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## NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

DECEMBER, 1953

New Motor Vehicle Sales

Sales of new motor vehicles, which have been declining since September, showed a slight upward trend in retail value in December 1953 although the number sold was slightly lower than in December last year. Sales of passenger cars increased 1% in number and 2% in value while commercial vehicles declined 7% in number and 5% in retail value.

Cumulative figures for January to December indicated that 461,887 new vehicles were sold during 1953 at a retail value of \$1,161,660,756, an increase of 15% in number and 16% in value over 1952. All provinces with the exception of Prince Edward Island registered higher sales than last year. Passenger car sales increased 23% in number and 24% in value during this period while commercial vehicle sales were 5% lower in number and 6% lower in value than in 1952.

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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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Sales of Buses, December 1952 and 1953

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1952</u>	<u>1953</u>	<u>1952</u>	<u>1953</u>
Atlantic Provinces .....	5	2	143,008	16,640
Quebec .....	8	-	151,107	-
Ontario .....	13	22	287,195	412,592
Manitoba .....	3	9	52,166	177,644
Saskatchewan .....	-	-	-	-
Alberta .....	1	4	18,693	105,612
British Columbia .....	-	1	-	3,019
<b>CANADA .....</b>	<b>30</b>	<b>38</b>	<b>652,169</b>	<b>715,507</b>

Financing of Motor Vehicle Sales

New Vehicles - Financing of motor vehicle sales continued to decline in December 1953 showing a drop of 17% in number and 10% in value compared with December last year. Passenger car sales were 14% lower in number and 8% lower in amount of financing while commercial vehicles registered a drop of 25% in number and 13% in amount from December 1952.

Despite the declines in financing of new vehicles during recent months, the January-to-December cumulative figures for 1953 were 9% higher in number and 17% greater in amount than the 1952 totals. Financing of new passenger cars was solely responsible for these increases, with gains of 17% in number and 30% in amount of financing over 1952. Financing of new commercial vehicles, on the other hand, declined 11% in number and 8% in amount.

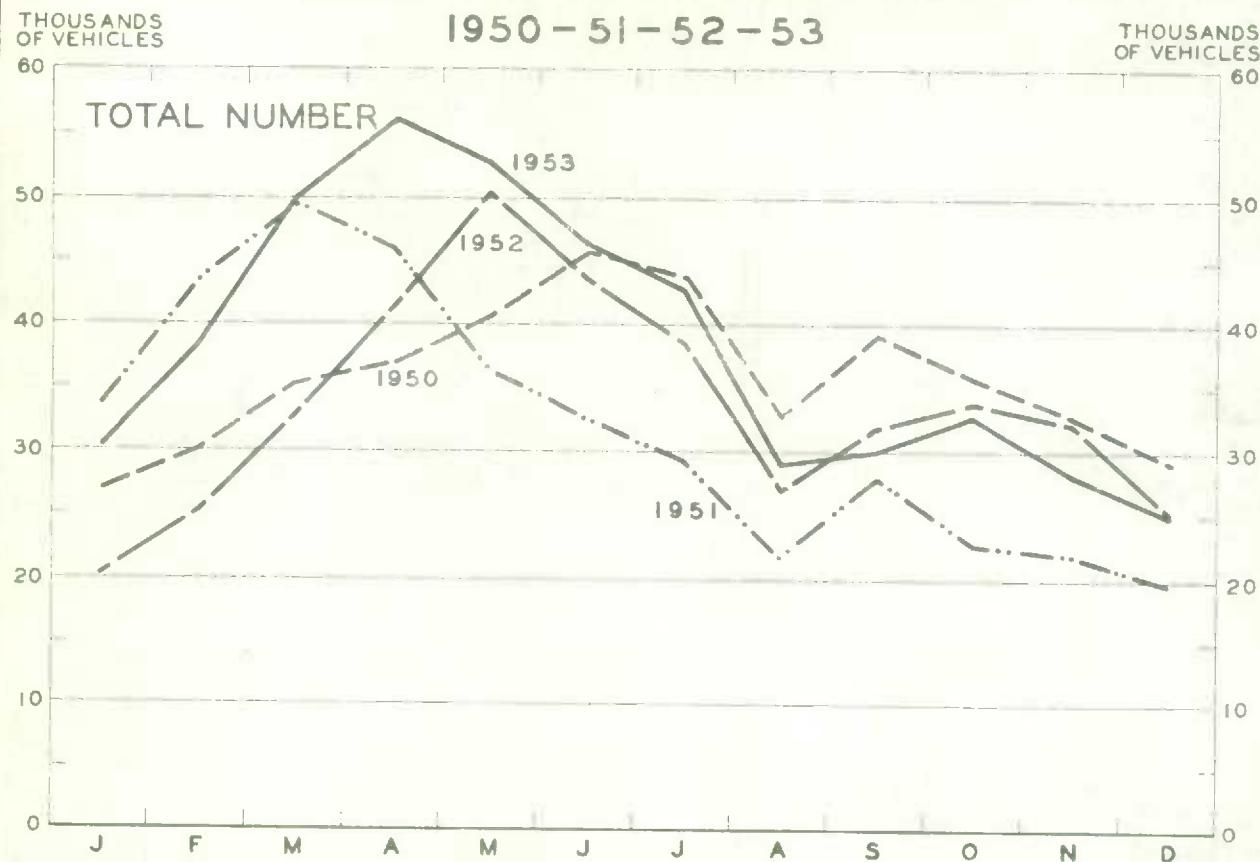
Used Vehicles - Both the number of used vehicles financed and the amount of financing declined 10% in December 1953 compared with the same month last year. Financing of used passenger cars dropped 9% both in number and amount while used commercial vehicles declined 11% in number and 15% in amount of financing.

January-to-December cumulative figures for 1953 showed an increase of 1% in the number of used vehicles financed and 10% in amount. The upward trend was due solely to increased financing of used passenger cars.

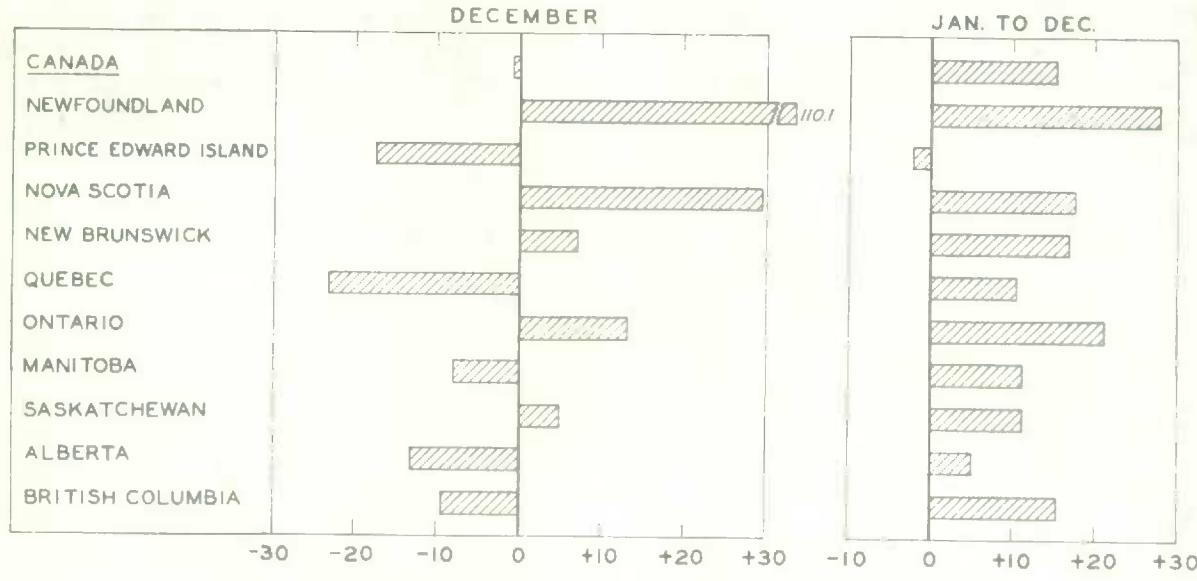
Sales and Financing of New Vehicles Compared

<u>January to December</u>	<u>Passenger Cars</u>		<u>Commercial Vehicles</u>	
	<u>1952</u>	<u>1953</u>	<u>1952</u>	<u>1953</u>
No. Sold	292,095	358,661	108,682	103,226
No. Financed	124,879	146,367	47,708	42,632
% of Sales Financed	42.8	40.8	43.9	41.3

## NEW MOTOR VEHICLE SALES 1950-51-52-53



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



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

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
<b>Passenger Cars</b>						
Newfoundland .....	118	330	+179.6	277,793	806,835	+190.4
Prince Edward Island...	88	97	+ 10.2	213,184	237,681	+ 11.5
Nova Scotia .....	545	690	+ 26.6	1,314,670	1,686,856	+ 28.3
New Brunswick .....	521	603	+ 15.7	1,305,719	1,466,596	+ 12.3
Quebec .....	3,949	3,130	- 20.7	10,186,037	8,246,438	- 19.0
Ontario .....	7,537	8,187	+ 8.6	18,801,945	20,500,486	+ 9.0
Manitoba .....	1,176	1,131	- 3.8	2,895,715	2,726,712	- 5.8
Saskatchewan .....	1,371	1,567	+ 14.3	3,370,617	3,916,325	+ 16.2
Alberta .....	2,150	2,144	- 0.3	5,435,156	5,451,318	+ 0.3
British Columbia .....	1,760	1,569	- 10.9	4,057,282	3,901,771	- 3.8
<b>Canada</b> .....	<b>19,215</b>	<b>19,448</b>	<b>+ 1.2</b>	<b>47,858,118</b>	<b>48,941,018</b>	<b>+ 2.3</b>
<b>Commercial Vehicles</b>						
Newfoundland .....	89	105	+ 18.0	188,343	216,094	+ 14.7
Prince Edward Island...	71	34	- 52.1	138,392	68,670	- 50.4
Nova Scotia .....	228	312	+ 36.8	481,612	651,044	+ 35.2
New Brunswick .....	238	210	- 11.8	682,616	458,060	- 32.9
Quebec .....	1,112	759	- 31.7	2,995,349	2,187,349	- 27.0
Ontario .....	1,371	1,910	+ 39.3	4,037,279	5,467,241	+ 35.4
Manitoba .....	380	301	- 20.8	863,482	903,527	+ 4.6
Saskatchewan .....	814	726	- 10.8	1,847,652	1,650,023	- 10.7
Alberta .....	1,298	848	- 34.7	3,213,942	2,197,107	- 31.6
British Columbia .....	432	417	- 3.5	1,105,156	1,041,589	- 5.8
<b>Canada</b> .....	<b>6,033</b>	<b>5,622</b>	<b>- 6.8</b>	<b>15,553,823</b>	<b>14,840,704</b>	<b>- 4.6</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland .....	207	435	+110.1	466,136	1,022,929	+119.4
Prince Edward Island...	159	131	- 17.6	351,576	306,351	- 12.9
Nova Scotia .....	773	1,002	+ 29.6	1,796,282	2,337,900	+ 30.2
New Brunswick .....	759	813	+ 7.1	1,988,335	1,924,656	- 3.2
Quebec .....	5,061	3,889	- 23.2	13,181,386	10,433,787	- 20.8
Ontario .....	8,908	10,097	+ 13.3	22,839,224	25,967,727	+ 13.7
Manitoba .....	1,556	1,432	- 8.0	3,759,197	3,630,239	- 3.4
Saskatchewan .....	2,185	2,293	+ 4.9	5,218,269	5,566,348	+ 6.7
Alberta .....	3,448	2,992	- 13.2	8,649,098	7,648,425	- 11.6
British Columbia .....	2,192	1,986	- 9.4	5,162,438	4,943,360	- 4.2
<b>Canada</b> .....	<b>25,248</b>	<b>25,070</b>	<b>- 0.7</b>	<b>63,411,941</b>	<b>63,781,722</b>	<b>+ 0.6</b>

(1) Revised.

TABLE 2 New Motor Vehicle Sales, by Provinces  
January-to-Decmeber 1952 and 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
<b>Passenger Cars</b>						
Newfoundland .....	2,978	4,095	+ 37.5	7,013,458	9,670,513	+ 37.9
Prince Edward Island...	1,306	1,454	+ 11.3	3,122,024	3,501,908	+ 12.2
Nova Scotia .....	9,387	11,660	+ 24.2	22,641,608	28,346,303	+ 25.2
New Brunswick .....	7,860	9,786	+ 24.5	19,213,542	24,106,109	+ 25.5
Quebec.....	58,805	68,826	+ 17.0	150,042,481	177,920,987	+ 18.6
Ontario .....	124,587	157,867	+ 26.7	310,735,388	394,511,744	+ 27.0
Manitoba .....	16,337	19,183	+ 17.4	40,076,647	47,433,402	+ 18.4
Saskatchewan .....	19,480	24,010	+ 23.3	48,204,826	61,325,355	+ 27.2
Alberta.....	25,197	29,054	+ 15.3	63,282,691	73,190,008	+ 15.7
British Columbia .....	26,158	32,726	+ 25.1	60,834,965	78,621,956	+ 29.2
<b>Canada</b> .....	<b>292,095</b>	<b>358,661</b>	<b>+ 22.8</b>	<b>725,167,630</b>	<b>898,628,285</b>	<b>+ 23.9</b>
<b>Commercial Vehicles</b>						
Newfoundland .....	1,638	1,806	+ 10.3	3,507,536	3,865,696	+ 10.2
Prince Edward Island...	954	756	- 20.8	1,967,375	1,575,025	- 19.9
Nova Scotia .....	3,796	3,838	+ 1.1	8,637,563	8,242,821	- 4.6
New Brunswick .....	3,358	3,333	- 0.7	8,084,715	7,372,430	- 8.8
Quebec.....	19,510	17,729	- 9.1	57,154,008	49,776,581	- 12.9
Ontario .....	34,955	35,450	+ 1.4	89,596,608	93,587,774	+ 4.5
Manitoba .....	6,255	5,941	- 5.0	15,137,563	15,105,800	- 0.2
Saskatchewan .....	13,398	12,535	- 6.4	30,965,145	28,941,933	- 6.5
Alberta.....	16,012	14,250	- 11.0	39,909,663	35,056,849	- 12.2
British Columbia .....	8,806	7,588	- 13.8	23,534,535	19,507,562	- 17.1
<b>Canada</b> .....	<b>108,682</b>	<b>103,226</b>	<b>- 5.0</b>	<b>278,494,711</b>	<b>263,032,711</b>	<b>- 5.6</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland .....	4,616	5,901	+ 27.8	10,520,994	13,536,209	+ 28.7
Prince Edward Island...	2,260	2,210	- 2.2	5,089,399	5,076,933	- 0.2
Nova Scotia .....	13,183	15,498	+ 17.6	31,279,171	36,589,124	+ 17.0
New Brunswick .....	11,218	13,119	+ 16.9	27,298,257	31,478,539	+ 15.3
Quebec.....	78,315	86,555	+ 10.5	207,196,489	227,697,568	+ 9.9
Ontario .....	159,542	193,317	+ 21.2	400,331,996	488,099,518	+ 21.9
Manitoba .....	22,592	25,124	+ 11.2	55,214,210	62,539,202	+ 13.3
Saskatchewan .....	32,878	36,545	+ 11.2	79,169,971	90,267,288	+ 14.0
Alberta.....	41,209	43,304	+ 5.1	103,192,354	108,246,857	+ 4.9
British Columbia .....	34,964	40,314	+ 15.3	84,369,500	98,129,518	+ 16.3
<b>Canada</b> .....	<b>400,777</b>	<b>461,887</b>	<b>+ 15.2</b>	<b>1,003,662,341</b>	<b>1,161,660,756</b>	<b>+ 15.7</b>

(1) Revised.

**TABLE 3 Financing of Sales of New Motor Vehicles, by Provinces**  
 December 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 .....	756	691	- 8.6	1,220,968	1,146,715	- 6.1
Quebec .....	1,823	1,597	- 12.4	3,320,287	3,006,829	- 9.4
Ontario .....	4,019	3,613	- 10.1	6,305,921	6,136,249	- 2.7
Manitoba .....	537	356	- 33.7	819,964	587,669	- 28.3
Saskatchewan .....	695	626	- 9.9	1,094,096	1,049,702	- 4.1
Alberta .....	1,328	1,054	- 20.6	2,283,730	1,893,801	- 17.1
British Columbia .....	938	763	- 8.7	1,591,641	1,399,738	- 12.1
Canada .....	10,096	8,700	- 13.8	16,636,607	15,220,703	- 8.5
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	336	272	- 19.0	590,853	442,254	- 25.1
Quebec .....	618	506	- 18.1	1,504,115	1,713,329	+ 13.9
Ontario .....	1,041	813	- 21.9	1,879,396	1,694,786	- 9.8
Manitoba .....	156	107	- 31.4	243,275	214,745	- 11.7
Saskatchewan .....	347	247	- 28.8	702,052	509,185	- 27.5
Alberta .....	660	431	- 34.7	1,410,540	1,037,341	- 26.5
British Columbia .....	246	183	- 25.6	631,622	468,908	- 25.8
Canada .....	3,404	2,559	- 24.8	6,961,853	6,080,548	- 12.7
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	1,092	963	- 11.8	1,811,821	1,588,969	- 12.3
Quebec .....	2,441	2,103	- 13.8	4,824,402	4,720,158	- 2.2
Ontario .....	5,060	4,426	- 12.5	8,185,317	7,831,035	- 4.3
Manitoba .....	693	463	- 33.2	1,063,239	802,414	- 24.5
Saskatchewan .....	1,042	873	- 16.2	1,796,148	1,558,887	- 13.2
Alberta .....	1,988	1,485	- 25.3	3,694,270	2,931,142	- 20.7
British Columbia .....	1,184	946	- 20.1	2,223,263	1,868,646	- 16.0
Canada .....	13,500	11,259	- 16.6	23,598,460	21,301,251	- 9.7

(1) Revised.

TABLE 4 Financing of Sales of New Motor Vehicles, by Provinces  
January-to-December 1952 and 1953

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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 .....	9,737	11,984	+ 23.1	14,813,058	20,058,384	+ 35.4
Quebec .....	27,505	32,407	+ 17.8	46,760,273	60,206,414	+ 28.8
Ontario .....	48,257	58,366	+ 20.9	71,270,393	96,594,741	+ 35.5
Manitoba .....	6,593	7,297	+ 10.7	9,595,905	11,992,509	+ 25.0
Saskatchewan .....	7,952	8,368	+ 5.2	12,052,167	13,954,860	+ 15.8
Alberta .....	13,254	15,180	+ 14.5	21,336,860	26,897,558	+ 26.1
British Columbia .....	11,581	12,765	+ 10.2	18,593,515	22,309,179	+ 20.0
Canada .....	124,879	146,367	+ 17.2	194,422,171	252,013,645	+ 29.6
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	4,405	4,442	+ 0.8	7,546,647	7,952,777	+ 5.4
Quebec .....	10,763	8,510	- 20.9	24,263,337	19,675,801	- 18.9
Ontario .....	13,833	12,986	- 6.1	26,798,591	25,581,938	- 4.5
Manitoba .....	2,442	2,140	- 12.4	4,344,939	4,107,157	- 5.5
Saskatchewan .....	4,566	4,014	- 12.1	8,844,411	8,059,068	- 8.9
Alberta .....	7,686	7,266	- 5.5	17,220,363	17,061,647	- 0.9
British Columbia .....	4,013	3,274	- 18.4	9,013,939	7,667,837	- 14.9
Canada .....	47,708	42,632	- 10.6	98,032,227	90,106,225	- 8.1
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	14,142	16,426	+ 16.2	22,359,705	28,011,161	+ 25.3
Quebec .....	38,268	40,917	+ 6.9	71,023,610	79,882,215	+ 12.5
Ontario .....	62,090	71,352	+ 14.9	98,068,984	122,176,679	+ 24.6
Manitoba .....	9,035	9,437	+ 4.4	13,940,844	16,099,666	+ 15.5
Saskatchewan .....	12,518	12,382	- 1.1	20,896,578	22,013,928	+ 5.3
Alberta .....	20,940	22,446	+ 7.2	38,557,223	43,959,205	+ 14.0
British Columbia .....	15,594	16,039	+ 2.9	27,607,454	29,977,016	+ 8.6
Canada .....	172,587	188,999	+ 9.5	292,454,398	342,119,870	+ 17.0

(1) Revised.

**TABLE 5 Financing of Sales of Used Motor Vehicles, by Provinces**  
**December 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 .....	2,103	2,100	- 0.1	1,545,171	1,595,159	+ 3.2
Quebec .....	3,304	3,494	+ 5.8	3,018,060	3,083,360	+ 2.2
Ontario .....	11,046	9,400	- 14.9	8,630,274	7,384,747	- 14.4
Manitoba .....	1,228	795	- 35.3	1,013,832	694,460	- 31.5
Saskatchewan .....	1,396	1,371	- 1.8	1,138,824	1,098,814	- 3.5
Alberta .....	2,472	2,205	- 10.8	2,172,238	1,893,338	- 12.8
British Columbia .....	2,237	2,160	- 3.4	2,055,733	2,012,754	- 2.1
Canada .....	23,786	21,525	- 9.5	19,574,132	17,762,632	- 9.2
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	617	601	- 2.6	447,020	435,350	- 2.6
Quebec .....	845	800	- 5.3	933,416	808,473	- 13.4
Ontario .....	1,540	1,352	- 12.2	1,467,033	1,180,152	- 19.6
Manitoba .....	285	233	- 18.2	234,232	186,020	- 20.6
Saskatchewan .....	511	448	- 12.3	424,071	365,470	- 13.8
Alberta .....	803	737	- 8.2	868,249	754,224	- 13.1
British Columbia .....	505	393	- 22.1	468,095	395,589	- 15.5
Canada .....	5,106	4,564	- 10.6	4,842,116	4,125,278	- 14.8
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	2,720	2,701	- 0.7	1,992,191	2,030,509	+ 1.9
Quebec .....	4,149	4,294	+ 3.5	3,951,476	3,891,833	- 1.5
Ontario .....	12,586	10,752	- 14.6	10,097,307	8,564,899	- 15.2
Manitoba .....	1,513	1,028	- 32.1	1,248,064	880,480	- 29.5
Saskatchewan .....	1,907	1,819	- 4.6	1,562,895	1,464,284	- 6.3
Alberta .....	3,275	2,942	- 10.2	3,040,487	2,647,562	- 12.9
British Columbia .....	2,742	2,553	- 6.8	2,523,828	2,408,343	- 4.6
Canada .....	28,892	26,089	- 9.7	24,416,248	21,887,910	- 10.4

(1) Revised.

TABLE 6 Financing of Sales of Used Motor Vehicles, by Provinces  
January-to-December 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 .....	31,615	34,812	+ 10.1	21,915,499	26,341,877	+ 20.2
Quebec .....	58,965	66,213	+ 12.3	49,606,947	59,318,597	+ 19.6
Ontario .....	173,389	169,786	- 2.1	123,604,193	137,293,898	+ 11.1
Manitoba .....	19,385	18,259	- 5.8	14,284,074	15,311,013	+ 7.2
Saskatchewan .....	20,695	21,193	+ 2.4	15,263,923	16,796,028	+ 10.0
Alberta .....	36,633	37,384	+ 2.1	29,102,800	32,724,637	+ 12.4
British Columbia .....	35,143	34,504	- 1.8	29,291,346	32,251,951	+ 10.1
Canada .....	375,825	382,151	+ 1.7	283,068,782	320,038,001	+ 13.1
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	8,964	9,440	+ 5.3	6,338,269	6,973,993	+ 10.0
Quebec .....	13,318	12,222	- 8.2	13,736,814	11,944,094	- 13.1
Ontario .....	22,719	21,328	- 6.1	19,535,455	18,422,098	- 5.7
Manitoba .....	3,861	3,533	- 8.5	2,975,712	2,932,089	- 1.5
Saskatchewan .....	6,590	6,281	- 4.7	5,393,931	5,633,973	+ 4.5
Alberta .....	10,297	10,568	+ 2.6	10,077,092	10,842,620	+ 7.6
British Columbia .....	6,193	6,012	- 2.9	6,108,702	6,273,020	+ 2.7
Canada .....	71,942	69,384	- 3.6	64,165,975	63,021,887	- 1.8
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	40,579	44,252	+ 9.1	28,253,768	33,315,870	+ 17.9
Quebec .....	72,283	78,435	+ 8.5	63,343,761	71,262,691	+ 12.5
Ontario .....	196,108	191,114	- 2.5	143,139,648	155,715,996	+ 8.8
Manitoba .....	23,246	21,792	- 6.3	17,259,786	18,243,102	+ 5.7
Saskatchewan .....	27,285	27,474	+ 0.7	20,657,854	22,430,001	+ 8.6
Alberta .....	46,930	47,952	+ 2.2	39,179,892	43,567,257	+ 11.2
British Columbia .....	41,336	40,516	- 2.0	35,400,048	38,524,971	+ 8.8
Canada .....	447,767	451,535	+ 0.8	347,234,757	383,059,888	+ 10.3

(1) Revised.

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