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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

APRIL, 1953

New Motor Vehicle Sales

During April 1953, there were 56,114 new motor vehicles sold for \$140,479,801, an increase of 37% in number and 36% in retail value over the 41,046 new vehicles retailed for \$102,927,650 in April 1952. Higher sales were reported by all provinces, British Columbia taking the lead with gains of 76% in number and 78% in value of sales.

There were 43,414 passenger cars sold during April 1953 for a retail value of \$109,631,203, an increase of 45% in number and 46% in value over sales in April last year. Commercial vehicle sales advanced 14% in number and 11% 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, April, 1952 and 1953

Province	Number of Units		Retail Value	
	<u>1952</u>	<u>1953</u>	<u>1952</u> \$	<u>1953</u> \$
Atlantic Provinces	3	-	38,350	-
Quebec	16	15	413,049	235,154
Ontario	5	5	70,369	75,089
Manitoba	4	3	69,694	46,640
Saskatchewan	-	-	-	-
Alberta	1	-	20,067	-
British Columbia	4	-	69,949	-
Canada	33	23	681,478	356,883

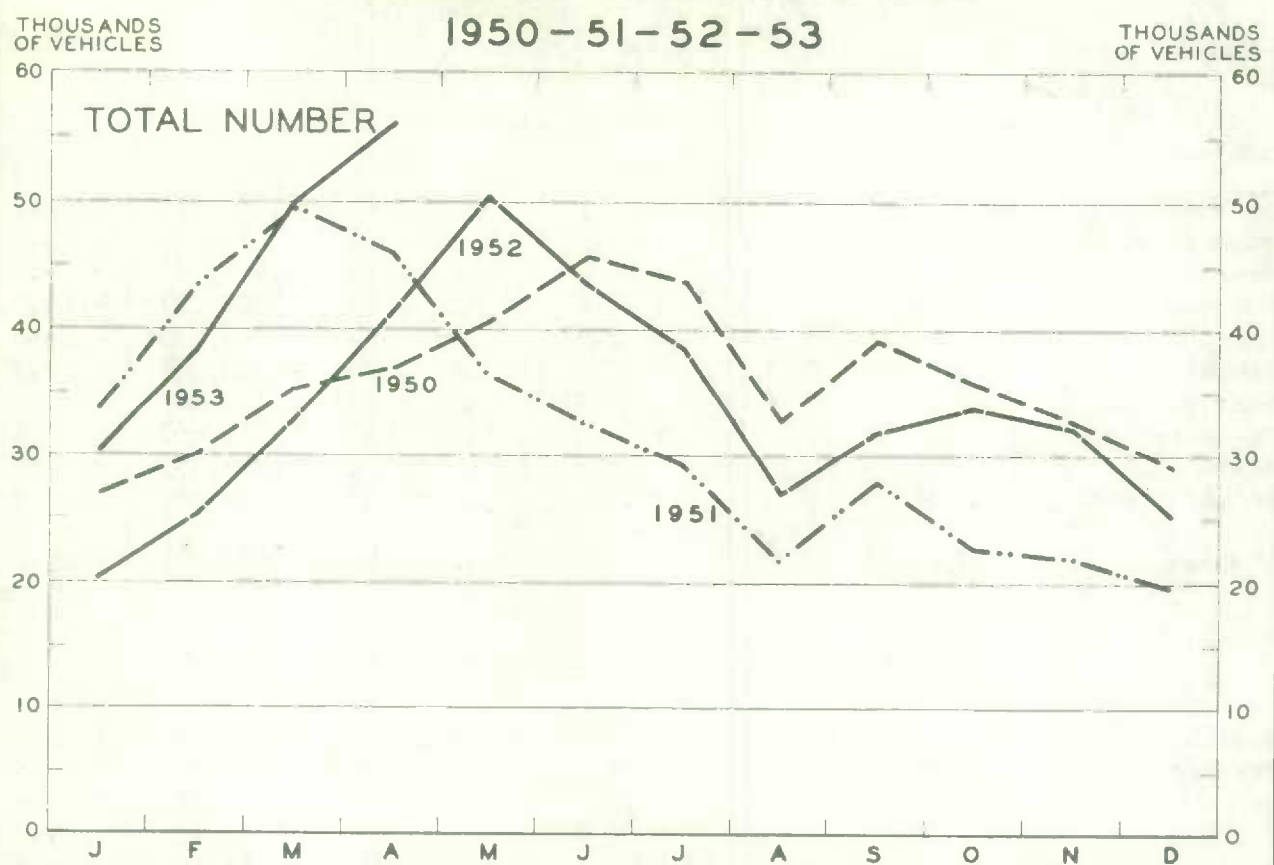
Financing of Motor Vehicle Sales

New Vehicles--The amount of financing continued at a more rapid rate of increase than did the number of new vehicles financed. There were 21,548 new vehicles financed in April, up 43% from a year ago while the amount of financing at \$37,980,462 was 63% higher than the April 1952 figure.

Passenger cars registered considerable gains in both number and amount of financing, 57% and 89% respectively while commercial vehicles increased 11% in number financed and 19% in amount.

Used Vehicles--There were 49,160 used vehicles financed to the extent of \$42,112,012 in April 1953, up 13% in number and 39% in amount over last year. Used passenger cars accounted for most of this increase with gains of 16% in number and 47% in amount of financing. Used commercial vehicle financing advanced only slightly over last year.

NEW MOTOR VEHICLE SALES 1950 - 51 - 52 - 53



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

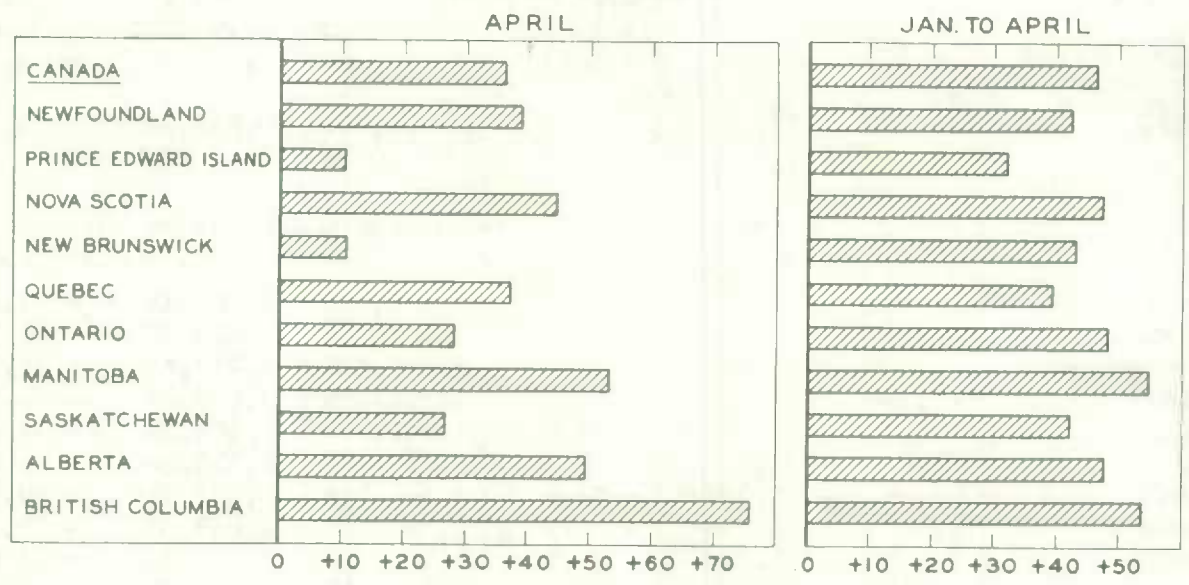


TABLE 1 New Motor Vehicle Sales, by Provinces
APRIL 1952 AND 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	364	511	+ 40.4	870,511	1,203,245	+ 38.2
Prince Edward Island...	156	186	+ 19.2	394,000	451,274	+ 14.5
Nova Scotia	1,014	1,582	+ 56.0	2,511,369	3,928,387	+ 56.4
New Brunswick	969	1,124	+ 16.0	2,415,595	2,802,491	+ 16.0
Quebec	6,866	9,802	+ 42.8	17,714,128	25,609,430	+ 44.6
Ontario	12,602	17,354	+ 37.7	31,611,527	43,526,565	+ 37.7
Manitoba	1,676	2,484	+ 48.2	4,219,150	6,143,288	+ 45.6
Saskatchewan	2,173	2,835	+ 30.5	5,455,741	7,261,651	+ 33.1
Alberta	2,260	3,597	+ 59.2	5,748,322	9,178,193	+ 59.7
British Columbia	1,856	3,939	+112.2	4,278,147	9,526,679	+122.7
Canada	29,936	43,414	+ 45.0	75,218,490	109,631,203	+ 45.8
Commercial Vehicles						
Newfoundland	197	269	+ 36.5	419,707	565,870	+ 34.8
Prince Edward Island...	111	109	- 1.8	232,252	219,497	- 5.5
Nova Scotia	408	479	+ 17.4	947,067	990,031	+ 4.5
New Brunswick	407	400	- 1.7	919,404	854,746	- 7.0
Quebec	2,355	2,887	+ 22.6	6,504,051	7,087,150	+ 9.0
Ontario	3,491	3,293	- 5.7	8,508,753	8,592,895	+ 1.0
Manitoba	605	1,014	+ 67.6	1,435,618	2,330,727	+ 62.4
Saskatchewan	1,364	1,653	+ 21.2	3,239,295	3,786,653	+ 16.9
Alberta	1,295	1,725	+ 33.2	3,178,653	4,196,738	+ 32.0
British Columbia	877	871	- 0.7	2,324,360	2,224,291	- 4.3
Canada	11,110	12,700	+ 14.3	27,709,160	30,848,598	+ 11.3
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	561	780	+ 39.0	1,290,218	1,769,115	+ 37.1
Prince Edward Island...	267	295	+ 10.5	626,252	670,771	+ 7.1
Nova Scotia	1,422	2,061	+ 44.9	3,458,436	4,918,418	+ 42.2
New Brunswick	1,376	1,524	+ 10.8	3,334,999	3,657,237	+ 9.7
Quebec	9,221	12,689	+ 37.6	24,218,179	32,696,580	+ 35.0
Ontario	16,093	20,647	+ 28.3	40,120,280	52,119,460	+ 29.9
Manitoba	2,281	3,498	+ 53.4	5,654,768	8,474,015	+ 49.9
Saskatchewan	3,537	4,488	+ 26.9	8,695,036	11,048,304	+ 27.1
Alberta	3,555	5,322	+ 49.7	8,926,975	13,374,931	+ 49.8
British Columbia	2,733	4,810	+ 76.0	6,602,507	11,750,970	+ 78.0
Canada	41,046	56,114	+ 36.7	102,927,650	140,479,801	+ 36.5

(1) Revised (2) Unchanged

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
APRIL 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	893	1,451	+ 62.5	1,193,964	2,390,147	+100.2
Quebec	2,934	4,203	+ 43.3	4,426,623	7,643,949	+ 72.7
Ontario	3,756	6,058	+ 61.3	4,924,362	9,864,985	+100.3
Manitoba	571	826	+ 44.7	754,788	1,331,850	+ 76.5
Saskatchewan	636	870	+ 36.8	863,533	1,413,724	+ 63.7
Alberta	905	1,646	+ 81.9	1,313,389	2,878,337	+119.2
British Columbia	819	1,454	+ 77.5	1,213,342	2,249,398	+ 85.4
Canada	10,514	16,508	+ 57.0	14,690,001	27,772,390	+ 89.1
Commercial Vehicles						
Atlantic Provinces	418	584	+ 39.7	645,017	1,026,866	+ 59.2
Quebec	1,220	1,145	- 6.1	2,315,772	2,308,961	- 0.3
Ontario	1,300	1,477	+ 13.6	2,397,661	2,814,816	+ 17.4
Manitoba	212	226	+ 6.6	373,038	358,706	- 3.8
Saskatchewan	397	409	+ 3.0	776,514	991,483	+ 27.7
Alberta	609	852	+ 39.9	1,230,329	1,915,022	+ 55.7
British Columbia	374	347	- 7.2	846,998	792,218	- 6.5
Canada	4,530	5,040	+ 11.3	8,585,329	10,208,072	+ 18.9
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,311	2,035	+ 55.2	1,838,981	3,417,013	+ 85.8
Quebec	4,154	5,348	+ 28.7	6,742,395	9,952,910	+ 47.6
Ontario	5,056	7,535	+ 49.0	7,322,023	12,679,801	+ 73.2
Manitoba	783	1,052	+ 34.4	1,127,826	1,690,556	+ 49.9
Saskatchewan	1,033	1,279	+ 23.8	1,640,047	2,405,207	+ 46.7
Alberta	1,514	2,498	+ 65.0	2,543,718	4,793,359	+ 88.4
British Columbia	1,193	1,801	+ 51.0	2,060,340	3,041,616	+ 47.6
Canada	15,044	21,548	+ 43.2	23,275,330	37,980,462	+ 63.2

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
APRIL 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	3,203	4,000	+ 24.9	2,066,541	3,022,461	+ 46.3
Quebec	6,467	8,414	+ 30.1	5,007,926	7,596,759	+ 51.7
Ontario	15,923	17,596	+ 10.5	9,778,764	14,615,668	+ 49.5
Manitoba	2,027	2,139	+ 5.5	1,300,325	1,786,400	+ 37.4
Saskatchewan	2,156	2,311	+ 7.2	1,423,975	1,810,348	+ 27.1
Alberta	3,556	4,035	+ 13.5	2,497,314	3,583,896	+ 43.5
British Columbia	2,883	3,382	+ 17.3	2,042,045	3,125,382	+ 53.1
Canada	36,215	41,877	+ 15.6	24,116,890	35,540,914	+ 47.4
Commercial Vehicles						
Atlantic Provinces	838	1,011	+ 20.6	597,053	761,388	+ 27.5
Quebec	1,433	1,400	- 2.3	1,357,568	1,417,173	+ 4.4
Ontario	2,239	2,169	- 3.1	1,869,817	1,787,106	- 4.4
Manitoba	394	341	- 13.5	303,723	302,977	- 0.2
Saskatchewan	636	658	+ 3.5	506,937	587,640	+ 15.9
Alberta	1,011	1,135	+ 12.3	902,903	1,116,108	+ 23.6
British Columbia	548	574	+ 4.7	530,024	598,706	+ 13.0
Canada	7,099	7,288	+ 2.7	6,068,025	6,571,098	+ 8.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,041	5,011	+ 24.0	2,663,594	3,783,849	+ 42.1
Quebec	7,900	9,814	+ 24.2	6,365,494	9,013,932	+ 41.6
Ontario	18,162	19,765	+ 8.8	11,648,581	16,402,774	+ 40.8
Manitoba	2,421	2,480	+ 2.4	1,604,048	2,089,377	+ 30.3
Saskatchewan	2,792	2,969	+ 6.3	1,930,912	2,397,988	+ 24.2
Alberta	4,567	5,170	+ 13.2	3,400,217	4,700,004	+ 38.2
British Columbia	3,431	3,956	+ 15.3	2,572,069	3,724,088	+ 44.8
Canada	43,314	49,165	+ 13.5	30,184,915	42,112,012	+ 39.5

(1) Revised
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