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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

NOVEMBER, 1953

New Motor Vehicle Sales

The sales of new motor vehicles in November continued on the downward trend which began in September. The number sold was 13 % lower than in November 1952 and the amount of sales was 9 % below last year.

Sales of new passenger cars dropped below the 1952 level for the first time in November. The decline in sales for September and October was attributed solely to fewer commercial vehicle sales. In November 21,236 passenger cars were sold for \$53,306,654, a drop of 9% in number and 6% in value from last year. Commercial vehicle sales declined 23% in number and 16% in value from November 1952.

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, November 1952 and 1953

Province	Number of Units		Retail Value	
	<u>1952</u>	<u>1953</u>	<u>1952</u>	<u>1953</u>
			\$	\$
Atlantic Provinces	8	-	98,564	-
Quebec	8	42	139,813	945,362
Ontario	5	6	66,776	73,053
Manitoba	2	11	32,422	214,737
Saskatchewan	-	2	-	41,580
Alberta	-	3	-	24,915
British Columbia	-	-	-	-
Canada	23	64	337,575	1,299,647

Financing of Motor Vehicle SalesNew Vehicles

The financing of new vehicles did not decline at the same rate as did sales. The 13,285 vehicles financed were 5% lower in number than in November 1952 while the amount of financing was 1% lower.

Passenger car financing held at a slightly higher level than last year with a gain of 8% in amount of financing while passenger car sales declined 6%.

Used Vehicles

Financing of used vehicles showed slight decreases both in number and amount from the same month last year. The 30,103 vehicles financed for \$25,065,421 represented decreases of 3% and 1% respectively.

Used passenger car financing was 2% lower in number and remained practically unchanged in the amount of financing. Commercial vehicle financing was 7% lower in both number and amount than November 1952.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1952 (REVISED) - 1953

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

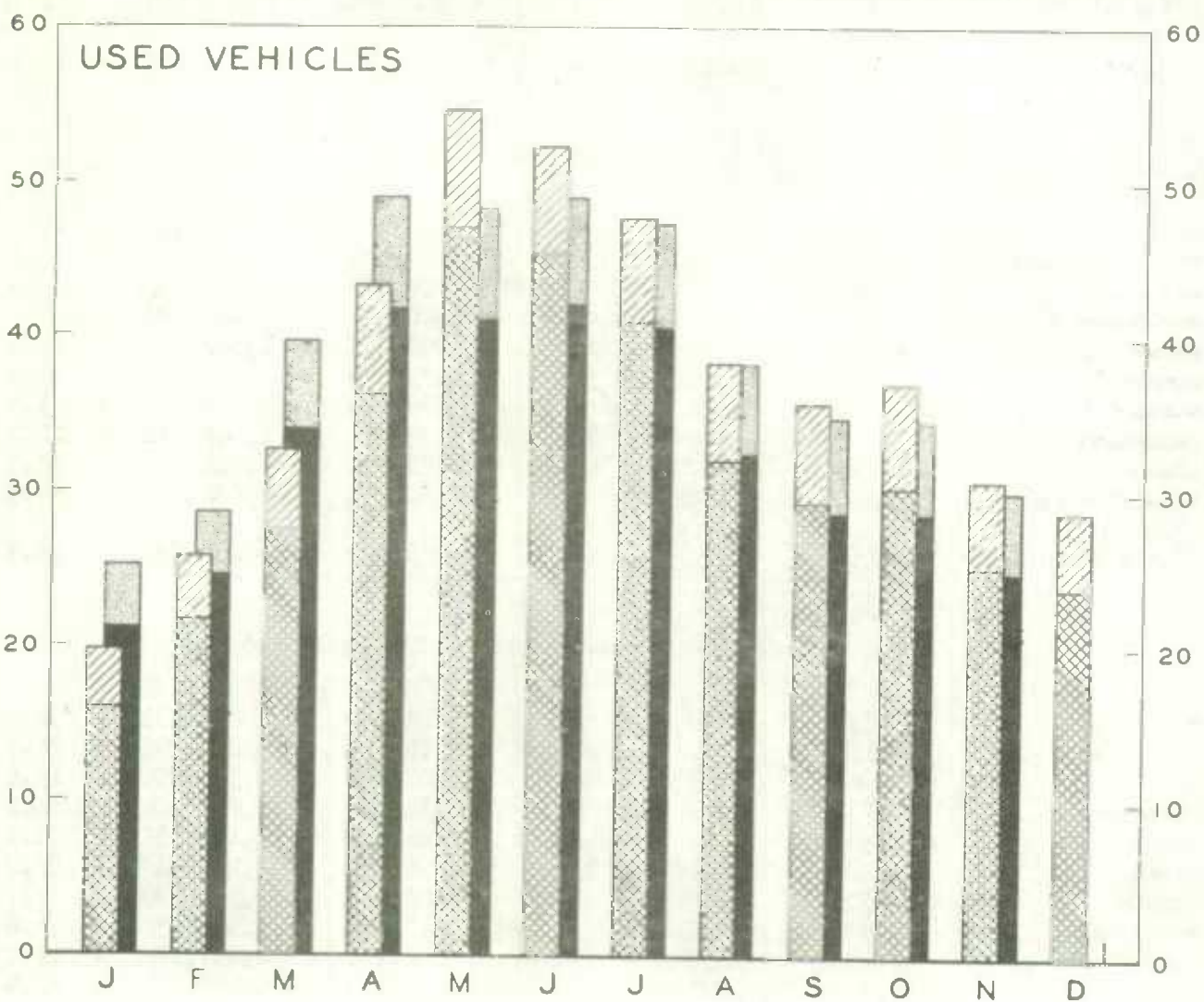
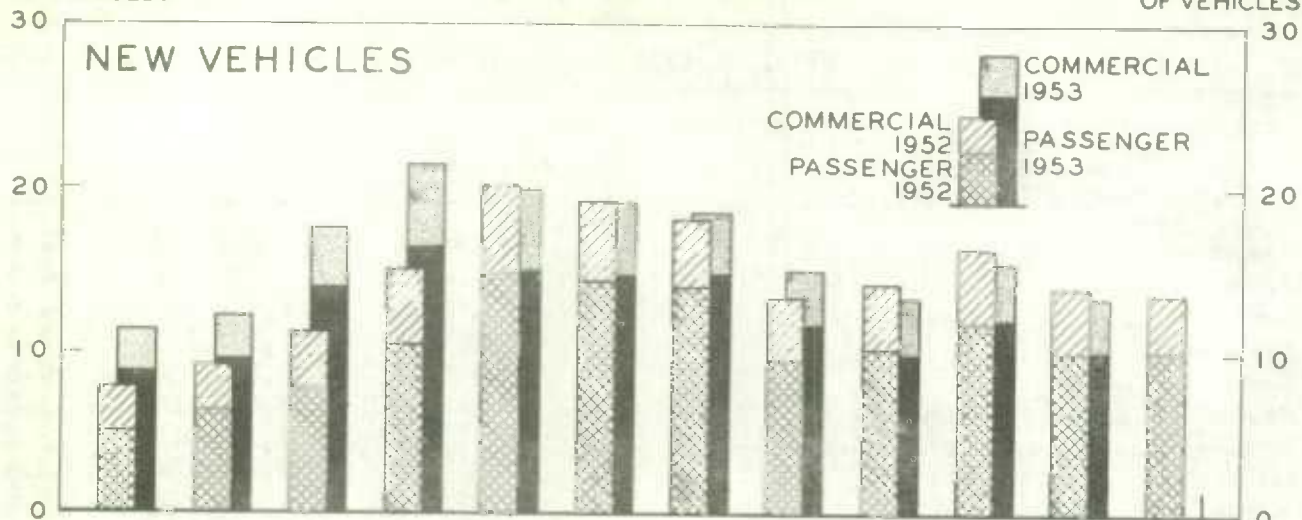


TABLE 1 New Motor Vehicle Sales, by Provinces
November 1952 and 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	126	227	+ 80.2	296,045	537,573	+ 81.6
Prince Edward Island...	74	79	+ 6.8	184,305	192,566	+ 4.5
Nova Scotia	618	820	+ 32.7	1,458,717	1,967,663	+ 34.9
New Brunswick	525	536	+ 2.1	1,293,698	1,322,183	+ 2.2
Quebec	3,966	3,798	- 4.2	9,976,155	9,934,352	- 0.4
Ontario	11,509	10,060	- 12.6	28,122,970	25,022,407	- 11.0
Manitoba	1,065	941	- 11.6	2,603,125	2,347,642	- 9.8
Saskatchewan	1,423	1,345	- 5.5	3,543,976	3,444,270	- 2.8
Alberta	1,798	1,573	- 12.5	4,428,405	4,092,629	- 7.6
British Columbia	2,103	1,857	- 11.7	4,860,578	4,445,369	- 8.5
Canada	23,207	21,236	- 8.5	56,767,974	53,306,654	- 6.1
Commercial Vehicles						
Newfoundland	105	132	+ 25.7	222,767	283,658	+ 27.3
Prince Edward Island...	81	33	- 59.3	167,432	68,229	- 59.2
Nova Scotia	285	263	- 7.7	648,876	552,413	- 14.9
New Brunswick	210	222	+ 5.7	540,829	489,421	- 9.5
Quebec	1,352	1,260	- 6.8	3,600,255	4,522,798	+ 25.6
Ontario	3,595	2,420	- 32.7	8,673,626	6,172,140	- 28.8
Manitoba	435	356	- 8.2	985,043	1,036,841	+ 5.3
Saskatchewan	969	826	- 14.8	2,197,450	1,918,182	- 12.7
Alberta	1,235	962	- 22.1	3,032,386	2,344,776	- 22.7
British Columbia	702	430	- 38.7	1,754,945	1,054,026	- 39.9
Canada	8,969	6,904	- 23.0	21,823,609	18,442,484	- 15.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	231	359	+ 55.4	518,812	821,231	+ 58.3
Prince Edward Island...	155	112	- 27.7	351,737	260,795	- 25.9
Nova Scotia	903	1,083	+ 19.9	2,107,593	2,520,076	+ 19.6
New Brunswick	735	758	+ 3.1	1,834,527	1,811,604	- 1.2
Quebec	5,318	5,058	- 4.9	13,576,410	14,457,150	+ 6.5
Ontario	15,104	12,480	- 17.4	36,796,596	31,194,547	- 15.2
Manitoba	1,500	1,297	- 13.5	3,588,168	3,384,483	- 5.7
Saskatchewan	2,392	2,171	- 9.2	5,741,426	5,362,452	- 6.6
Alberta	3,033	2,535	- 16.4	7,460,791	6,437,405	- 13.7
British Columbia	2,805	2,287	- 18.5	6,615,523	5,499,395	- 16.9
Canada	32,176	28,140	- 12.5	78,591,583	71,749,138	- 8.7

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	695	768	+ 10.5	1,117,662	1,267,067	+ 13.4
Quebec	2,039	1,997	- 2.1	3,562,517	3,681,246	+ 3.3
Ontario	3,898	4,253	+ 9.1	5,992,036	6,986,589	+ 16.6
Manitoba	528	500	- 5.3	822,199	809,995	- 1.5
Saskatchewan	780	732	- 6.2	1,235,459	1,204,238	- 2.5
Alberta	1,316	1,139	- 13.4	2,253,423	2,037,681	- 9.6
British Columbia	812	865	+ 6.5	1,290,137	1,518,527	+ 17.7
Canada	10,068	10,254	+ 1.8	16,273,433	17,505,343	+ 7.6
Commercial Vehicles						
Atlantic Provinces	344	274	- 20.3	580,573	473,331	- 18.5
Quebec	696	584	- 16.1	1,515,730	1,292,566	- 14.7
Ontario	1,102	1,010	- 8.3	2,007,041	2,034,700	+ 1.4
Manitoba	197	159	- 19.3	332,948	336,715	+ 1.1
Saskatchewan	439	301	- 31.4	760,151	573,781	- 24.5
Alberta	827	497	- 39.9	1,925,279	1,056,938	- 45.1
British Columbia	282	206	- 27.0	591,697	467,883	- 20.9
Canada	3,887	3,031	- 22.0	7,713,419	6,235,914	- 19.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,039	1,042	+ 0.3	1,698,235	1,740,398	+ 2.5
Quebec	2,735	2,581	- 5.6	5,078,247	4,973,812	- 2.1
Ontario	5,000	5,263	+ 5.3	7,999,077	9,021,289	+ 12.8
Manitoba	725	659	- 9.1	1,155,147	1,146,710	- 0.7
Saskatchewan	1,219	1,033	- 15.3	1,995,610	1,778,019	- 10.9
Alberta	2,143	1,636	- 23.7	4,178,702	3,094,619	- 25.9
British Columbia	1,094	1,071	- 2.1	1,881,834	1,986,410	+ 5.6
Canada	13,955	13,285	- 4.8	23,986,852	23,741,257	- 1.0

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
November 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	2,054	2,166	+ 5.5	1,473,977	1,656,554	+ 12.4
Quebec	3,683	4,063	+ 10.3	3,252,763	3,565,530	+ 9.6
Ontario	11,349	10,987	- 3.2	8,728,330	8,679,563	- 0.6
Manitoba	1,361	1,137	- 16.5	1,097,517	944,108	- 14.0
Saskatchewan	1,777	1,670	- 6.0	1,392,449	1,296,934	- 6.9
Alberta	2,814	2,689	- 4.4	2,410,218	2,273,414	- 5.7
British Columbia	2,274	2,153	- 5.3	2,021,128	1,976,233	- 2.2
Canada	25,312	24,865	- 1.8	20,376,382	20,392,336	+ 0.1
Commercial Vehicles						
Atlantic Provinces	657	682	+ 3.8	467,598	491,154	+ 5.0
Quebec	946	868	- 8.2	1,004,959	899,883	- 10.5
Ontario	1,671	1,497	- 10.4	1,463,724	1,261,313	- 13.8
Manitoba	303	314	+ 3.6	224,078	233,065	+ 4.0
Saskatchewan	640	585	- 8.6	546,061	542,992	- 0.6
Alberta	944	867	- 8.2	912,690	808,392	- 11.4
British Columbia	449	425	- 5.3	424,246	436,286	+ 2.8
Canada	5,610	5,238	- 6.6	5,043,356	4,673,085	- 7.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,711	2,848	+ 5.1	1,941,575	2,147,708	+ 10.6
Quebec	4,629	4,931	+ 6.5	4,257,722	4,465,413	+ 4.9
Ontario	13,020	12,484	- 4.1	10,192,054	9,940,876	- 2.5
Manitoba	1,664	1,451	- 12.8	1,321,595	1,177,173	- 10.9
Saskatchewan	2,417	2,255	- 6.7	1,938,510	1,839,926	- 5.1
Alberta	3,758	3,556	- 5.4	3,322,908	3,081,806	- 7.3
British Columbia	2,723	2,578	- 5.3	2,445,374	2,412,519	- 1.3
Canada	30,922	30,103	- 2.6	25,419,738	25,065,421	- 1.4

(1) Revised

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