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DOMINION BUREAU OF STATISTICS  
Industry and Merchandising Division  
OTTAWA



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

Vol. 24 - No. 9

\$ 2.00 a year

## NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

SEPTEMBER 1952

### New Motor Vehicle Sales

Sales of new motor vehicles continued higher in September than in the same month last year. There were 31,861 new vehicles sold in September 1952 for a retail value of \$78,495,563, an increase of 14% in number and 11% in value over September 1951. Sales of both passenger cars and commercial vehicles were higher during this period. Passenger car sales increased 20% in number and 12% in retail value over September a year ago. Commercial vehicle sales were 2% higher in number and 8% higher in value than in September 1951.

In spite of the upward trend in sales of new motor vehicles which began in May 1952, cumulative figures for the first nine months of this year were still slightly below the total for the corresponding period of 1951. There were 310,947 new vehicles retailed for \$779,842,681 during the period from January to September 1952, a decline of 3% in number and less than 1% in value from the 321,104 new vehicles sold for \$785,608,902 during the first nine months of 1951. Passenger car sales were 4% lower in number and 3% lower in value during the first nine months of 1952 as compared with 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, September 1951 and 1952

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	1951	1952	1951	1952
Atlantic Provinces	-	10	-	140,630
Quebec	16	81	415,762	1,760,008
Ontario	36	7	881,067	67,165
Manitoba	5	7	87,380	119,388
Saskatchewan	-	-	-	-
Alberta	2	-	38,312	-
British Columbia	1	-	8,465	-
Canada	60	105	1,430,986	2,087,191

Financing of Motor Vehicle SalesNew Vehicles-

There was an increase of 45% in the number of new vehicles financed during September compared with the same month last year while the amount of financing was 64% greater. New passenger car financing accounted for the greater part of this increase with 79% more cars financed for a gain of 127% in amount of financing. The financing of commercial vehicles showed little change from September of last year. There was a decline of 3% in the number of vehicles financed and an increase of 4% in the amount.

Financing of new vehicles during the first nine months of 1952 was 31% greater in number and 48% greater in amount than for the same period of 1951.

Used Vehicles-

The number of vehicles and the amount financed was greater than last September for both used passenger and used commercial vehicles. Similar to new vehicles, financing of passenger cars showed much greater gains than commercial vehicles. The amount of used passenger car financing was 106% greater in September 1952 than in the same month last year. At September 30, used passenger car financing was 100% above the amount financed during the first nine months of 1951. The number of total used vehicles financed was 53% greater and the amount 87% above the January to September period of last year.

Sales and Financing of New Vehicles Compared

The following table shows a comparison of the sales and financing of new motor vehicles for September and for the Jan.-Sept. period of this year and last.

<u>Month and Item</u>	<u>Passenger Cars</u>		<u>Commercial Vehicles</u>	
	1951	1952	1951	1952
September				
No. Sold	18,582	22,268	9,414	9,593
No. Financed	5,684	10,192	4,114	3,989
% of Sales Financed	30.6	45.8	43.7	41.6
<u>Jan.-Sept.</u>				
No. Sold	235,387	225,178	85,717	85,769
No. Financed	65,483	92,802	32,809	36,127
% of Sales Financed	27.8	41.2	38.3	42.1

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

THOUSANDS  
OF VEHICLES  
30

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OF VEHICLES  
30

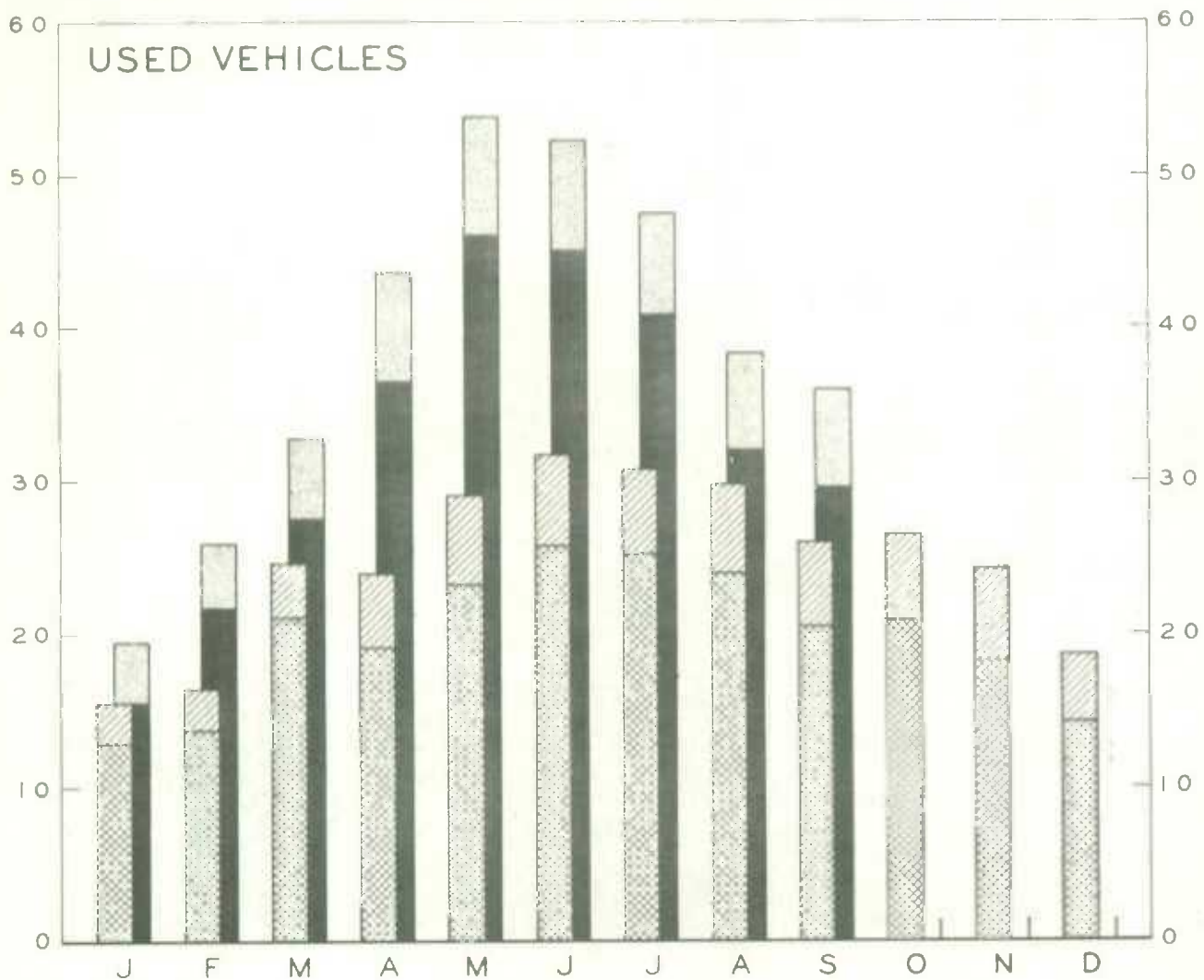
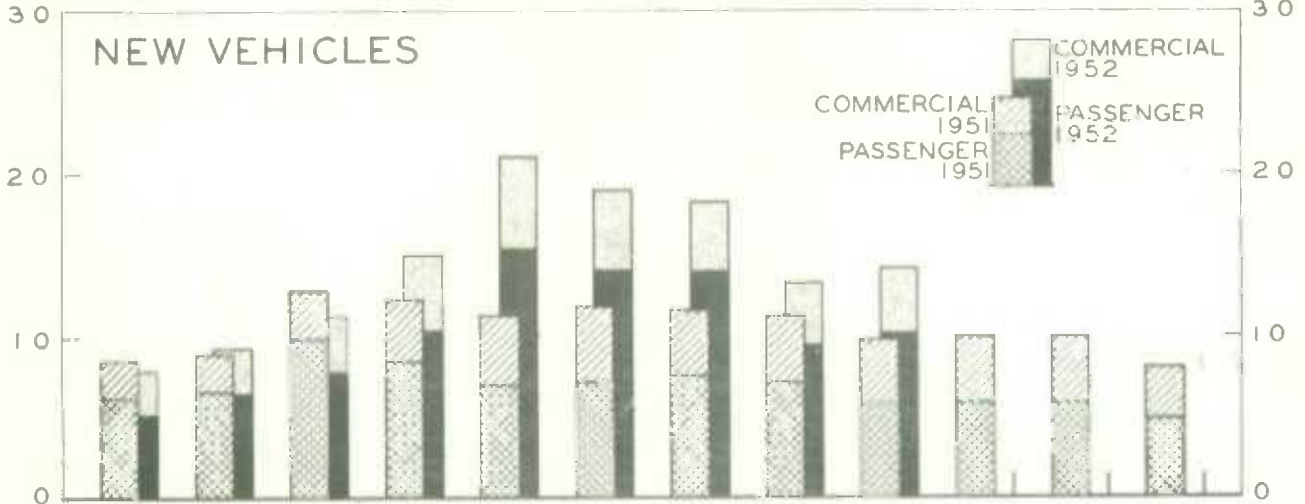


TABLE 1 New Motor Vehicle Sales, by Provinces  
September, 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
<b>Passenger Cars</b>						
Newfoundland .....	202	229	+ 13.4	521,164	514,834	- 1.2
Prince Edward Island...	113	109	- 3.5	282,149	247,113	- 12.4
Nova Scotia .....	529	685	+ 29.5	1,312,763	1,604,118	+ 22.2
New Brunswick .....	478	569	+ 19.0	1,207,116	1,312,961	+ 8.8
Quebec .....	3,662	4,091	+ 11.7	9,579,262	9,758,352	+ 1.9
Ontario .....	7,383	9,974	+ 35.1	18,875,645	24,223,197	+ 28.3
Manitoba .....	1,275	1,312	+ 2.9	3,190,279	3,068,357	- 3.8
Saskatchewan .....	1,657	1,324	- 20.1	4,150,217	3,201,963	- 22.8
Alberta .....	1,678	1,913	+ 14.0	4,289,899	4,639,640	+ 8.2
British Columbia .....	1,605	2,062	+ 28.5	3,916,933	4,653,350	+ 18.8
<b>Canada .....</b>	<b>18,582</b>	<b>22,268</b>	<b>+ 19.8</b>	<b>47,325,427</b>	<b>53,223,885</b>	<b>+ 12.5</b>
<b>Commercial Vehicles</b>						
Newfoundland .....	128	189	+ 47.7	267,618	402,162	+ 50.3
Prince Edward Island...	77	58	- 24.7	155,947	115,795	- 25.7
Nova Scotia .....	297	279	- 6.1	596,549	660,970	+ 10.8
New Brunswick .....	294	228	- 22.4	687,194	549,682	- 20.0
Quebec .....	1,638	1,551	- 5.3	4,343,422	5,601,277	+ 29.0
Ontario .....	2,714	3,085	+ 13.7	7,841,953	7,848,435	+ 0.1
Manitoba .....	584	636	+ 8.9	1,345,168	1,529,406	+ 13.7
Saskatchewan .....	1,435	1,222	- 14.8	3,057,478	2,746,263	- 10.2
Alberta .....	1,518	1,626	+ 7.1	3,453,244	3,938,754	+ 14.1
British Columbia .....	729	719	- 1.4	1,761,517	1,878,934	+ 6.7
<b>Canada .....</b>	<b>9,414</b>	<b>9,593</b>	<b>+ 1.9</b>	<b>23,510,090</b>	<b>25,271,678</b>	<b>+ 7.5</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland .....	330	418	+ 26.7	788,782	916,996	+ 16.3
Prince Edward Island...	190	167	- 12.1	438,096	362,908	- 17.2
Nova Scotia .....	826	964	+ 16.7	1,909,312	2,265,088	+ 18.6
New Brunswick .....	772	797	+ 3.2	1,894,310	1,862,643	- 1.7
Quebec .....	5,300	5,642	+ 6.5	13,922,684	15,359,629	+ 10.3
Ontario .....	10,097	13,059	+ 29.3	26,717,598	32,071,632	+ 20.0
Manitoba .....	1,859	1,948	+ 4.8	4,535,447	4,597,763	+ 1.4
Saskatchewan .....	3,092	2,546	- 1.8	7,207,695	5,948,226	- 17.5
Alberta .....	3,196	3,539	+ 10.7	7,743,143	8,578,394	+ 10.8
British Columbia .....	2,334	2,781	+ 19.2	5,678,450	6,532,284	+ 15.0
<b>Canada .....</b>	<b>27,996</b>	<b>31,861</b>	<b>+ 13.8</b>	<b>70,835,517</b>	<b>78,495,563</b>	<b>+ 10.8</b>

(1) Revised

**TABLE 3 Financing of Sales of New Motor Vehicles, by Provinces  
SEPTEMBER, 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 .....	467	729	+ 56.1	573,903	1,158,410	+101.8
Quebec .....	1,397	2,208	+ 58.1	2,037,308	4,027,361	+ 97.7
Ontario .....	2,117	4,139	+ 95.5	2,548,648	6,381,633	+150.4
Manitoba .....	342	509	+ 48.8	420,307	772,521	+ 83.8
Saskatchewan .....	359	612	+ 70.5	496,473	990,447	+ 99.5
Alberta .....	531	997	+ 87.8	723,171	1,660,399	+129.6
British Columbia .....	471	998	+111.9	568,471	1,703,087	+199.6
<b>Canada .....</b>	<b>5,684</b>	<b>10,192</b>	<b>+ 79.3</b>	<b>7,368,281</b>	<b>16,693,858</b>	<b>+126.6</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	332	355	+ 6.9	525,693	593,891	+ 13.0
Quebec .....	1,031	767	- 25.6	2,089,085	1,699,080	- 18.7
Ontario .....	1,121	1,127	+ 0.5	2,104,361	2,139,247	+ 1.7
Manitoba .....	264	227	- 14.0	431,509	362,206	- 16.1
Saskatchewan .....	423	518	+ 22.5	703,452	951,285	+ 35.2
Alberta .....	636	655	+ 3.0	1,179,794	1,476,035	+ 25.1
British Columbia .....	307	340	+ 10.7	702,940	793,596	+ 12.9
<b>Canada .....</b>	<b>4,114</b>	<b>3,989</b>	<b>- 3.0</b>	<b>7,736,834</b>	<b>8,015,340</b>	<b>+ 3.6</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	799	1,084	+ 35.7	1,099,596	1,752,301	+ 59.4
Quebec .....	2,428	2,975	+ 22.5	4,126,393	5,726,441	+ 38.8
Ontario .....	3,238	5,266	+ 62.6	4,653,009	8,520,880	+ 83.1
Manitoba .....	606	736	+ 21.5	851,816	1,134,727	+ 33.2
Saskatchewan .....	782	1,130	+ 44.5	1,199,925	1,941,732	+ 61.8
Alberta .....	1,167	1,652	+ 41.6	1,902,965	3,136,434	+ 64.8
British Columbia .....	778	1,338	+ 72.0	1,271,411	2,496,683	+ 96.4
<b>Canada .....</b>	<b>9,798</b>	<b>14,181</b>	<b>+ 44.7</b>	<b>15,105,115</b>	<b>24,709,198</b>	<b>+ 63.6</b>

(1) Revised

**TABLE 5 Financing of Sales of Used Motor Vehicles, by Provinces  
SEPTEMBER, 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 .....	1,890	2,563	+ 35.6	991,622	1,754,155	+ 76.9
Quebec .....	3,231	4,546	+ 40.7	2,074,456	3,869,651	+ 86.5
Ontario .....	9,634	13,371	+ 38.8	4,720,022	9,935,975	+110.5
Manitoba .....	988	1,558	+ 57.7	535,606	1,215,495	+126.9
Saskatchewan .....	992	1,590	+ 60.3	579,431	1,218,819	+110.3
Alberta .....	1,862	2,819	+ 51.4	1,123,547	2,318,285	+106.3
British Columbia .....	1,893	3,027	+ 59.9	1,106,137	2,561,098	+131.5
<b>Canada .....</b>	<b>20,490</b>	<b>29,474</b>	<b>+ 43.8</b>	<b>11,130,821</b>	<b>22,873,478</b>	<b>+105.5</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	716	801	+ 11.9	496,838	561,860	+ 13.1
Quebec .....	1,071	1,091	+ 1.9	1,021,758	1,075,787	+ 5.3
Ontario .....	1,756	1,915	+ 9.1	1,354,819	1,581,609	+ 16.7
Manitoba .....	297	397	+ 33.7	201,159	294,404	+ 46.4
Saskatchewan .....	503	742	+ 47.5	372,084	608,744	+ 63.6
Alberta .....	717	877	+ 22.3	615,972	866,324	+ 40.6
British Columbia .....	487	589	+ 20.9	434,328	587,419	+ 35.2
<b>Canada .....</b>	<b>5,547</b>	<b>6,412</b>	<b>+ 15.6</b>	<b>4,496,958</b>	<b>5,576,147</b>	<b>+ 24.0</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	2,606	3,364	+ 29.1	1,488,460	2,316,015	+ 55.6
Quebec .....	4,302	5,637	+ 31.0	3,096,214	4,945,438	+ 59.7
Ontario .....	11,390	15,286	+ 34.2	6,074,841	11,517,584	+ 89.6
Manitoba .....	1,285	1,955	+ 52.1	736,765	1,509,899	+104.9
Saskatchewan .....	1,495	2,332	+ 56.0	951,515	1,827,563	+ 92.1
Alberta .....	2,579	3,696	+ 43.3	1,739,519	3,184,609	+ 83.1
British Columbia .....	2,380	3,616	+ 51.9	1,540,465	3,148,517	+104.4
<b>Canada .....</b>	<b>26,037</b>	<b>35,886</b>	<b>+ 37.8</b>	<b>15,627,779</b>	<b>28,449,625</b>	<b>+ 82.0</b>

(1) Revised  
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