

63 007



DOMINION BUREAU OF STATISTICS  
Industry and Merchandising Division  
OTTAWA

DOES NOT CIRCULATE  
NE PAS PRÊTER

DOMINION BUREAU  
OF STATISTICS  
MAR 15 1953  
PROPERTY OF THE  
LIBRARY

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

Vol. 25 - No. 1

\$2.00 a year

## NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JANUARY, 1953

### New Motor Vehicles Sales

Sales of new motor vehicles continued upward in January 1953. There were 30,207 new vehicles sold for \$75,122,609 during this month, an increase of 49% in number and 42% in retail value over January 1952. All provinces registered increased sales over January last year.

New passenger car sales were chiefly responsible for this gain, being 68% higher in number and 61% greater in retail value than in January 1952. Sales of commercial vehicles registered slight increases of 8% in number and 3% in value.

---

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, January 1952 and 1953

	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1952</u>	<u>1953</u>	<u>1952</u>	<u>1953</u>
			\$	\$
Atlantic Provinces .....	-	-	-	-
Quebec .....	22	1	472,746	11,220
Ontario .....	11	4	194,916	57,336
Manitoba .....	6	4	100,980	69,776
Saskatchewan .....	-	-	-	-
Alberta .....	-	1	-	8,561
British Columbia .....	-	-	-	-
CANADA .....	39	10	768,642	146,893

Financing of New Motor Vehicles Sales

New Vehicles - In line with increased sales, new motor vehicles financed in January 1953 were 45% higher in number and 56% higher in amount of financing than in January 1952.

Passenger cars financed increased 70% in number and 114% in amount compared with January last year with all provinces recording substantial gains. Financing of commercial vehicles, on the other hand, recorded slight declines both in number and amount of financing.

Used Vehicles - The financing of used vehicles continued high during January 1953. There were 25,277 used vehicles financed to the extent of \$21,854,978, up 28% in number and 62% in amount of financing over last year. Financing of used passenger cars accounted for the greater portion of this increase with gains of 33% in number and 80% in amount of financing. Commercial vehicles financed showed only slight gains both in number and amount of financing.

TABLE 1 New Motor Vehicle Sales, by Provinces

JANUARY 1952 AND 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
<b>Passenger Cars</b>						
Newfoundland .....	84	222	+ 164.3	209,374	520,042	+ 148.4
Prince Edward Island...	64	101	+ 57.8	163,908	238,216	+ 45.3
Nova Scotia .....	420	726	+ 72.9	1,132,533	1,743,506	+ 53.9
New Brunswick .....	305	512	+ 67.9	777,955	1,252,762	+ 61.0
Quebec .....	2,733	4,260	+ 55.9	7,296,537	10,970,646	+ 50.4
Ontario .....	5,803	9,739	+ 67.8	14,785,000	23,921,639	+ 61.8
Manitoba .....	892	1,651	+ 85.1	2,289,403	4,014,445	+ 75.3
Saskatchewan .....	959	1,586	+ 65.4	2,481,861	3,968,194	+ 59.9
Alberta .....	1,302	2,136	+ 64.1	3,417,304	5,328,085	+ 55.9
British Columbia .....	1,215	2,197	+ 80.8	2,893,573	5,151,991	+ 78.0
<b>Canada .....</b>	<b>13,777</b>	<b>23,130</b>	<b>+ 67.9</b>	<b>35,447,448</b>	<b>57,109,526</b>	<b>+ 61.1</b>
<b>Commercial Vehicles</b>						
Newfoundland .....	76	82	+ 7.9	158,401	173,486	+ 9.5
Prince Edward Island...	34	42	+ 23.5	69,912	88,547	+ 26.7
Nova Scotia .....	200	241	+ 20.5	437,912	608,311	+ 38.9
New Brunswick .....	220	251	+ 14.1	586,992	586,566	- 0.1
Quebec .....	1,296	858	- 23.8	3,985,722	2,470,200	- 38.0
Ontario .....	1,895	2,458	+ 29.7	5,305,351	6,437,932	+ 21.3
Manitoba .....	514	530	+ 3.1	1,263,081	1,275,163	+ 1.0
Saskatchewan .....	744	1,036	+ 39.2	1,652,575	2,271,970	+ 37.5
Alberta .....	1,048	1,126	+ 7.4	2,530,092	2,805,831	+ 10.9
British Columbia .....	507	453	- 10.7	1,528,639	1,295,077	- 15.3
<b>Canada .....</b>	<b>6,534</b>	<b>7,077</b>	<b>+ 8.3</b>	<b>17,518,677</b>	<b>18,013,083</b>	<b>+ 2.8</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland .....	160	304	+ 90.0	367,775	693,528	+ 88.6
Prince Edward Island...	98	143	+ 45.9	233,820	326,763	+ 39.7
Nova Scotia .....	620	967	+ 56.0	1,570,445	2,351,817	+ 49.8
New Brunswick .....	525	763	+ 45.3	1,364,947	1,839,328	+ 34.8
Quebec .....	4,029	5,118	+ 27.0	11,282,259	13,440,846	+ 19.1
Ontario .....	7,698	12,197	+ 58.4	20,090,351	30,359,571	+ 51.1
Manitoba .....	1,406	2,181	+ 55.1	3,552,484	5,289,608	+ 48.9
Saskatchewan .....	1,703	2,622	+ 54.0	4,134,436	6,240,164	+ 50.9
Alberta .....	2,350	3,262	+ 38.8	5,947,396	8,133,916	+ 36.8
British Columbia .....	1,722	2,650	+ 53.9	4,422,212	6,447,068	+ 45.8
<b>Canada .....</b>	<b>20,311</b>	<b>30,207</b>	<b>+ 48.7</b>	<b>52,966,125</b>	<b>75,122,609</b>	<b>+ 41.8</b>

(1) Revised



**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces**  
**JANUARY 1952 AND 1953**

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	318	595	+ 87.1	416,508	972,606	+ 133.5
Quebec .....	885	1,768	+ 99.8	1,323,092	3,210,233	+ 142.6
Ontario .....	2,216	3,673	+ 65.7	2,790,995	5,887,425	+ 110.9
Manitoba .....	279	467	+ 67.4	360,699	717,532	+ 98.9
Saskatchewan .....	354	496	+ 40.1	475,872	795,827	+ 67.2
Alberta .....	618	994	+ 60.8	848,640	1,688,602	+ 99.0
British Columbia .....	529	824	+ 55.8	621,547	1,393,778	+ 124.2
<b>Canada .....</b>	<b>5,199</b>	<b>8,817</b>	<b>+ 69.6</b>	<b>6,837,353</b>	<b>14,666,003</b>	<b>+ 114.5</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	253	256	+ 1.2	459,769	458,616	- 0.3
Quebec .....	625	530	- 15.2	1,832,566	1,197,120	- 34.7
Ontario .....	862	843	- 2.2	1,862,001	1,638,464	- 12.0
Manitoba .....	142	116	- 18.3	262,488	245,804	- 6.4
Saskatchewan .....	183	265	+ 44.8	319,389	462,515	+ 44.8
Alberta .....	385	486	+ 26.2	851,588	1,078,365	+ 26.6
British Columbia .....	251	185	- 26.3	509,790	402,843	- 21.0
<b>Canada .....</b>	<b>2,701</b>	<b>2,681</b>	<b>- 0.7</b>	<b>6,097,591</b>	<b>5,483,727</b>	<b>- 10.1</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	571	851	+ 49.0	876,277	1,431,222	+ 63.3
Quebec .....	1,510	2,298	+ 52.2	3,155,658	4,407,353	+ 39.7
Ontario .....	3,078	4,516	+ 46.7	4,652,996	7,525,889	+ 61.7
Manitoba .....	421	583	+ 38.5	623,187	963,336	+ 54.6
Saskatchewan .....	537	761	+ 41.7	795,261	1,258,342	+ 58.2
Alberta .....	1,003	1,480	+ 47.6	1,700,228	2,766,967	+ 62.7
British Columbia .....	780	1,009	+ 29.4	1,131,337	1,796,621	+ 58.8
<b>Canada .....</b>	<b>7,900</b>	<b>11,498</b>	<b>+ 45.5</b>	<b>12,934,944</b>	<b>20,149,730</b>	<b>+ 55.8</b>

(1) Revised

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces**  
**JANUARY 1952 AND 1953**

Province	Number of Vehicles			Amount of Financing		
	1952(1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	1,019	1,661	+ 63.0	618,649	1,262,911	+ 104.1
Quebec .....	1,970	2,762	+ 40.2	1,475,263	2,592,486	+ 75.7
Ontario .....	8,248	10,331	+ 25.3	4,802,685	8,305,659	+ 72.9
Manitoba .....	737	1,051	+ 42.6	488,898	905,978	+ 85.3
Saskatchewan .....	743	1,161	+ 56.3	486,647	943,506	+ 93.9
Alberta .....	1,494	2,164	+ 44.8	1,022,127	1,898,252	+ 85.7
British Columbia .....	1,734	2,132	+ 23.0	1,072,190	1,997,878	+ 86.3
<b>Canada .....</b>	<b>15,945</b>	<b>21,262</b>	<b>+ 33.3</b>	<b>9,966,459</b>	<b>17,906,670</b>	<b>+ 79.7</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	444	505	+ 13.7	322,579	366,503	+ 13.6
Quebec .....	701	608	- 13.3	787,800	708,766	- 10.0
Ontario .....	1,359	1,370	+ 0.8	1,165,992	1,340,804	+ 15.0
Manitoba .....	192	240	+ 25.0	173,104	216,925	+ 25.3
Saskatchewan .....	239	350	+ 46.4	178,755	337,467	+ 88.8
Alberta .....	506	591	+ 16.8	488,074	640,392	+ 31.2
British Columbia .....	406	351	- 13.5	402,558	337,451	- 16.2
<b>Canada .....</b>	<b>3,847</b>	<b>4,015</b>	<b>+ 4.4</b>	<b>3,518,862</b>	<b>3,948,308</b>	<b>+ 12.2</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	1,463	2,166	+ 48.1	941,228	1,629,414	+ 73.1
Quebec .....	2,671	3,370	+ 26.2	2,263,063	3,301,252	+ 45.9
Ontario .....	9,607	11,701	+ 21.8	5,968,677	9,646,463	+ 61.6
Manitoba .....	929	1,291	+ 39.0	662,002	1,122,903	+ 69.6
Saskatchewan .....	982	1,511	+ 53.9	665,402	1,280,973	+ 92.5
Alberta .....	2,000	2,755	+ 37.8	1,510,201	2,538,644	+ 68.1
British Columbia .....	2,140	2,483	+ 16.0	1,474,748	2,335,329	+ 58.4
<b>Canada .....</b>	<b>19,792</b>	<b>25,277</b>	<b>+ 27.7</b>	<b>13,485,321</b>	<b>21,854,978</b>	<b>+ 62.1</b>

(1) Revised  
6505-506  
28-2-1953



1010768669