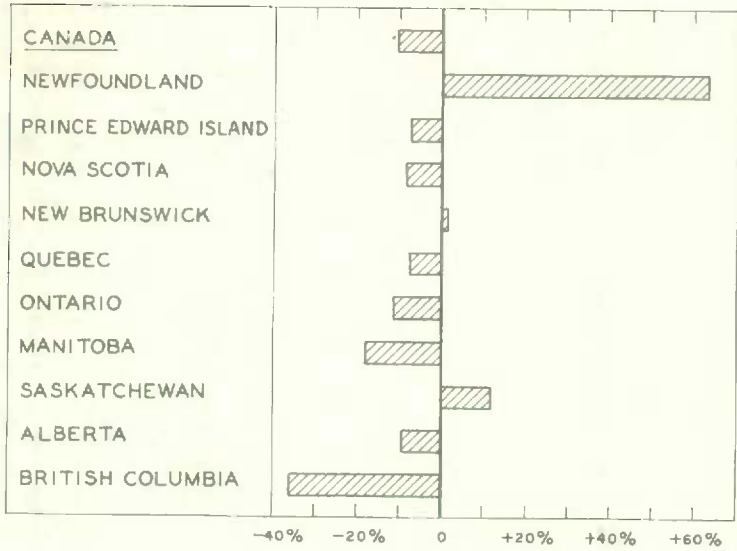


TABLE 1 New Motor Vehicle Sales, by Provinces
April 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	260	364	+ 40.0	656,189	870,511	+ 32.7
Prince Edward Island...	195	156	- 20.0	468,378	394,000	- 15.9
Nova Scotia	1,164	1,014	- 12.9	2,813,055	2,511,369	- 10.7
New Brunswick	974	969	- 0.5	2,349,320	2,415,595	+ 2.8
Quebec	7,660	6,872	- 10.3	19,891,462	17,716,688	- 10.9
Ontario	14,857	12,602	- 15.2	37,672,173	31,611,527	- 16.1
Manitoba	1,987	1,676	- 15.7	4,957,031	4,219,150	- 14.9
Saskatchewan	1,969	2,173	+ 10.4	4,985,964	5,455,741	+ 9.4
Alberta	2,595	2,260	- 12.9	6,492,281	5,748,322	- 11.5
British Columbia	3,286	1,856	- 43.5	8,000,698	4,278,147	- 46.6
Canada	34,947	29,942	- 14.3	88,286,551	75,221,050	- 14.8
Commercial Vehicles						
Newfoundland	83	197	+137.3	166,775	419,707	+151.7
Prince Edward Island...	93	111	+ 19.4	184,864	232,252	+ 25.6
Nova Scotia	389	408	+ 4.9	857,223	947,067	+ 10.5
New Brunswick	383	407	+ 6.3	817,218	919,404	+ 12.5
Quebec	2,299	2,355	+ 2.4	5,274,626	6,504,051	+ 23.3
Ontario	3,699	3,857	+ 4.3	8,765,627	9,448,782	+ 7.8
Manitoba	798	605	- 24.2	1,732,179	1,435,618	- 17.1
Saskatchewan	1,197	1,364	+ 14.0	2,504,657	3,239,295	+ 29.3
Alberta	1,328	1,294	- 2.6	2,803,754	3,158,586	+ 12.7
British Columbia	964	874	- 9.3	2,765,663	2,263,911	- 18.1
Canada	11,233	11,472	+ 2.1	25,872,586	28,568,673	+ 10.4
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	343	561	+ 63.6	822,964	1,290,218	+ 56.8
Prince Edward Island...	288	267	- 7.3	653,242	626,252	- 4.1
Nova Scotia	1,553	1,422	- 8.4	3,670,278	3,458,436	- 5.8
New Brunswick	1,357	1,376	+ 1.4	3,166,538	3,334,999	+ 5.3
Quebec	9,959	9,227	- 7.4	25,166,088	24,220,739	- 3.8
Ontario	18,556	16,459	- 11.3	46,437,800	41,060,309	- 11.6
Manitoba	2,785	2,281	- 18.1	6,689,210	5,654,768	- 15.5
Saskatchewan	3,166	3,537	+ 11.7	7,490,621	8,695,036	+ 16.1
Alberta	3,923	3,554	- 9.4	9,296,035	8,906,908	- 4.2
British Columbia	4,250	2,730	- 35.8	10,766,361	6,542,058	- 39.2
Canada	46,180	41,414	- 10.3	114,159,137	103,789,723	- 9.1

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
APRIL 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	599	893	+ 49.1	723,766	1,193,964	+ 65.0
Quebec	1,887	2,934	+ 55.5	2,671,613	4,426,623	+ 65.7
Ontario	3,409	3,666	+ 7.5	4,310,125	4,856,345	+ 12.7
Manitoba	431	574	+ 33.2	527,678	758,047	+ 43.7
Saskatchewan	524	636	+ 21.4	677,956	863,533	+ 27.4
Alberta	808	902	+ 11.6	1,058,210	1,311,366	+ 23.9
British Columbia	800	741	- 7.4	1,101,234	1,081,427	- 1.8
Canada	8,458	10,346	+ 22.3	11,070,582	14,491,305	+ 30.9
Commercial Vehicles						
Atlantic Provinces	299	418	+ 39.8	444,811	645,017	+ 45.0
Quebec	962	1,220	+ 26.8	1,716,228	2,315,772	+ 34.9
Ontario	1,344	1,286	- 4.3	2,188,816	2,389,322	+ 9.2
Manitoba	220	212	- 3.6	353,869	374,600	+ 5.9
Saskatchewan	246	397	+ 61.4	385,373	776,514	+101.5
Alberta	469	609	+ 29.9	788,109	1,230,329	+ 56.1
British Columbia	342	372	+ 8.8	566,907	843,893	+ 48.9
Canada	3,882	4,514	+ 16.3	6,444,113	8,575,447	+ 33.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	898	1,311	+ 46.0	1,168,577	1,838,981	+ 57.4
Quebec	2,849	4,154	+ 45.8	4,387,841	6,742,395	+ 53.7
Ontario	4,753	4,952	+ 4.2	6,498,941	7,245,667	+ 11.5
Manitoba	651	786	+ 20.7	881,547	1,132,647	+ 28.5
Saskatchewan	770	1,033	+ 34.2	1,063,329	1,640,047	+ 54.2
Alberta	1,277	1,511	+ 18.3	1,846,319	2,541,695	+ 37.7
British Columbia	1,142	1,113	- 2.5	1,668,141	1,925,320	+ 15.4
Canada	12,340	14,860	+ 20.4	17,514,695	23,066,752	+ 31.7

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
APRIL 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	1,763	3,203	+ 81.7	915,774	2,066,541	+125.7
Quebec	2,839	6,520	+129.7	1,877,653	5,076,097	+170.3
Ontario	8,668	16,373	+ 88.9	4,690,582	9,868,308	+110.4
Manitoba	953	2,004	+110.3	535,136	1,292,814	+141.6
Saskatchewan	969	2,156	+122.5	562,620	1,423,975	+153.1
Alberta	2,037	3,551	+ 74.3	1,232,197	2,493,393	+102.4
British Columbia	1,945	2,731	+ 40.4	1,179,113	1,932,140	+ 63.9
Canada	19,174	36,538	+ 90.6	10,993,075	24,153,268	+119.7
Commercial Vehicles						
Atlantic Provinces	610	838	+ 37.4	382,300	597,053	+ 56.2
Quebec	796	1,443	+ 81.3	765,433	1,363,663	+ 78.2
Ontario	1,670	2,263	+ 35.5	1,190,886	1,891,947	+ 58.9
Manitoba	266	395	+ 48.5	169,896	304,734	+ 79.4
Saskatchewan	301	636	+111.3	218,751	506,937	+131.7
Alberta	633	1,011	+ 59.7	459,773	902,903	+ 96.4
British Columbia	415	540	+ 30.1	357,731	523,458	+ 46.3
Canada	4,691	7,126	+ 51.9	3,544,770	6,090,695	+ 71.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,373	4,041	+ 70.3	1,298,074	2,663,594	+105.2
Quebec	3,635	7,963	+119.1	2,643,086	6,439,760	+143.6
Ontario	10,338	18,636	+ 80.3	5,881,468	11,760,255	+100.0
Manitoba	1,219	2,399	+ 96.8	705,032	1,597,548	+126.6
Saskatchewan	1,270	2,792	+119.8	781,371	1,930,912	+147.1
Alberta	2,670	4,562	+ 70.9	1,691,970	3,396,296	+100.7
British Columbia	2,360	3,271	+ 38.6	1,536,844	2,455,598	+ 59.8
Canada	23,865	43,664	+ 83.0	14,537,845	30,243,963	+108.0

(1) Revised
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