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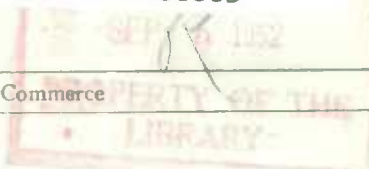
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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JULY 1952

New Motor Vehicle Sales

The upward trend in sales of new motor vehicles continued during July 1952. There were 38,510 new vehicles sold for \$95,079,016, an increase of 32% in number and 28% in value over the 29,260 new vehicles sold for \$74,538,594 during July 1951. All provinces reported increases over last year.

Passenger car sales increased 41% in number and 34% in retail value over July last year. Commercial vehicle sales were 8% higher in number and 12% higher in retail value than in the same period 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, July, 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	-	4	-	71,723
Quebec	34	22	748,527	530,234
Ontario	23	15	340,138	215,706
Manitoba	-	5	-	87,798
Saskatchewan	-	-	-	-
Alberta	-	3	-	67,683
British Columbia	-	-	-	-
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Canada	57	49	1,088,665	973,144
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Financing of Motor Vehicle Sales

New Vehicles--New motor vehicle sales financed in July 1952 increased 57% in number and 85% in amount of financing over the same period last year.

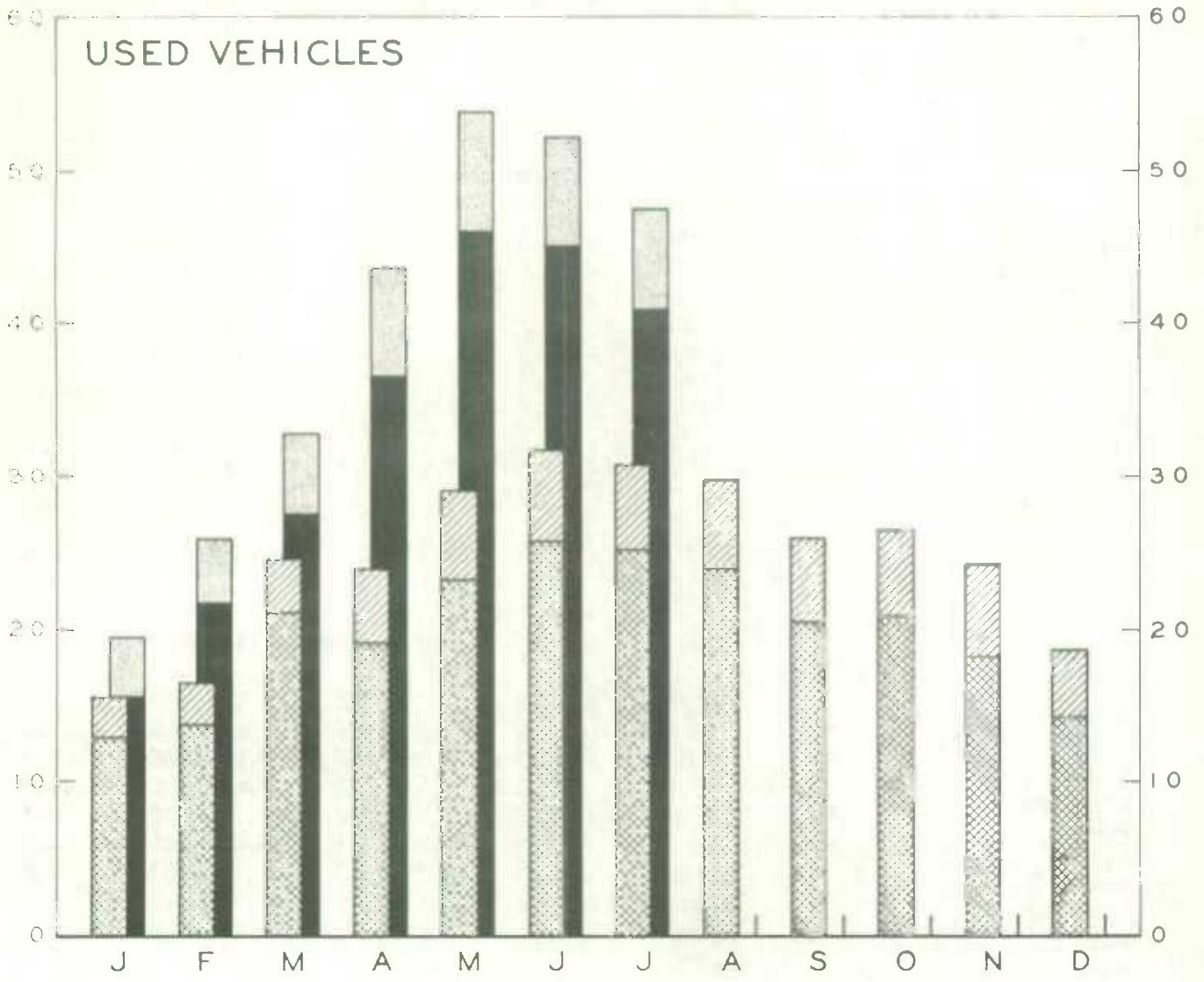
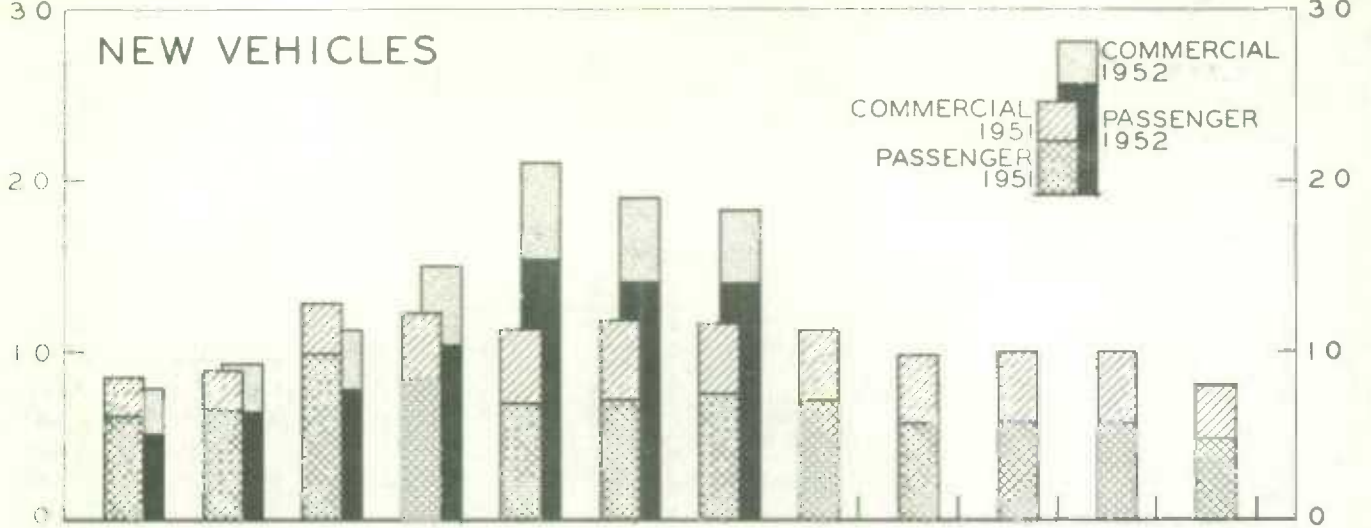
Financing of new passenger cars accounted for the greater part of the increase. There were 13,983 new passenger cars financed to the extent of \$22,903,344 in July 1952, an increase of 86% in number financed and 137% in amount of financing over the 7,514 cars financed for \$9,654,421 in July 1951. Commercial vehicle sales financed increased 4% in number and 19% in amount of financing over the same month last year.

Used Vehicles--The financing of sales of used vehicles continued to advance during July 1952. All provinces recorded substantial gains both in number of vehicles and amount of financing as compared with July last year. Financing of used passenger cars increased 62% in number and 139% in amount of financing over July 1951. There was a 19% increase in the number of used commercial vehicles financed with a 33% gain in amount of financing over July of last year.

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
JULY 1951 and 1952**

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	217	328	+ 51.2	545,844	757,863	+ 38.8
Prince Edward Island...	102	137	+ 34.3	252,307	299,612	+ 18.7
Nova Scotia	585	932	+ 59.3	1,498,829	2,174,019	+ 45.0
New Brunswick	595	865	+ 45.4	1,505,459	2,045,685	+ 35.9
Quebec	4,053	5,358	+ 32.2	10,827,352	13,162,120	+ 21.6
Ontario	8,498	12,462	+ 46.6	21,555,671	30,787,479	+ 42.8
Manitoba	1,468	1,659	+ 13.0	3,666,762	3,982,236	+ 8.6
Saskatchewan	1,607	1,905	+ 18.5	4,078,382	4,627,938	+ 13.5
Alberta	1,881	2,492	+ 32.5	4,843,896	6,104,373	+ 26.0
British Columbia	1,703	3,116	+ 83.0	4,285,809	7,073,317	+ 65.0
Canada	20,709	29,254	+ 41.3	53,060,311	71,014,642	+ 33.8
Commercial Vehicles						
Newfoundland	107	111	+ 3.7	226,008	234,029	+ 3.5
Prince Edward Island...	69	89	+ 29.0	129,709	179,256	+ 38.2
Nova Scotia	241	322	+ 33.6	495,819	771,589	+ 55.6
New Brunswick	282	276	- 2.1	630,183	616,445	- 2.2
Quebec	1,621	1,372	- 15.4	4,883,140	4,139,008	- 15.2
Ontario	2,573	3,742	+ 45.4	6,665,738	9,421,031	+ 41.3
Manitoba	465	480	+ 3.2	1,105,541	1,209,615	+ 9.4
Saskatchewan	1,218	1,091	- 10.4	2,534,183	2,558,610	+ 1.0
Alberta	1,239	1,134	- 8.5	2,852,879	3,139,705	+ 10.1
British Columbia	736	639	- 13.2	1,955,083	1,795,086	- 8.2
Canada	8,551	9,256	+ 8.2	21,478,283	24,064,374	+ 12.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	324	439	+ 35.5	771,852	991,892	+ 28.5
Prince Edward Island...	171	226	+ 32.2	382,016	478,868	+ 25.4
Nova Scotia	826	1,254	+ 51.8	1,994,648	2,945,608	+ 47.7
New Brunswick	877	1,141	+ 30.1	2,135,642	2,662,130	+ 24.7
Quebec	5,674	6,730	+ 18.6	15,710,492	17,301,128	+ 10.1
Ontario	11,071	16,204	+ 46.4	28,221,409	40,208,510	+ 42.5
Manitoba	1,933	2,139	+ 10.7	4,772,303	5,191,851	+ 8.8
Saskatchewan	2,825	2,996	+ 6.1	6,612,565	7,186,548	+ 8.7
Alberta	3,120	3,626	+ 16.2	7,696,775	9,244,078	+ 20.1
British Columbia	2,439	3,755	+ 54.0	6,240,892	8,868,403	+ 42.1
Canada	29,260	38,510	+ 31.6	74,538,594	95,079,016	+ 27.6

(1) Revised

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
JULY 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	547	1,142	+ 108.8	669,123	1,833,190	+ 174.0
Quebec	1,830	3,141	+ 71.6	2,673,298	5,609,511	+ 109.8
Ontario	2,859	5,316	+ 85.9	3,368,444	8,330,819	+ 147.3
Manitoba	444	770	+ 73.4	556,540	1,165,605	+ 109.4
Saskatchewan	485	749	+ 54.4	641,396	1,141,501	+ 78.0
Alberta	818	1,504	+ 83.9	1,073,965	2,506,213	+ 133.4
British Columbia	531	1,361	+ 156.3	671,655	2,316,505	+ 244.9
Canada	7,514	13,983	+ 86.1	9,654,421	22,903,344	+ 137.2
Commercial Vehicles						
Atlantic Provinces	409	437	+ 6.8	669,218	743,816	+ 11.1
Quebec	1,194	905	- 24.2	2,386,610	2,098,001	- 12.1
Ontario	1,222	1,277	+ 4.5	2,165,546	2,620,096	+ 21.0
Manitoba	164	227	+ 38.4	257,967	427,274	+ 65.6
Saskatchewan	318	399	+ 25.5	474,910	755,993	+ 59.2
Alberta	468	658	+ 40.6	862,701	1,492,037	+ 72.9
British Columbia	357	376	+ 5.3	744,294	834,008	+ 12.1
Canada	4,132	4,279	+ 3.6	7,561,246	8,971,225	+ 18.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	956	1,579	+ 65.2	1,338,341	2,577,006	+ 92.6
Quebec	3,024	4,046	+ 33.8	5,059,908	7,707,512	+ 52.3
Ontario	4,081	6,593	+ 61.6	5,533,990	10,950,915	+ 97.9
Manitoba	608	997	+ 64.0	814,507	1,592,879	+ 95.6
Saskatchewan	803	1,148	+ 43.0	1,116,306	1,897,494	+ 70.0
Alberta	1,286	2,162	+ 68.1	1,936,666	3,998,250	+ 106.5
British Columbia	888	1,737	+ 95.6	1,415,949	3,150,513	+ 122.5
Canada	11,646	18,262	+ 56.8	17,215,667	31,874,569	+ 85.1

(1) Revised

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
JULY 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	2,144	3,638	+ 69.7	1,115,706	2,626,559	+ 135.4
Quebec	3,908	6,557	+ 67.8	2,466,134	5,705,647	+ 131.4
Ontario	12,041	19,002	+ 57.8	5,965,728	14,344,144	+ 140.4
Manitoba	1,167	2,055	+ 76.1	648,935	1,570,999	+ 142.1
Saskatchewan	1,402	2,114	+ 50.8	831,055	1,547,268	+ 86.2
Alberta	2,328	3,782	+ 62.5	1,378,070	3,188,228	+ 131.4
British Columbia	2,222	3,657	+ 64.6	1,082,948	3,246,364	+ 199.8
Canada	25,212	40,805	+ 61.8	13,488,576	32,229,209	+ 138.9
Commercial Vehicles						
Atlantic Provinces	800	942	+ 17.8	510,887	670,510	+ 31.2
Quebec	1,070	1,231	+ 15.0	1,070,273	1,262,990	+ 18.0
Ontario	1,858	2,052	+ 10.4	1,416,755	1,841,057	+ 29.9
Manitoba	238	376	+ 58.0	152,898	292,289	+ 91.2
Saskatchewan	385	551	+ 43.1	256,426	436,217	+ 70.1
Alberta	674	893	+ 32.5	559,100	872,352	+ 56.0
British Columbia	512	556	+ 8.6	479,511	521,505	+ 8.8
Canada	5,537	6,601	+ 19.2	4,445,850	5,896,920	+ 32.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,944	4,580	+ 55.6	1,626,593	3,297,069	+ 102.7
Quebec	4,978	7,788	+ 56.4	3,536,407	6,968,637	+ 97.1
Ontario	13,899	21,054	+ 51.5	7,382,483	16,185,201	+ 119.2
Manitoba	1,405	2,431	+ 73.0	801,833	1,863,288	+ 132.4
Saskatchewan	1,787	2,665	+ 49.1	1,087,481	1,983,485	+ 82.4
Alberta	3,002	4,675	+ 55.7	1,937,170	4,060,580	+ 109.6
British Columbia	2,734	4,213	+ 54.1	1,562,459	3,767,869	+ 141.1
Canada	30,749	47,406	+ 54.2	17,934,426	38,126,129	+ 112.6

(1) Revised
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