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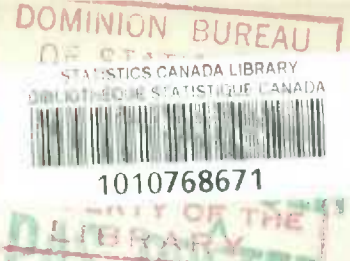
DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

DOES

ALL THIS MATTER



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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MARCH, 1953

New Motor Vehicle Sales

There were 49,930 new vehicles retailed for \$124,916,470 in March 1953, 52% greater in number and 46% higher in value than the 32,764 new vehicles sold for \$85,655,725 in March 1952. All provinces registered increased sales over March last year. Sales of both passenger cars and commercial vehicles were higher during this period. Passenger car sales increased 71% in number and 63% in retail value over March 1952. Sales of commercial vehicles recorded slight increases of 7% in number and 3% in value.

Cumulative figures for the first quarter of 1953 show that sales of new motor vehicles were 52% greater in number and 45% higher in retail value than in the corresponding period in 1952. There were 92,227 new passenger cars retailed for \$232,641,926 during the period from January to March 1953, an increase of 69% in number and 62% in retail value over the 54,851 passenger cars sold for \$143,545,960 during the first quarter of 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, March 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	3	-	40,187	-
Quebec	10	7	148,051	113,896
Ontario	15	3	191,667	41,427
Manitoba	8	4	137,921	64,020
Saskatchewan	-	-	-	-
Alberta	4	-	102,472	-
British Columbia	-	-	-	-
CANADA	40	14	620,298	219,343

Financing of New Motor Vehicle Sales

New Vehicles - There were 17,805 new vehicles financed in March 1953 to the extent of \$31,133,362 as compared with 11,289 new vehicles financed for \$17,888,317 in March 1952. New passenger car financing accounted for the greater part of this increase with 80% more cars financed for a gain of 115% in amount of financing. Commercial vehicle sales increased 7% in number financed and 8% in amount.

Financing of new vehicles during the first quarter of 1953 was 46% greater in number and 61% greater in amount than for the same period last year.

Used Vehicles - Financing of used vehicles continued to advance in March 1953. A total of 39,720 used passenger cars and commercial vehicles were financed for \$34,354,313 as compared with 32,735 units financed for \$22,988,762 in March, 1952. Of these, 34,041 were passenger cars financed to the extent of \$29,063,322 against 27,559 financed for \$18,469,460, and 5,679 were commercial vehicles financed for \$5,290,991 against 5,176 for \$4,519,302 in March last year.

The number of used vehicles financed was 20% greater and the amount 48% above the January to March period of last year.

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

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

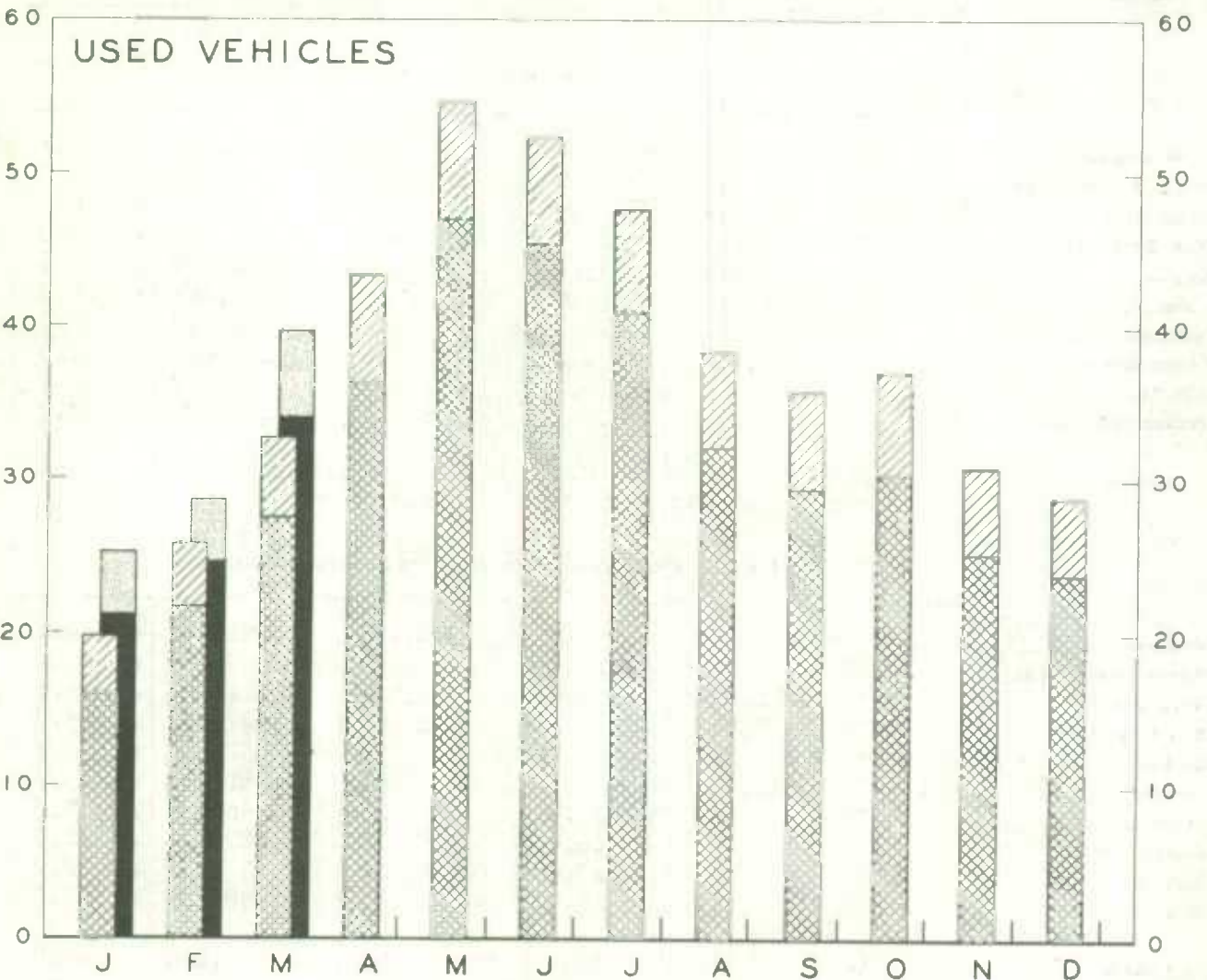
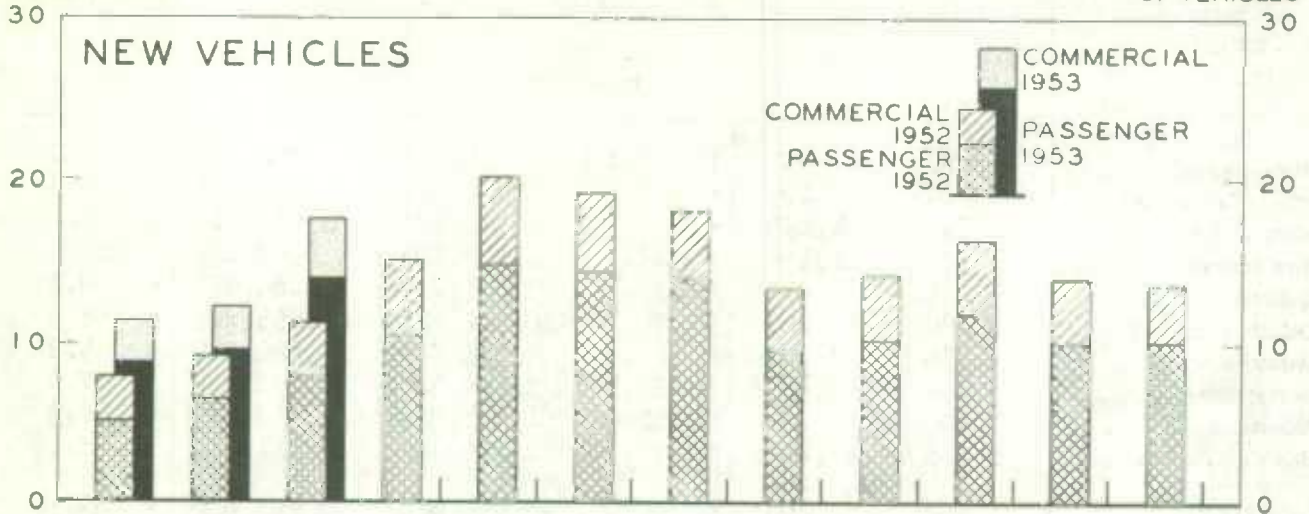


TABLE 1 New Motor Vehicle Sales, by Provinces
MARCH 1952 AND 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	286	337	+ 17.8	731,254	798,559	+ 9.2
Prince Edward Island...	83	166	+ 100.0	211,440	385,428	+ 82.3
Nova Scotia	849	1,439	+ 69.5	2,151,883	3,430,718	+ 59.4
New Brunswick	597	1,366	+ 128.8	1,512,705	3,350,401	+ 121.5
Quebec	5,094	8,013	+ 57.3	13,805,657	20,464,976	+ 48.2
Ontario	10,080	17,610	+ 74.7	26,861,478	44,453,205	+ 65.5
Manitoba	1,186	2,007	+ 69.2	3,028,803	5,020,479	+ 65.8
Saskatchewan	1,404	2,404	+ 71.2	3,608,549	6,033,788	+ 67.2
Alberta	1,824	2,951	+ 61.8	4,871,226	7,612,167	+ 56.3
British Columbia	1,685	3,250	+ 92.9	4,146,245	7,811,919	+ 88.4
Canada	23,088	39,543	+ 71.3	60,929,240	99,361,640	+ 63.1
Commercial Vehicles						
Newfoundland	149	139	- 6.7	316,901	292,612	- 7.7
Prince Edward Island...	66	84	+ 27.3	135,996	174,332	+ 28.2
Nova Scotia	330	376	+ 13.9	737,439	783,495	+ 6.2
New Brunswick	282	398	+ 41.1	629,800	842,392	+ 33.8
Quebec	1,637	1,689	+ 3.2	4,587,715	4,286,290	- 6.6
Ontario	3,457	4,062	+ 17.5	8,909,577	10,498,063	+ 17.8
Manitoba	541	380	- 29.8	1,349,642	976,392	- 27.7
Saskatchewan	954	1,055	+ 10.6	2,178,961	2,454,069	+ 12.6
Alberta	1,297	1,512	+ 16.6	3,181,932	3,560,787	+ 11.9
British Columbia	963	692	- 28.1	2,698,522	1,686,398	- 37.5
Canada	9,676	10,387	+ 7.3	24,726,485	25,554,830	+ 3.4
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	435	476	+ 9.4	1,048,155	1,091,171	+ 4.1
Prince Edward Island...	149	250	+ 67.8	347,436	559,760	+ 61.1
Nova Scotia	1,179	1,815	+ 53.9	2,889,322	4,214,213	+ 45.9
New Brunswick	879	1,764	+ 100.7	2,142,505	4,192,793	+ 95.7
Quebec	6,731	9,702	+ 44.1	18,393,372	24,751,266	+ 34.6
Ontario	13,537	21,672	+ 60.1	35,771,055	54,951,268	+ 53.6
Manitoba	1,727	2,387	+ 38.2	4,378,445	5,996,871	+ 37.0
Saskatchewan	2,358	3,459	+ 46.7	5,787,510	8,487,857	+ 46.7
Alberta	3,121	4,463	+ 43.0	8,053,158	11,172,954	+ 38.7
British Columbia	2,648	3,942	+ 48.9	6,844,767	9,498,317	+ 38.8
Canada	32,764	49,930	+ 52.4	85,655,725	124,916,470	+ 45.8

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
MARCH 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	527	1,174	+ 122.8	729,519	1,922,729	+ 163.6
Quebec	1,817	3,281	+ 80.6	2,768,557	5,898,296	+ 113.0
Ontario	3,192	5,750	+ 80.1	4,289,526	9,327,026	+ 117.4
Manitoba	423	714	+ 68.8	549,857	1,148,574	+ 108.9
Saskatchewan	450	669	+ 48.7	614,655	1,055,126	+ 71.7
Alberta	737	1,315	+ 78.4	1,098,157	2,265,859	+ 106.3
British Columbia	685	1,195	+ 74.5	958,595	2,076,175	+ 116.6
Canada	7,831	14,098	+ 80.0	11,008,866	23,693,785	+ 115.2
Commercial Vehicles						
Atlantic Provinces	275	396	+ 44.0	484,119	666,765	+ 37.7
Quebec	900	717	- 20.3	1,825,327	1,449,222	- 20.6
Ontario	1,013	1,132	+ 11.7	1,866,851	2,187,042	+ 17.2
Manitoba	180	163	- 9.4	340,065	303,434	- 10.8
Saskatchewan	232	289	+ 24.6	483,676	553,947	+ 14.5
Alberta	467	653	+ 39.8	1,048,709	1,497,673	+ 42.8
British Columbia	391	357	- 8.7	830,704	781,494	- 5.9
Canada	3,458	3,707	+ 7.2	6,879,451	7,439,577	+ 8.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	802	1,570	+ 95.8	1,213,638	2,589,494	+ 113.4
Quebec	2,717	3,998	+ 47.1	4,593,884	7,347,518	+ 59.9
Ontario	4,205	6,882	+ 63.7	6,156,377	11,514,068	+ 87.0
Manitoba	603	877	+ 45.4	889,922	1,452,008	+ 63.2
Saskatchewan	682	958	+ 40.5	1,098,331	1,609,073	+ 46.5
Alberta	1,204	1,968	+ 63.5	2,146,866	3,763,532	+ 75.3
British Columbia	1,076	1,552	+ 44.2	1,789,299	2,857,669	+ 59.7
Canada	11,289	17,805	+ 57.7	17,888,317	31,133,362	+ 74.0

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
MARCH 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	2,079	3,209	+ 54.4	1,354,882	2,409,603	+ 77.8
Quebec	4,153	6,156	+ 48.2	3,237,364	5,548,395	+ 71.4
Ontario	13,153	15,112	+ 14.9	8,194,665	12,383,668	+ 51.1
Manitoba	1,411	1,533	+ 8.6	922,350	1,342,684	+ 45.6
Saskatchewan	1,311	1,706	+ 30.1	858,982	1,346,107	+ 56.7
Alberta	2,611	3,171	+ 21.4	1,819,639	2,986,343	+ 64.1
British Columbia	2,841	3,154	+ 11.0	2,081,578	3,046,522	+ 46.4
Canada	27,559	34,041	+ 23.5	18,469,460	29,063,322	+ 57.4
Commercial Vehicles						
Atlantic Provinces	569	769	+ 35.1	401,802	542,674	+ 35.1
Quebec	906	993	+ 9.6	944,111	985,157	+ 4.3
Ontario	1,764	1,814	+ 2.8	1,407,635	1,594,185	+ 13.3
Manitoba	296	233	- 21.3	195,194	211,134	+ 8.2
Saskatchewan	343	415	+ 21.0	297,601	381,671	+ 28.2
Alberta	773	892	+ 15.4	734,118	951,169	+ 29.6
British Columbia	525	563	+ 7.2	538,841	625,001	+ 16.0
Canada	5,176	5,679	+ 9.7	4,519,302	5,490,991	+ 17.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,648	3,978	+ 50.2	1,756,684	2,952,277	+ 68.1
Quebec	5,059	7,149	+ 41.3	4,181,475	6,533,552	+ 56.2
Ontario	14,917	16,926	+ 13.5	9,602,300	13,977,853	+ 45.6
Manitoba	1,707	1,766	+ 3.5	1,117,544	1,553,818	+ 39.0
Saskatchewan	1,654	2,121	+ 28.2	1,156,583	1,727,778	+ 49.4
Alberta	3,384	4,063	+ 20.1	2,553,757	3,937,512	+ 54.2
British Columbia	3,366	3,717	+ 10.4	2,620,419	3,671,523	+ 40.1
Canada	32,735	39,720	+ 21.3	22,988,762	34,354,313	+ 49.4

(1) Revised

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