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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

FEBRUARY, 1953

New Motor Vehicle Sales

The upward trend in sales of new motor vehicles continued during February 1953. There were 38,489 new vehicles sold for \$96,638,992 during this month, an increase of 53% in number and 46% in retail value over February 1952. All provinces recorded increased sales over the same month a year ago.

Both passenger car and commercial vehicle sales registered gains over February 1952. Sales of passenger cars were 68% higher in number and 61% greater in retail value than in the same month last year. Commercial vehicle sales recorded smaller gains of 15% in number and 8% 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, February, 1952 and 1953

Province	Number of Units		Retail Value	
	1952	1953	1952	1953
			\$	\$
Atlantic Provinces	-	-	-	-
Quebec	26	3	689,624	50,912
Ontario	3	-	33,136	-
Manitoba	8	5	139,001	77,000
Saskatchewan	-	-	-	-
Alberta	-	-	-	-
British Columbia	1	-	20,000	-
Canada	38	8	881,761	127,912

Financing of Motor Vehicle Sales

New Vehicles--Financing of new vehicles again showed substantial increases with the amount of financing advancing at a more rapid rate than the number of new vehicles financed. There were 12,299 vehicles financed in February 1953 to the extent of \$21,654,046, 31% higher in number and 49% greater in amount of financing than in February 1952.

New passenger car sales financed were solely responsible for the increases, recording gains of 49% in number and 87% in amount of financing. Commercial vehicle sales on the other hand declined 8% in number and 6% in amount of financing from February last year.

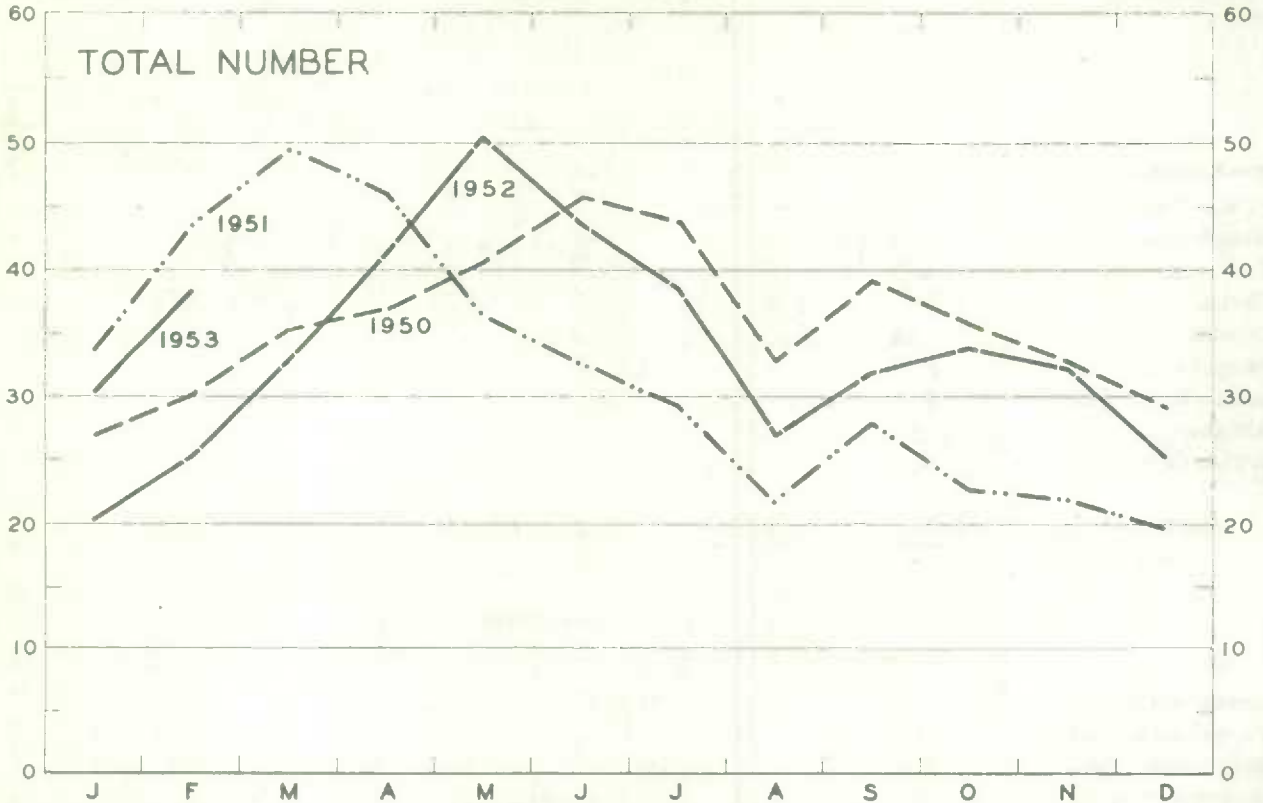
Used Vehicles--Financing of used vehicles was higher in February 1953 than a year ago but the rate of increase was below that for the last ten months. The number of used vehicles financed was 11% higher and the amount of financing 37% greater than in February 1952. Used passenger cars accounted for most of this increase with gains of 13% in number and 43% in amount of financing. Fewer used commercial vehicles were financed and the amount of financing was only slightly higher than in February 1952.

NEW MOTOR VEHICLE SALES

1950 - 51 - 52 - 53

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



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

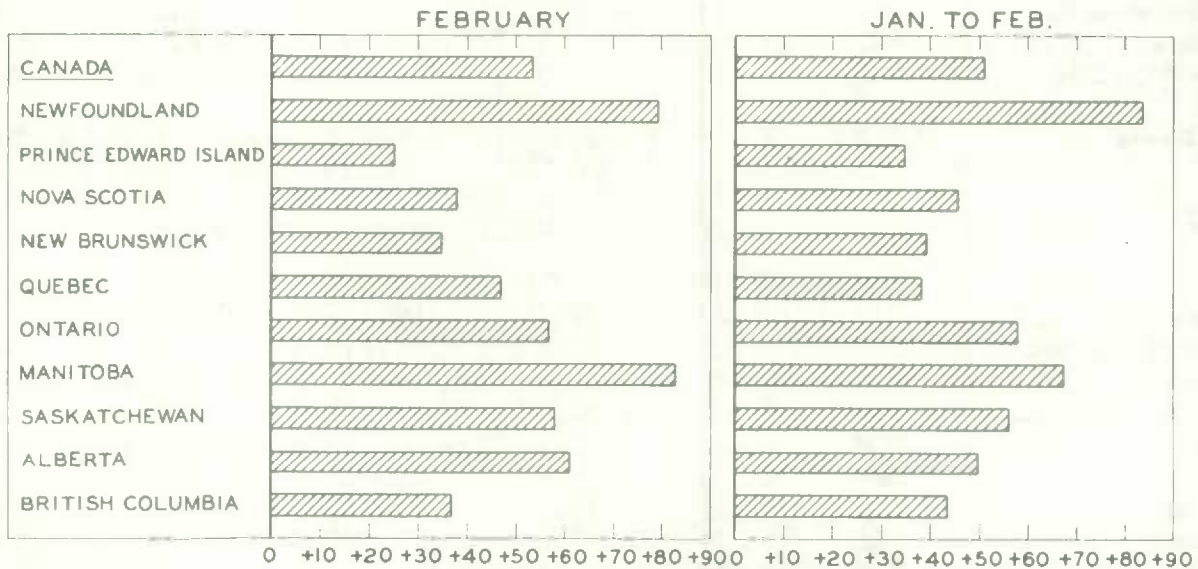


TABLE 1 New Motor Vehicle Sales, by Provinces
FEBRUARY 1952 and 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	156	288	+ 84.6	397,618	683,838	+ 72.0
Prince Edward Island...	59	89	+ 50.8	157,111	214,546	+ 36.6
Nova Scotia	543	919	+ 69.2	1,399,846	2,250,962	+ 60.8
New Brunswick	485	821	+ 69.3	1,227,267	2,017,535	+ 64.4
Quebec	3,572	5,774	+ 61.6	9,621,536	14,886,371	+ 54.7
Ontario	8,041	13,294	+ 65.3	21,158,702	33,374,146	+ 57.7
Manitoba	828	1,663	+100.8	2,227,280	4,187,160	+ 88.0
Saskatchewan	906	1,766	+ 94.9	2,352,507	4,480,112	+ 90.4
Alberta	1,451	2,587	+ 78.3	3,888,433	6,542,233	+ 68.2
British Columbia	1,945	3,053	+ 57.0	4,738,972	7,533,857	+ 59.0
Canada	17,986	30,254	+ 68.2	47,169,272	76,170,760	+ 61.5
Commercial Vehicles						
Newfoundland	91	155	+ 70.3	192,742	329,027	+ 70.7
Prince Edward Island...	61	61	(2)	128,088	136,626	+ 6.7
Nova Scotia	314	263	- 16.2	668,576	565,700	- 15.4
New Brunswick	288	222	- 22.9	758,858	490,402	- 35.4
Quebec	1,206	1,256	+ 4.1	4,108,473	3,206,601	- 22.0
Ontario	2,447	3,160	+ 29.1	6,271,281	8,059,680	+ 28.5
Manitoba	323	437	+ 35.3	884,461	1,155,210	+ 30.6
Saskatchewan	658	705	+ 7.1	1,609,458	1,676,361	+ 4.2
Alberta	891	1,178	+ 32.2	2,220,129	2,868,334	+ 29.2
British Columbia	866	798	- 7.9	2,154,453	1,980,291	- 8.1
Canada	7,145	8,235	+ 15.3	18,996,519	20,468,232	+ 7.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	247	443	+ 79.4	590,360	1,012,865	+ 71.6
Prince Edward Island...	120	150	+ 25.0	285,199	351,172	+ 23.1
Nova Scotia	857	1,182	+ 37.9	2,068,422	2,816,662	+ 36.2
New Brunswick	773	1,043	+ 34.9	1,986,125	2,507,937	+ 26.3
Quebec	4,778	7,030	+ 47.1	13,730,009	18,092,972	+ 31.8
Ontario	10,488	16,454	+ 56.9	27,429,983	41,433,826	+ 51.1
Manitoba	1,151	2,100	+ 82.5	3,111,741	5,342,370	+ 71.7
Saskatchewan	1,564	2,471	+ 58.0	3,961,965	6,156,473	+ 55.4
Alberta	2,342	3,765	+ 60.8	6,108,562	9,410,567	+ 54.1
British Columbia	2,811	3,851	+ 37.0	6,893,425	9,514,148	+ 38.0
Canada	25,131	38,489	+ 53.2	66,165,791	96,638,992	+ 46.1

(1) Revised (2) Unchanged

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
FEBRUARY 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	386	710	+ 83.9	501,854	1,160,670	+131.3
Quebec	1,189	1,952	+ 64.2	1,751,282	3,546,726	+102.5
Ontario	2,836	3,986	+ 40.6	3,613,282	6,430,171	+ 78.0
Manitoba	301	481	+ 59.8	384,664	746,980	+ 94.2
Saskatchewan	371	500	+ 34.8	499,118	789,684	+ 58.2
Alberta	671	993	+ 48.0	938,687	1,693,360	+ 80.4
British Columbia	701	989	+ 41.1	893,279	1,678,101	+ 87.9
Canada	6,455	9,611	+ 48.9	8,582,166	16,045,692	+ 87.0
Commercial Vehicles						
Atlantic Provinces	224	245	+ 9.4	375,497	495,257	+ 31.9
Quebec	650	486	- 25.2	1,513,572	1,058,139	- 30.1
Ontario	1,050	854	- 18.7	1,989,544	1,604,648	- 19.3
Manitoba	156	134	- 14.1	302,942	217,161	- 28.3
Saskatchewan	154	222	+ 44.2	312,702	401,967	+ 28.5
Alberta	399	505	+ 26.6	843,382	1,234,476	+ 46.4
British Columbia	278	242	- 12.9	614,152	596,706	- 2.8
Canada	2,911	2,688	- 7.7	5,951,791	5,608,354	- 5.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	610	955	+ 56.6	877,351	1,655,927	+ 88.7
Quebec	1,839	2,438	+ 32.6	3,264,854	4,604,865	+ 41.0
Ontario	3,886	4,840	+ 24.5	5,602,826	8,034,819	+ 43.4
Manitoba	457	615	+ 34.6	687,606	964,141	+ 40.2
Saskatchewan	525	722	+ 37.5	811,820	1,191,651	+ 46.8
Alberta	1,070	1,498	+ 40.0	1,782,069	2,927,836	+ 64.3
British Columbia	979	1,231	+ 25.7	1,507,431	2,274,807	+ 50.9
Canada	9,366	12,299	+ 31.3	14,533,957	21,654,046	+ 49.0

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
FEBRUARY 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	1,523	1,979	+ 29.9	986,069	1,470,301	+ 49.1
Quebec	2,725	3,595	+ 31.9	2,127,767	3,346,540	+ 57.3
Ontario	10,869	11,504	+ 5.8	6,896,343	9,404,839	+ 36.4
Manitoba	1,088	1,139	+ 4.7	756,141	1,027,248	+ 35.9
Saskatchewan	936	1,219	+ 30.2	646,453	984,669	+ 52.3
Alberta	2,135	2,532	+ 18.6	1,523,405	2,253,678	+ 47.9
British Columbia	2,471	2,665	+ 7.9	1,663,846	2,428,485	+ 46.0
Canada	21,747	24,633	+ 13.3	14,600,024	20,915,760	+ 43.3
Commercial Vehicles						
Atlantic Provinces	471	512	+ 8.7	338,339	387,117	+ 14.4
Quebec	710	613	- 13.7	757,263	602,579	- 20.4
Ontario	1,481	1,351	- 8.8	1,155,878	1,232,155	+ 6.6
Manitoba	215	200	- 7.0	194,480	183,821	- 5.5
Saskatchewan	279	309	+ 10.8	227,483	324,184	+ 42.5
Alberta	576	657	+ 14.1	501,336	695,137	+ 38.7
British Columbia	399	445	+ 11.5	373,210	443,284	+ 18.8
Canada	4,131	4,087	- 1.1	3,547,989	3,868,277	+ 9.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,994	2,491	+ 24.9	1,324,408	1,857,418	+ 40.2
Quebec	3,435	4,208	+ 22.5	2,885,030	3,949,119	+ 36.9
Ontario	12,350	12,855	+ 4.1	8,052,221	10,636,994	+ 32.1
Manitoba	1,303	1,339	+ 2.8	950,621	1,211,069	+ 27.4
Saskatchewan	1,215	1,528	+ 25.8	873,936	1,308,853	+ 49.8
Alberta	2,711	3,189	+ 17.6	2,024,741	2,948,815	+ 45.6
British Columbia	2,870	3,110	+ 8.4	2,037,056	2,871,769	+ 41.0
Canada	25,878	28,720	+ 11.0	18,148,013	24,784,037	+ 36.6

(1) Revised
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