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## NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

AUGUST 1952

### New Motor Vehicle Sales

The upward trend in sales of new motor vehicles which began in May this year, continued during August but to a less pronounced degree. There were 26,823 new vehicles sold in August 1952 for a retail value of \$66,208,586, an increase of 24% in number and 20% in value over August 1951. All provinces reported increases over last year.

Passenger car sales increased 26% in number and 20% in retail value over August 1951. Commercial vehicle sales were 20% higher in number and retail value than in the same period last year.

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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.

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Prepared in Merchandising and Services Section

Sales of Buses, August, 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	3	-	27,239	-
Quebec	18	28	372,355	658,285
Ontario	25	19	271,717	211,263
Manitoba	4	5	68,575	82,297
Saskatchewan	-	-	-	-
Alberta	1	1	8,616	9,609
British Columbia	1	1	8,600	15,801
Canada	52	54	757,102	977,255

Financing of Motor Vehicle Sales

New Vehicles.-New motor vehicle sales financed in August 1952 increased 17% in number and 41% in amount of financing over the same period a year ago.

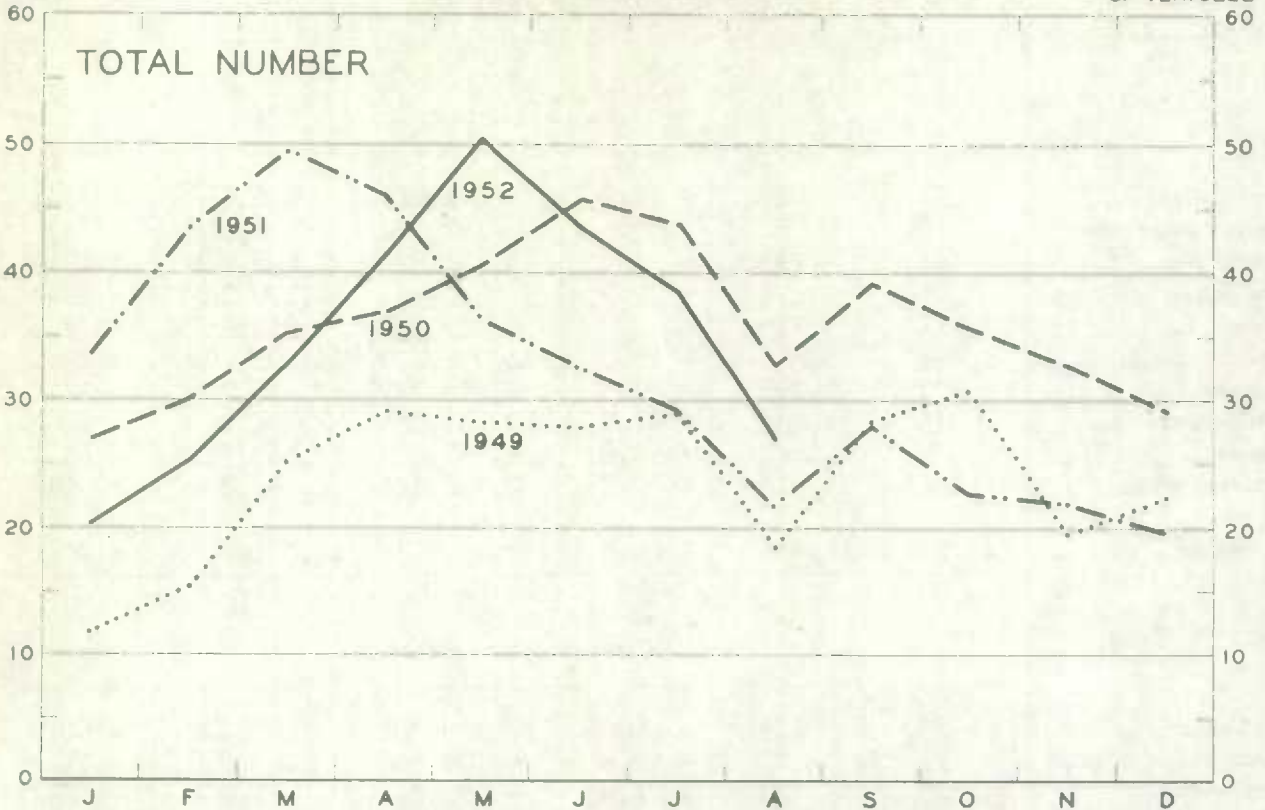
Financing of passenger cars was solely responsible for the increase. There were 9,524 new passenger cars financed to the extent of \$15,774,474 in August 1952, an increase of 35% in number and 74% in value over August 1951. New commercial vehicles financed decreased 12% in number but showed a slight increase of 2% in the amount of financing.

Used Vehicles.-Financing of sales of used vehicles which has been following an upward trend throughout 1952 continued to climb during August but to a lesser degree than in previous months. The number of used passenger cars financed increased 33% in number and 93% in amount of financing over August 1951. Financing of used commercial vehicles was 9% in number and 23% higher in the amount of financing than in the same period last year.

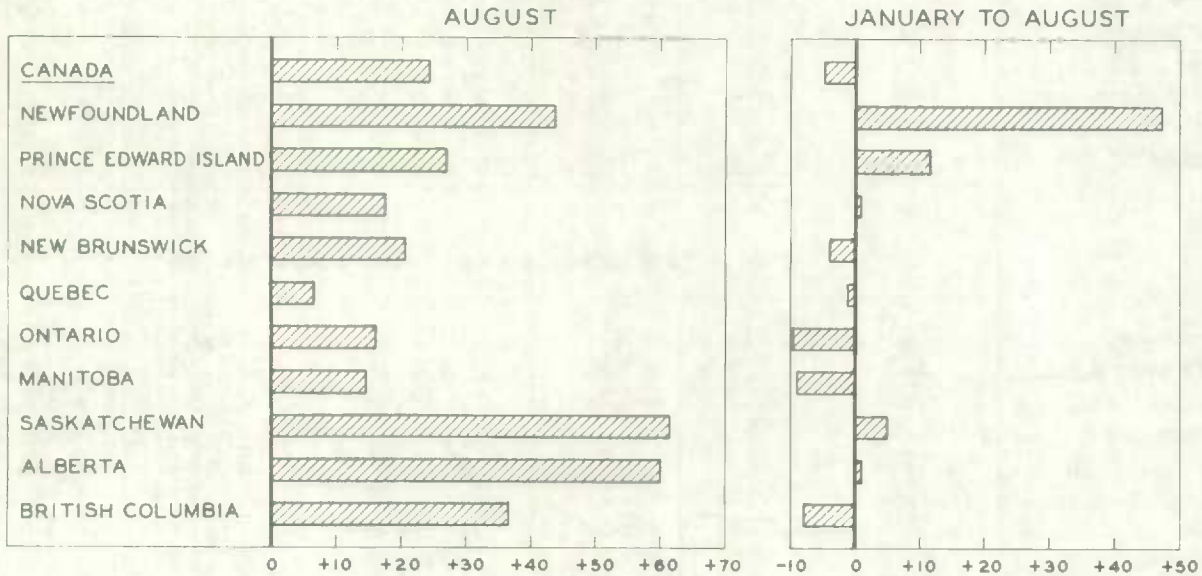
## NEW MOTOR VEHICLE SALES 1949-50-51-52

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



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



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

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
<b>Passenger Cars</b>						
Newfoundland .....	154	219	+ 42.2	371,841	495,688	+ 33.3
Prince Edward Island...	79	84	+ 6.3	192,391	192,446	(2)
Nova Scotia .....	464	533	+ 14.9	1,154,820	1,275,768	+ 10.5
New Brunswick .....	369	478	+ 29.5	938,953	1,179,147	+ 25.6
Quebec .....	3,514	3,715	+ 5.7	9,215,218	9,352,157	+ 1.5
Ontario .....	5,893	6,971	+ 18.3	14,796,477	16,631,204	+ 12.4
Manitoba .....	907	1,091	+ 20.3	2,283,767	2,561,726	+ 12.2
Saskatchewan .....	845	1,432	+ 69.5	2,195,155	3,434,366	+ 56.5
Alberta .....	1,088	1,834	+ 68.6	2,752,607	4,560,911	+ 65.7
British Columbia .....	1,164	1,918	+ 64.8	2,758,106	4,391,302	+ 59.2
<b>Canada .....</b>	<b>14,477</b>	<b>18,275</b>	<b>+ 26.2</b>	<b>36,659,335</b>	<b>44,074,715</b>	<b>+ 20.2</b>
<b>Commercial Vehicles</b>						
Newfoundland .....	87	127	+ 46.0	179,701	269,482	+ 50.0
Prince Edward Island...	44	72	+ 63.6	87,068	149,016	+ 71.1
Nova Scotia .....	228	280	+ 22.8	504,613	667,086	+ 32.2
New Brunswick .....	255	273	+ 7.1	612,799	597,261	- 2.5
Quebec .....	1,413	1,528	+ 8.1	3,990,412	4,382,483	+ 9.8
Ontario .....	1,843	1,996	+ 8.3	5,478,745	5,565,921	+ 1.6
Manitoba .....	600	634	+ 5.7	1,351,389	1,526,061	+ 12.9
Saskatchewan .....	990	1,526	+ 54.1	2,180,544	3,562,771	+ 63.4
Alberta .....	958	1,437	+ 50.0	2,287,233	3,620,489	+ 58.3
British Columbia .....	736	675	- 8.3	1,749,396	1,793,301	+ 2.5
<b>Canada .....</b>	<b>7,154</b>	<b>8,548</b>	<b>+ 19.5</b>	<b>18,421,900</b>	<b>22,133,871</b>	<b>+ 20.1</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland .....	241	346	+ 43.6	551,542	765,170	+ 38.7
Prince Edward Island...	123	156	+ 26.8	279,459	341,462	+ 22.2
Nova Scotia .....	692	813	+ 17.5	1,659,433	1,942,854	+ 17.1
New Brunswick .....	624	751	+ 20.4	1,551,752	1,776,408	+ 14.5
Quebec .....	4,927	5,243	+ 6.4	13,205,630	13,734,640	+ 4.0
Ontario .....	7,736	8,967	+ 15.9	20,275,222	22,197,125	+ 9.5
Manitoba .....	1,507	1,725	+ 14.5	3,635,156	4,087,787	+ 12.5
Saskatchewan .....	1,835	2,958	+ 61.2	4,375,699	6,997,137	+ 59.9
Alberta .....	2,046	3,271	+ 59.9	5,039,840	8,181,400	+ 62.3
British Columbia .....	1,900	2,593	+ 36.5	4,507,502	6,184,603	+ 37.2
<b>Canada .....</b>	<b>21,631</b>	<b>26,823</b>	<b>+ 24.0</b>	<b>55,081,235</b>	<b>66,208,586</b>	<b>+ 20.2</b>

(1) Revised

(2) Unchanged

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces**  
August, 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 .....	531	810	+ 52.5	642,191	1,277,929	+ 99.0
Quebec .....	1,656	2,221	+ 34.1	2,417,837	4,039,402	+ 67.1
Ontario .....	2,671	3,424	+ 28.2	3,170,913	5,420,932	+ 71.0
Manitoba .....	431	511	+ 18.6	535,822	783,634	+ 46.2
Saskatchewan .....	488	566	+ 16.0	655,631	894,041	+ 36.4
Alberta .....	757	986	+ 30.3	1,002,836	1,645,507	+ 64.1
British Columbia .....	510	1,006	+ 97.3	616,161	1,713,029	+178.0
<b>Canada.....</b>	<b>7,044</b>	<b>9,524</b>	<b>+ 35.2</b>	<b>9,041,391</b>	<b>15,774,474</b>	<b>+ 74.4</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	371	371	(2)	580,038	617,828	+ 6.5
Quebec .....	1,127	806	- 28.5	2,339,688	1,802,746	- 22.9
Ontario .....	1,259	949	- 24.6	2,186,795	2,006,988	- 8.2
Manitoba .....	245	208	- 15.1	380,039	394,937	+ 3.9
Saskatchewan .....	388	441	+ 13.7	614,282	844,238	+ 37.4
Alberta .....	537	662	+ 23.3	1,027,492	1,574,390	+ 53.2
British Columbia .....	350	325	- 7.1	734,007	749,780	+ 2.1
<b>Canada.....</b>	<b>4,277</b>	<b>3,762</b>	<b>- 12.0</b>	<b>7,862,341</b>	<b>7,990,907</b>	<b>+ 1.6</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	902	1,181	+ 30.9	1,222,229	1,895,757	+ 55.1
Quebec .....	2,783	3,027	+ 8.8	4,757,525	5,842,148	+ 22.8
Ontario .....	3,930	4,373	+ 11.3	5,357,708	7,427,920	+ 34.9
Manitoba .....	676	719	+ 6.4	915,861	1,178,571	+ 28.7
Saskatchewan .....	876	1,007	+ 15.0	1,269,913	1,738,279	+ 36.9
Alberta .....	1,294	1,648	+ 27.4	2,030,328	3,219,897	+ 58.6
British Columbia .....	860	1,331	+ 54.8	1,350,168	2,462,809	+ 82.4
<b>Canada.....</b>	<b>11,321</b>	<b>13,286</b>	<b>+ 17.4</b>	<b>16,903,732</b>	<b>23,765,381</b>	<b>+ 40.6</b>

(1) Revised

(2) Unchanged

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces**  
August, 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 .....	2,095	2,884	+ 37.7	1,095,970	2,060,585	+ 88.0
Quebec .....	3,663	5,201	+ 42.0	2,327,286	4,514,361	+ 94.0
Ontario .....	11,244	14,360	+ 27.7	5,590,464	10,750,922	+ 92.3
Manitoba .....	1,166	1,564	+ 34.1	642,014	1,181,471	+ 84.0
Saskatchewan .....	1,323	1,662	+ 25.6	769,585	1,261,427	+ 63.9
Alberta .....	2,268	3,108	+ 37.0	1,342,748	2,576,582	+ 91.9
British Columbia .....	2,203	3,193	+ 44.9	1,255,285	2,807,489	+123.7
<b>Canada .....</b>	<b>23,962</b>	<b>31,972</b>	<b>+ 33.4</b>	<b>13,023,352</b>	<b>25,152,837</b>	<b>+ 93.1</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	695	786	+ 13.1	476,949	536,011	+ 12.4
Quebec .....	1,122	1,158	+ 3.2	1,089,565	1,200,142	+ 10.1
Ontario .....	1,883	1,898	+ 0.8	1,348,642	1,638,441	+ 21.5
Manitoba .....	283	304	+ 7.4	204,136	228,636	+ 20.0
Saskatchewan .....	576	724	+ 25.7	395,107	584,371	+ 47.9
Alberta .....	701	904	+ 29.0	561,143	910,388	+ 62.2
British Columbia .....	532	533	+ 0.2	491,418	506,667	+ 3.1
<b>Canada .....</b>	<b>5,792</b>	<b>6,307</b>	<b>+ 8.9</b>	<b>4,566,960</b>	<b>5,604,656</b>	<b>+ 22.7</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	2,790	3,670	+ 31.5	1,572,919	2,596,596	+ 65.1
Quebec .....	4,785	6,359	+ 32.9	3,416,851	5,714,503	+ 67.2
Ontario .....	13,127	16,258	+ 23.9	6,939,106	12,389,363	+ 78.5
Manitoba .....	1,449	1,868	+ 28.9	846,150	1,410,107	+ 66.6
Saskatchewan .....	1,899	2,386	+ 25.6	1,164,692	1,845,798	+ 58.5
Alberta .....	2,969	4,012	+ 35.1	1,903,891	3,486,970	+ 83.1
British Columbia .....	2,735	3,726	+ 36.2	1,746,703	3,314,156	+ 89.7
<b>Canada .....</b>	<b>29,754</b>	<b>38,279</b>	<b>+ 28.7</b>	<b>17,590,312</b>	<b>30,757,493</b>	<b>+ 74.9</b>

(1) Revised  
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