



63 007

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

63 007 OTTAWA

STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA

1010768673

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. 25 - No. 5

\$2.00 a year

## NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MAY, 1953

### New Motor Vehicle Sales

Sales of new motor vehicles continued upward in May 1953 but the rate of increase over 1952 was much lower than in previous months of this year. New motor vehicle sales numbered 52,850 with a retail value of \$133,171,195, representing an increase of 5% in number and 8% in value over the 50,143 new vehicles sold for \$123,352,108 in May 1952.

The overall increase was due solely to sales of passenger cars. These numbered 40,700 in May 1953 and had a retail value of \$103,120,217, an increase of 8% in number and 11% in value over sales in May last year. Commercial vehicle sales, on the other hand, declined 2% in number and 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, May, 1952 and 1953

Province	Number of Units		Retail Value	
	1952	1953	1952 \$	1953 \$
Atlantic Provinces	5	6	67,500	73,650
Quebec	19	6	406,544	109,164
Ontario	18	14	257,801	279,218
Manitoba	4	5	69,610	85,662
Saskatchewan	-	-	-	-
Alberta	-	-	-	-
British Columbia	-	-	-	-
Canada	46	31	801,455	547,694

Financing of Motor Vehicle Sales

New Vehicles--Although the amount of financing continued to increase in May 1953, the number of new vehicles financed declined slightly. There were 19,816 new vehicles financed to the extent of \$36,699,568, down 2% in number and up 8% in amount compared with May 1952.

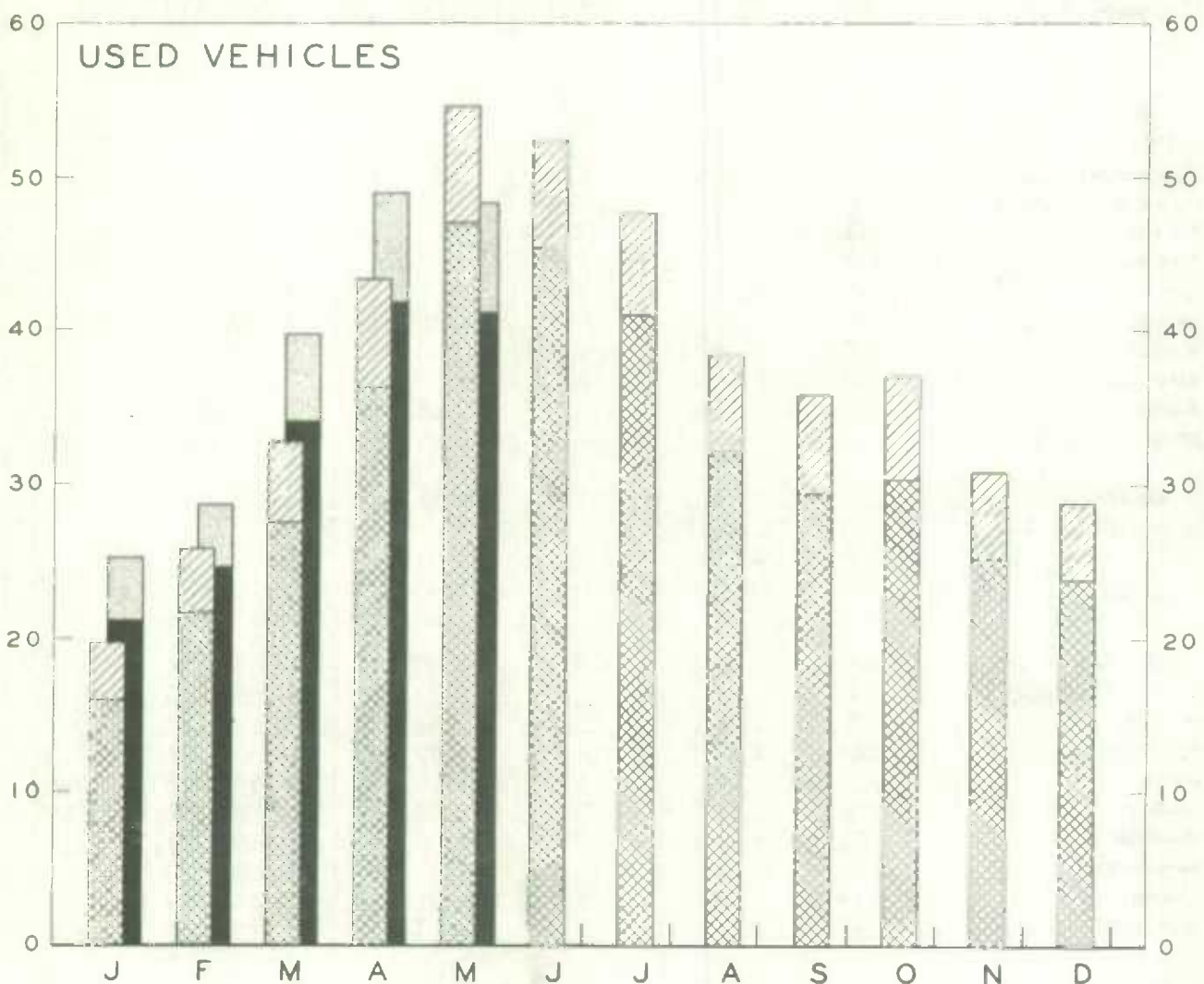
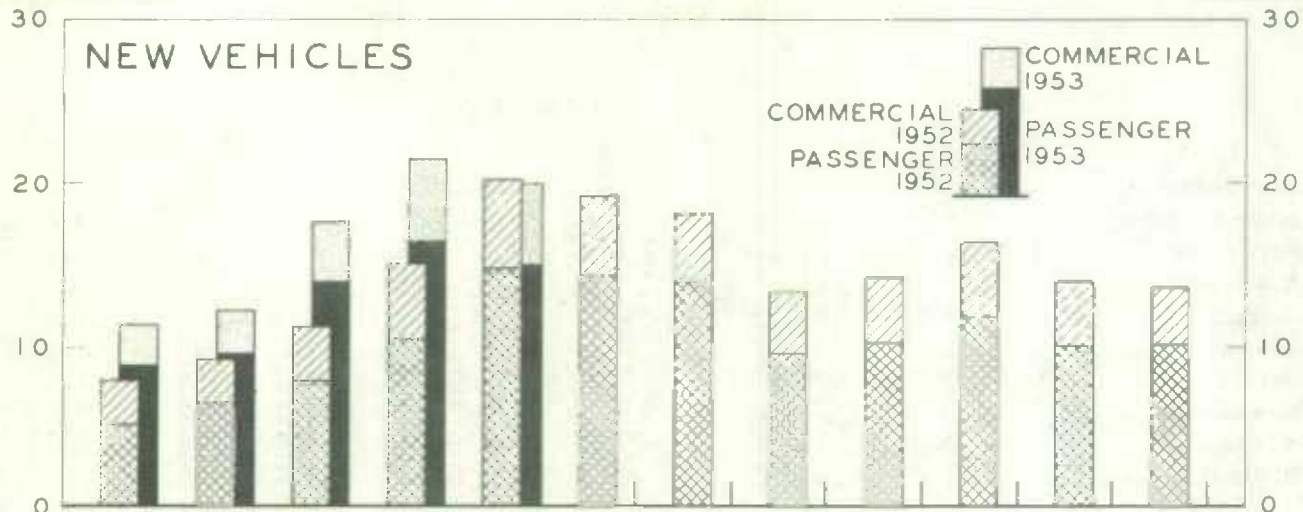
Passenger car sales increased 1% in number and 16% in amount of financing, while commercial vehicles declined 11% in number and 5% in amount.

Used Vehicles--Financing of used vehicles declined both in number and amount for the first time during the past year. The 48,382 used vehicles financed to the extent of \$41,906,993 in May 1953 represented a decrease of 12% in number and less than 1% in amount from a year ago. Used passenger cars declined at approximately the same rate as total used vehicles, while used commercial vehicles registered decreases of 6% in number and 2% in amount.

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

THOUSANDS  
OF VEHICLES

THOUSANDS  
OF VEHICLES



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

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
<b>Passenger Cars</b>						
Newfoundland .....	496	505	+ 1.8	1,124,782	1,173,696	+ 4.3
Prince Edward Island...	247	194	- 21.5	574,209	468,628	- 18.4
Nova Scotia .....	1,419	1,136	- 19.9	3,284,685	2,835,344	- 13.7
New Brunswick .....	1,074	1,232	+ 14.7	2,554,056	3,026,728	+ 18.5
Quebec .....	7,670	8,413	+ 9.7	19,307,560	21,904,311	+ 13.4
Ontario .....	16,210	17,740	+ 9.4	40,063,866	44,951,740	+ 12.2
Manitoba .....	2,115	2,193	+ 3.7	5,129,995	5,410,187	+ 5.5
Saskatchewan .....	2,307	2,762	+ 19.7	5,681,041	7,262,949	+ 27.8
Alberta .....	3,044	3,204	+ 5.3	7,523,046	8,047,598	+ 7.0
British Columbia .....	3,108	3,321	+ 6.9	7,356,225	8,039,036	+ 9.3
<b>Canada .....</b>	<b>37,690</b>	<b>40,700</b>	<b>+ 8.0</b>	<b>92,599,465</b>	<b>103,120,217</b>	<b>+ 11.4</b>
<b>Commercial Vehicles</b>						
Newfoundland .....	212	215	+ 1.4	482,695	464,466	- 3.8
Prince Edward Island...	163	89	- 45.4	337,427	182,453	- 45.9
Nova Scotia .....	411	492	+ 19.7	980,410	1,095,974	+ 11.8
New Brunswick .....	369	447	+ 21.1	818,921	979,565	+ 19.6
Quebec .....	2,372	2,213	- 6.7	6,402,139	5,727,567	- 10.5
Ontario .....	4,175	4,557	+ 9.1	10,215,122	11,288,996	+ 10.5
Manitoba .....	707	669	- 5.4	1,666,791	1,657,017	- 0.6
Saskatchewan .....	1,407	1,376	- 2.2	3,253,324	3,233,020	- 0.6
Alberta .....	1,693	1,360	- 19.7	4,148,893	3,384,789	- 18.4
British Columbia .....	944	732	- 22.5	2,446,921	2,037,131	- 16.7
<b>Canada .....</b>	<b>12,453</b>	<b>12,150</b>	<b>- 2.4</b>	<b>30,752,643</b>	<b>30,050,978</b>	<b>- 2.3</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland .....	708	720	+ 1.7	1,607,477	1,638,162	+ 1.9
Prince Edward Island...	410	283	- 31.0	911,636	651,081	- 28.6
Nova Scotia .....	1,830	1,628	- 11.0	4,265,095	3,931,318	- 7.8
New Brunswick .....	1,443	1,679	+ 16.4	3,372,977	4,006,293	+ 18.8
Quebec .....	10,042	10,626	+ 5.8	25,709,699	27,631,878	+ 7.5
Ontario .....	20,385	22,297	+ 9.4	50,278,988	56,240,736	+ 11.9
Manitoba .....	2,822	2,862	+ 1.4	6,796,786	7,067,204	+ 4.0
Saskatchewan .....	3,714	4,138	+ 11.4	8,934,365	10,495,969	+ 17.5
Alberta .....	4,737	4,564	- 3.7	11,671,939	11,432,387	- 2.1
British Columbia .....	4,052	4,053	(2)	9,803,146	10,076,167	+ 2.8
<b>Canada .....</b>	<b>50,143</b>	<b>52,850</b>	<b>+ 5.4</b>	<b>123,352,108</b>	<b>133,171,195</b>	<b>+ 8.0</b>

(1) Revised (2) Unchanged

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces  
MAY 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 .....	1,347	1,332	- 1.1	2,001,649	2,254,614	+ 12.6
Quebec .....	3,578	3,771	+ 5.4	5,845,669	7,045,699	+ 20.5
Ontario .....	5,783	5,646	- 2.4	8,408,143	9,339,336	+ 11.1
Manitoba .....	760	791	+ 4.1	1,075,921	1,306,476	+ 21.4
Saskatchewan .....	886	804	- 9.3	1,300,398	1,343,742	+ 3.3
Alberta .....	1,183	1,471	+ 24.3	1,813,742	2,552,288	+ 40.7
British Columbia .....	1,226	1,141	- 6.9	1,925,919	2,009,625	+ 4.3
<b>Canada .....</b>	<b>14,763</b>	<b>14,956</b>	<b>+ 1.3</b>	<b>22,371,441</b>	<b>25,851,780</b>	<b>+ 15.6</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	528	543	+ 2.8	925,291	992,708	+ 7.3
Quebec .....	1,571	1,081	- 39.2	3,666,768	2,699,847	- 26.4
Ontario .....	1,479	1,382	- 6.6	2,853,990	2,813,465	- 1.4
Manitoba .....	276	263	- 4.7	495,118	552,812	+ 11.7
Saskatchewan .....	481	468	- 2.7	1,037,867	981,326	- 5.4
Alberta .....	685	812	+ 18.5	1,456,764	2,107,432	+ 44.7
British Columbia .....	429	311	- 27.5	1,031,793	700,198	- 32.1
<b>Canada .....</b>	<b>5,449</b>	<b>4,860</b>	<b>- 10.8</b>	<b>11,467,591</b>	<b>10,847,788</b>	<b>- 5.4</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	1,875	1,875	(2)	2,926,940	3,247,322	+ 10.9
Quebec .....	5,149	4,852	- 5.7	9,512,437	9,745,546	+ 2.4
Ontario .....	7,262	7,028	- 3.2	11,262,133	12,152,801	+ 7.9
Manitoba .....	1,036	1,054	+ 1.7	1,571,039	1,859,288	+ 18.3
Saskatchewan .....	1,367	1,272	- 6.9	2,338,265	2,325,068	- 0.6
Alberta .....	1,868	2,283	+ 22.2	3,270,506	4,659,720	+ 42.5
British Columbia .....	1,655	1,452	- 12.3	2,957,712	2,709,823	- 8.4
<b>Canada .....</b>	<b>20,212</b>	<b>19,816</b>	<b>- 2.0</b>	<b>33,839,032</b>	<b>36,699,568</b>	<b>+ 8.5</b>

(1) Revised (2) Unchanged

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces  
MAY 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 .....	4,137	3,806	- 8.0	2,845,716	2,949,795	+ 3.7
Quebec .....	8,029	7,898	- 1.6	6,718,414	7,184,519	+ 6.9
Ontario .....	22,183	18,118	- 18.3	15,989,857	15,038,472	- 5.9
Manitoba .....	2,419	2,212	- 8.6	1,731,978	1,871,026	+ 8.0
Saskatchewan .....	2,576	2,160	- 16.1	1,849,435	1,711,620	- 7.5
Alberta .....	3,813	3,591	- 5.8	2,841,388	3,154,697	+ 11.0
British Columbia .....	3,807	3,324	- 12.7	3,157,207	3,158,999	+ 0.1
<b>Canada .....</b>	<b>46,964</b>	<b>41,109</b>	<b>- 12.5</b>	<b>35,133,995</b>	<b>35,069,128</b>	<b>- 0.2</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	992	985	- 0.7	721,356	789,501	+ 9.4
Quebec .....	1,651	1,500	- 9.1	1,709,052	1,474,805	- 13.7
Ontario .....	2,473	2,188	- 11.5	2,096,510	1,930,133	- 7.9
Manitoba .....	383	362	- 5.5	293,116	309,629	+ 5.6
Saskatchewan .....	699	667	- 4.6	566,221	612,472	+ 8.2
Alberta .....	961	1,025	+ 6.7	933,612	1,137,385	+ 21.8
British Columbia .....	602	546	- 9.3	626,215	583,940	- 6.8
<b>Canada .....</b>	<b>7,761</b>	<b>7,273</b>	<b>- 6.3</b>	<b>6,946,082</b>	<b>6,837,865</b>	<b>- 1.6</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	5,129	4,791	- 6.6	3,567,072	3,739,296	+ 4.8
Quebec .....	9,680	9,398	- 2.9	8,427,466	8,659,324	+ 2.8
Ontario .....	24,656	20,306	- 17.6	18,086,367	16,968,605	- 6.2
Manitoba .....	2,802	2,574	- 8.1	2,025,094	2,180,655	+ 7.7
Saskatchewan .....	3,275	2,827	- 13.7	2,415,656	2,324,092	- 3.8
Alberta .....	4,774	4,616	- 3.3	3,775,000	4,292,082	+ 13.7
British Columbia .....	4,409	3,870	- 12.2	3,783,422	3,742,939	- 1.1
<b>Canada .....</b>	<b>54,725</b>	<b>48,382</b>	<b>- 11.6</b>	<b>42,080,077</b>	<b>41,906,993</b>	<b>- 0.4</b>

(1) Revised  
6505-506  
29-6-53