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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

OCTOBER, 1953

New Motor Vehicle Sales

Sales of new motor vehicles continued downward in October 1953. During this period there were 32,780 new vehicles sold for \$82,767,893, a drop of 3% in number and 1% in value from the 33,889 new vehicles retailed for \$83,879,835 in October 1952.

Sales of new passenger cars continued to show a slight increase. These numbered 24,822 and were sold for \$61,282,687, an increase of over 1% in number and 2% in value over sales in October last year. Commercial vehicle sales declined 16% in number and 10% in value and were solely responsible for the overall drop in new vehicles sales during October.

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, October 1952 and 1953

Province	Number of Units		Retail Value	
	<u>1952</u>	<u>1953</u>	<u>1952</u> \$	<u>1953</u> \$
Atlantic Provinces	2	3	31,116	9,599
Quebec	30	56	599,886	1,204,279
Ontario	13	16	248,200	273,801
Manitoba	4	3	66,154	48,199
Saskatchewan	-	2	-	5,828
Alberta	-	8	-	25,807
British Columbia	1	3	19,048	10,199
Canada	50	91	964,404	1,577,712

Financing of Motor Vehicle SalesNew Vehicles

Financing of new vehicles declined 6% in number from 16,252 in October 1952 to 15,325 in October 1953, while the amount of financing was fractionally higher up from \$28,124,851 to \$28,265,037.

New passenger car financing increased 1% in number and 9% in amount. New commercial vehicles, on the other hand, declined 24% in number and 17% in amount of financing.

Used Vehicles

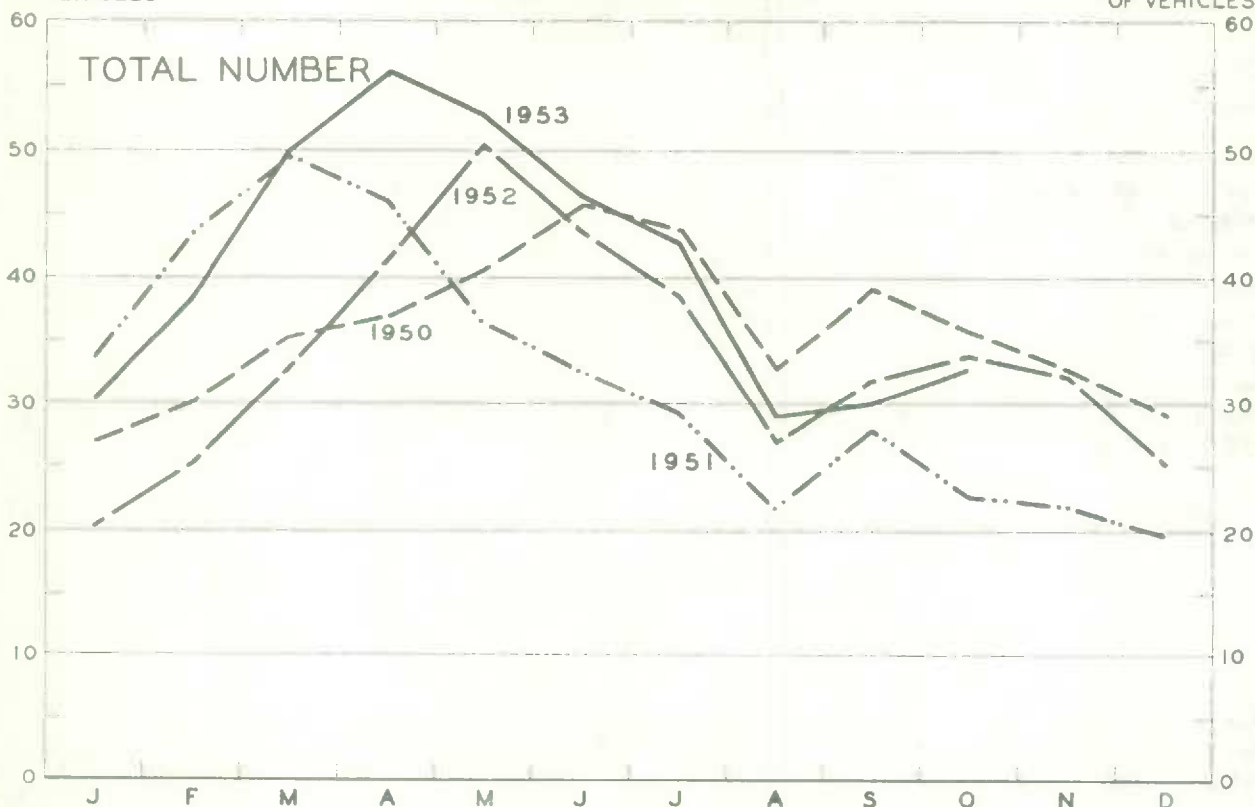
Financing of used vehicles declined both in number and amount. The 34,593 used vehicles financed in October to the extent of \$28,609,036 represented a decrease of 7% in number and 5% in amount from the 37,060 used vehicles financed to the extent of \$30,227,287 in October last year.

Used passenger car financing was 5% lower in number and 3% lower in amount while used commercial vehicles declined 12% in number and 15% in amount.

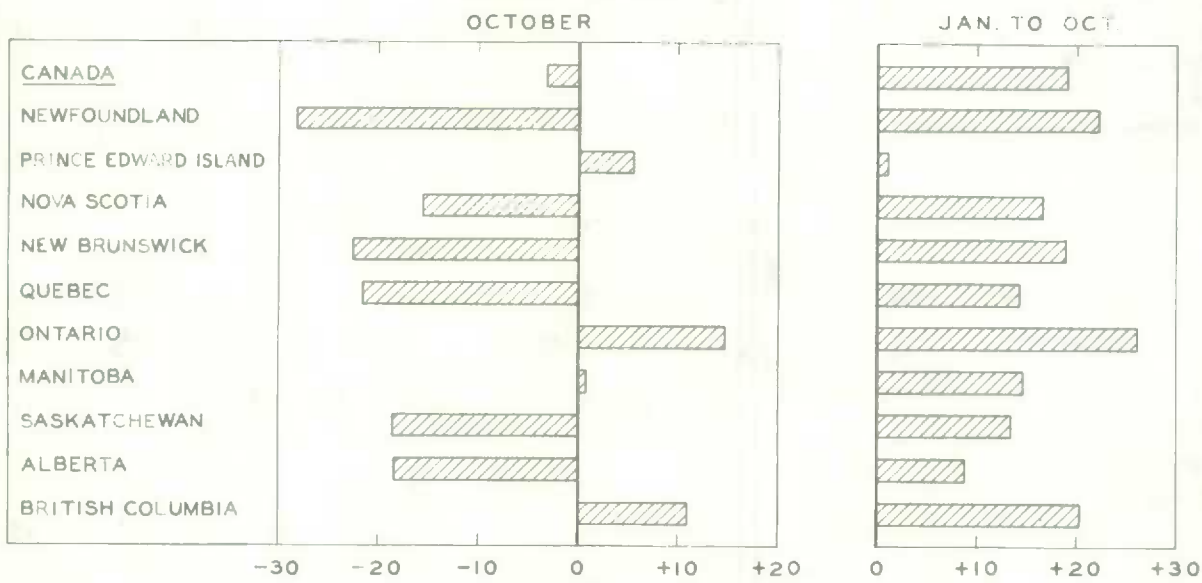
NEW MOTOR VEHICLE SALES 1950 - 51 - 52 - 53

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1953/1952



**TABLE 1 New Motor Vehicle Sales, by Provinces
OCTOBER 1952 AND 1953**

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	258	155	- 39.1	609,075	374,850	- 38.5
Prince Edward Island...	87	93	+ 6.9	206,106	225,413	+ 9.4
Nova Scotia	748	626	- 16.3	1,768,404	1,542,931	- 12.8
New Brunswick	567	419	- 26.1	1,378,686	1,040,967	- 24.5
Quebec	5,229	4,153	- 20.6	13,433,737	10,596,127	- 21.1
Ontario	10,047	11,655	+ 16.0	24,831,680	28,603,319	+ 15.2
Manitoba	1,362	1,436	+ 5.4	3,308,877	3,552,304	+ 7.4
Saskatchewan	1,887	1,870	- 0.9	4,580,344	4,708,078	+ 2.8
Alberta	2,135	1,957	- 8.3	5,198,032	4,857,619	- 6.5
British Columbia	2,124	2,458	+ 15.7	4,701,955	5,781,079	+ 23.0
Canada	24,444	24,822	+ 1.5	60,016,896	61,282,687	+ 2.1
Commercial Vehicles						
Newfoundland	145	134	- 7.6	308,033	282,334	- 8.3
Prince Edward Island...	61	63	+ 3.3	132,933	131,969	- 0.7
Nova Scotia	323	278	- 13.9	720,798	578,283	- 19.8
New Brunswick	279	237	- 15.1	686,534	526,799	- 23.3
Quebec	1,766	1,328	- 24.8	4,948,923	4,756,442	- 3.9
Ontario	2,698	2,959	+ 9.7	7,037,580	8,058,142	+ 14.5
Manitoba	427	365	- 14.5	1,055,884	889,750	- 15.7
Saskatchewan	1,487	877	- 41.0	3,389,748	2,027,960	- 40.2
Alberta	1,598	1,088	- 31.9	3,836,916	2,578,629	- 32.8
British Columbia	661	629	- 4.8	1,745,590	1,654,898	- 5.2
Canada	9,445	7,958	- 15.7	23,862,939	21,485,206	- 10.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	403	289	- 28.3	917,108	657,184	- 28.3
Prince Edward Island...	148	156	+ 5.4	339,039	357,382	+ 5.4
Nova Scotia	1,071	904	- 15.6	2,489,202	2,121,214	- 14.8
New Brunswick	846	656	- 22.5	2,065,220	1,567,766	- 24.1
Quebec	6,995	5,481	- 21.6	18,382,660	15,352,569	- 16.5
Ontario	12,745	14,614	+ 14.7	31,869,260	36,661,461	+ 15.0
Manitoba	1,789	1,801	+ 0.7	4,364,761	4,442,054	+ 1.8
Saskatchewan	3,374	2,747	- 18.6	7,970,092	6,736,038	- 15.5
Alberta	3,733	3,045	- 18.4	9,034,948	7,436,248	- 17.7
British Columbia	2,785	3,087	+ 10.8	6,447,545	7,435,977	+ 15.3
Canada	33,889	32,780	- 3.3	83,879,835	82,767,893	- 1.3

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	856	832	- 2.8	1,397,496	1,415,079	+ 1.3
Quebec	2,485	2,545	+ 2.4	4,443,624	4,751,378	+ 6.9
Ontario	4,456	4,844	+ 8.7	6,810,832	7,988,988	+ 17.3
Manitoba	644	731	+ 13.5	967,585	1,273,958	+ 31.7
Saskatchewan	996	865	- 13.2	1,621,183	1,497,521	- 7.6
Alberta	1,386	1,162	- 16.2	2,338,502	2,126,823	- 9.1
British Columbia	980	949	- 3.2	1,583,516	1,756,022	+ 10.9
Canada	11,803	11,928	+ 1.1	19,162,738	20,809,769	+ 8.6
Commercial Vehicles						
Atlantic Provinces	364	307	- 15.7	645,423	563,581	- 12.7
Quebec	857	689	- 19.6	1,866,827	1,891,485	+ 1.3
Ontario	1,259	1,045	- 17.0	2,394,482	2,046,604	- 14.5
Manitoba	222	192	- 13.5	416,024	387,818	- 6.8
Saskatchewan	548	359	- 34.5	1,004,355	674,576	- 32.8
Alberta	864	567	- 34.4	1,943,191	1,288,251	- 33.7
British Columbia	335	238	- 29.0	691,811	602,953	- 12.8
Canada	4,449	3,397	- 23.6	8,962,113	7,455,268	- 16.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,220	1,139	- 6.6	2,042,919	1,978,660	- 3.1
Quebec	3,342	3,234	- 3.2	6,310,451	6,642,863	+ 5.3
Ontario	5,715	5,889	+ 3.0	9,205,314	10,035,592	+ 9.0
Manitoba	866	923	+ 6.6	1,383,609	1,661,776	+ 20.1
Saskatchewan	1,544	1,224	- 20.7	2,625,538	2,172,097	- 17.3
Alberta	2,250	1,729	- 23.2	4,281,693	3,415,074	- 20.2
British Columbia	1,315	1,187	- 9.7	2,275,327	2,358,975	+ 3.7
Canada	16,252	15,325	- 5.7	28,124,851	28,265,037	+ 0.5

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	2,467	2,706	+ 9.7	1,740,328	1,992,174	+ 14.5
Quebec	4,877	4,870	- 0.1	4,222,222	4,281,039	+ 1.4
Ontario	13,470	12,502	- 7.2	10,270,962	9,877,402	- 3.8
Manitoba	1,651	1,412	- 14.5	1,296,140	1,163,757	- 10.2
Saskatchewan	1,827	1,820	- 0.4	1,466,210	1,482,984	+ 1.1
Alberta	3,241	2,931	- 9.6	2,743,531	2,479,472	- 9.6
British Columbia	2,914	2,523	- 13.4	2,623,831	2,324,069	- 11.4
Canada	30,447	28,764	- 5.5	24,363,224	23,600,897	- 3.1
Commercial Vehicles						
Atlantic Provinces	800	794	- 0.7	514,758	542,347	+ 5.4
Quebec	1,137	1,014	- 10.8	1,170,168	934,168	- 20.2
Ontario	2,116	1,797	- 15.1	1,832,275	1,432,080	- 21.8
Manitoba	359	325	- 9.5	268,938	251,823	- 6.4
Saskatchewan	657	544	- 17.2	545,894	506,320	- 7.2
Alberta	1,003	853	- 15.0	992,132	866,602	- 12.7
British Columbia	541	502	- 7.2	539,898	474,799	- 12.1
Canada	6,613	5,829	- 11.9	5,864,063	5,008,139	- 14.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,267	3,500	+ 7.1	2,255,086	2,534,521	+ 12.4
Quebec	6,014	5,884	- 2.2	5,392,390	5,215,207	- 3.3
Ontario	15,586	14,299	- 8.3	12,103,237	11,309,482	- 6.6
Manitoba	2,010	1,737	- 13.6	1,565,078	1,415,580	- 9.6
Saskatchewan	2,484	2,364	- 4.8	2,012,104	1,989,304	- 1.1
Alberta	4,244	3,784	- 10.8	3,735,663	3,346,074	- 10.4
British Columbia	3,455	3,025	- 12.4	3,163,729	2,798,868	- 11.5
Canada	37,060	34,593	- 6.7	30,227,287	28,609,036	- 5.4

(1) Revised
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