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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JUNE, 1953

New Motor Vehicle Sales

There were 46,449 new motor vehicles sold for \$117,554,345 in June 1953, an increase of 8% in number and 9% in value over the 43,171 new vehicles retailed for \$107,366,374 in June last year.

Again the sales of new passenger cars were solely responsible for the overall increase. These numbered 37,013 with a retail value of \$93,319,420 and were 13% higher in number and 16% greater in value than the sales in June 1952. During the same period commercial vehicles declined 8% in number and 9% in value.

Cumulative figures for the first half of 1953 show that sales of new motor vehicles increased 29% in number and 28% in retail value compared with the corresponding period in 1952. There were 214,054 new passenger cars retailed for \$538,712,766 during the period from January to June 1953, an increase of 38% in number and 37% in retail value over the 155,353 new passenger cars sold for \$391,950,362 during the first half 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, June, 1952 and 1953

Province	Number of Units		Retail Value	
	1952	1953	1952 \$	1953 \$
Atlantic Provinces	3	-	55,195	-
Quebec	45	11	1,050,196	155,453
Ontario	13	12	169,245	293,959
Manitoba	3	3	51,814	49,592
Saskatchewan	-	-	-	-
Alberta	12	3	246,941	57,679
British Columbia	1	3	19,998	47,915
Canada	77	32	1,593,389	604,598

Financing of Motor Vehicle Sales

New Vehicles--Both the number and amount of financing of new vehicles showed slight increases in June 1953. There were 19,251 vehicles financed to the extent of \$35,423,954, an increase of less than 1% in number and 5% in amount over the 19,226 vehicles financed for \$33,624,046 in June last year.

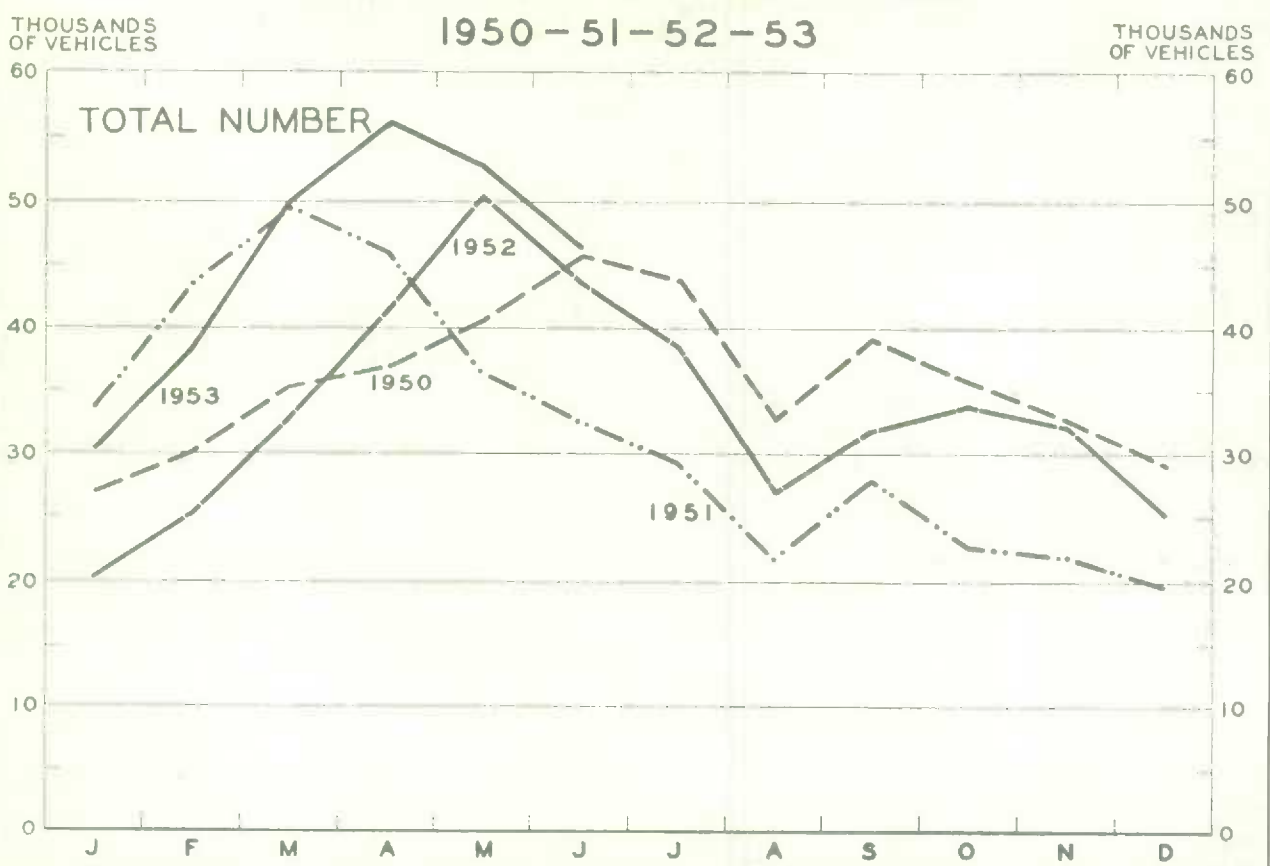
Financing of new passenger cars increased 4% in number and 13% in amount, while commercial vehicles declined 11% both in number and amount of financing.

During the first half of 1953 financing of new vehicles was 23% greater in number and 34% higher in amount than in the same period a year ago.

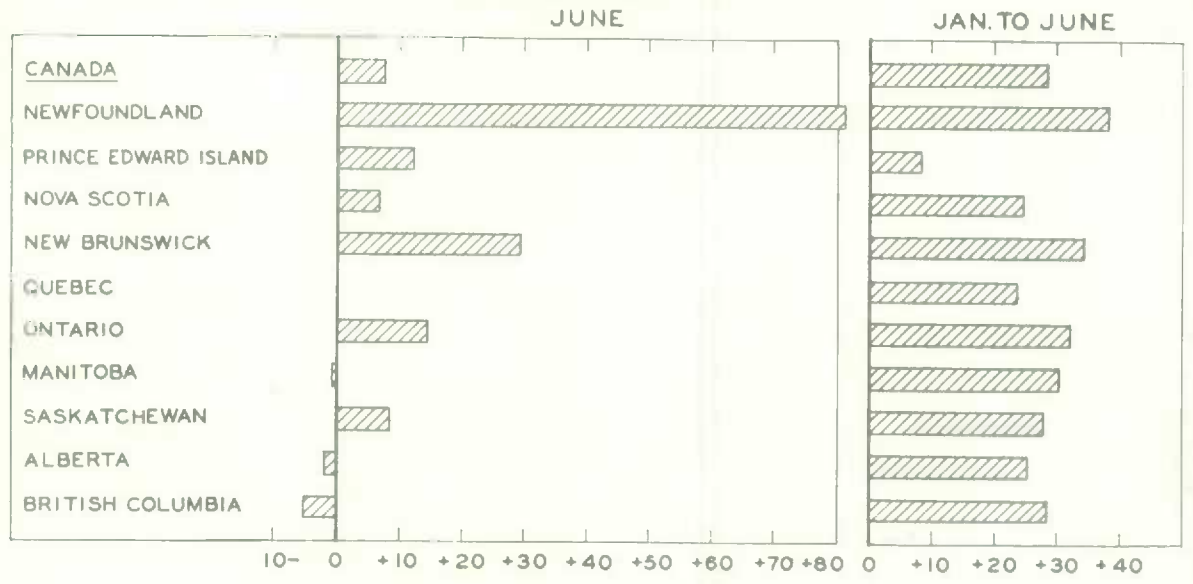
Used Vehicles--Financing of used vehicles declined both in number and amount for the second consecutive month. The 49,023 used vehicles financed to the extent of \$41,710,395 represented a decrease of 7% in number and almost 2% in amount from June last year. Used passenger cars declined at almost the same rate as total used vehicles, while used commercial vehicles registered a decrease of 4% both in number and amount of financing.

The number of used vehicles financed during the first half of 1953 was 5% greater and the amount 22% above the January to June period of 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
JUNE 1952 AND 1953**

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	
Passenger Cars						
Newfoundland	314	642	+ 104.5	728,621	1,493,638	+ 105.0
Prince Edward Island...	118	140	+ 18.6	278,590	336,089	+ 20.6
Nova Scotia	1,081	1,185	+ 9.6	2,565,596	2,907,869	+ 13.3
New Brunswick	905	1,269	+ 40.2	2,210,068	3,153,474	+ 42.7
Quebec	6,549	6,938	+ 5.9	16,373,848	17,746,485	+ 8.4
Ontario	13,349	16,061	+ 20.3	32,850,666	40,705,321	+ 23.9
Manitoba	1,964	1,970	+ 0.3	4,724,680	4,900,185	+ 3.7
Saskatchewan	2,377	2,723	+ 14.6	5,828,424	7,047,451	+ 20.9
Alberta	2,969	3,047	+ 2.6	7,389,538	7,672,381	+ 3.8
British Columbia	3,250	3,038	- 6.5	7,636,416	7,356,527	- 3.7
Canada	32,876	37,013	+ 12.6	80,586,447	93,319,420	+ 15.8
Commercial Vehicles						
Newfoundland	147	193	+ 31.3	312,274	413,299	+ 32.4
Prince Edward Island...	87	90	+ 3.4	180,876	190,162	+ 5.1
Nova Scotia	415	413	- 0.5	908,628	903,151	- 0.6
New Brunswick	290	278	- 4.1	715,509	666,829	- 6.8
Quebec	1,963	1,575	- 19.8	5,902,316	4,263,795	- 27.8
Ontario	3,377	3,100	- 8.2	8,598,883	8,520,435	- 0.9
Manitoba	576	554	- 3.8	1,401,184	1,446,315	+ 3.2
Saskatchewan	1,162	1,117	- 3.9	2,714,015	2,559,886	- 5.7
Alberta	1,464	1,299	- 11.3	3,890,963	3,216,476	- 17.3
British Columbia	814	817	+ 0.4	2,155,279	2,054,577	- 4.7
Canada	10,295	9,436	- 8.3	26,779,927	24,234,925	- 9.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	461	835	+ 81.1	1,040,895	1,906,937	+ 83.2
Prince Edward Island...	205	230	+ 12.2	459,466	526,251	+ 14.5
Nova Scotia	1,496	1,598	+ 6.8	3,474,224	3,811,020	+ 9.7
New Brunswick	1,195	1,547	+ 29.5	2,925,577	3,820,303	+ 30.6
Quebec	8,512	8,513	(2)	22,276,164	22,010,280	- 1.2
Ontario	16,726	19,161	+ 14.6	41,449,549	49,225,756	+ 18.8
Manitoba	2,540	2,524	- 0.6	6,125,864	6,346,500	+ 3.6
Saskatchewan	3,539	3,840	+ 8.5	8,542,439	9,607,337	+ 12.5
Alberta	4,433	4,346	- 2.0	11,280,501	10,888,857	- 3.5
British Columbia	4,064	3,855	- 5.1	9,791,695	9,411,104	- 3.9
Canada	43,171	46,449	+ 7.6	107,366,374	117,554,345	+ 9.5

(1) Revised (2) Unchanged

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
JUNE 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.....	1,278	1,283	+ 0.4	1,963,909	2,207,274	+ 12.4
Quebec.....	3,185	3,415	+ 7.2	5,642,348	6,474,267	+ 14.7
Ontario.....	5,218	5,844	+ 12.0	7,995,269	9,818,475	+ 22.8
Manitoba.....	754	768	+ 1.9	1,131,204	1,282,420	+ 13.4
Saskatchewan.....	857	841	- 1.9	1,321,864	1,431,693	+ 8.3
Alberta.....	1,623	1,568	- 3.4	2,635,635	2,780,997	+ 5.5
British Columbia.....	1,424	1,206	- 15.3	2,485,764	2,161,953	- 13.0
Canada.....	14,339	14,925	+ 4.1	23,175,993	26,157,079	+ 12.9
Commercial Vehicles						
Atlantic Provinces.....	500	475	- 5.0	884,570	846,251	- 4.3
Quebec.....	1,148	797	- 30.6	2,622,833	1,808,415	- 31.1
Ontario.....	1,374	1,341	- 2.4	2,780,815	2,780,389	(2)
Manitoba.....	239	232	- 2.9	394,624	416,335	+ 5.5
Saskatchewan.....	427	383	- 10.3	896,189	807,953	- 9.8
Alberta.....	817	739	- 9.5	1,970,452	1,724,927	- 12.5
British Columbia.....	382	359	- 6.0	898,570	882,605	- 1.8
Canada.....	4,887	4,326	- 11.5	10,448,053	9,266,875	- 11.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces.....	1,778	1,758	- 1.1	2,848,479	3,053,525	+ 7.2
Quebec.....	4,333	4,212	- 2.8	8,265,181	8,282,682	+ 0.2
Ontario.....	6,592	7,185	+ 9.0	10,776,084	12,598,864	+ 16.9
Manitoba.....	993	1,000	+ 0.7	1,525,828	1,698,755	+ 11.3
Saskatchewan.....	1,234	1,224	- 4.7	2,218,053	2,239,646	+ 1.0
Alberta.....	2,440	2,307	- 5.5	4,606,087	4,505,924	- 2.2
British Columbia.....	1,806	1,565	- 13.3	3,384,334	3,044,558	- 10.0
Canada.....	19,226	19,251	+ 0.1	33,624,046	35,423,954	+ 5.4

(1) Revised (2) Unchanged

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces.
JUNE 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	3,945	3,721	- 5.7	2,842,867	2,823,870	- 0.7
Quebec	7,454	7,501	+ 0.4	6,461,417	6,676,678	+ 3.3
Ontario	20,256	18,922	- 6.6	15,195,580	15,264,426	+ 0.5
Manitoba	2,281	2,182	- 4.3	1,704,157	1,827,608	+ 7.2
Saskatchewan	2,607	2,302	- 11.7	1,973,434	1,815,204	- 8.0
Alberta	4,788	3,996	- 16.5	3,990,228	3,555,557	- 10.9
British Columbia	3,894	3,480	- 10.6	3,506,442	3,311,947	- 5.5
Canada	45,225	42,104	- 6.9	35,674,125	35,275,290	- 1.1
Commercial Vehicles						
Atlantic Provinces	1,047	978	- 6.6	759,383	726,456	- 4.3
Quebec	1,499	1,266	- 15.5	1,525,607	1,182,849	- 22.5
Ontario	2,207	2,220	+ 0.6	2,014,316	1,977,031	- 1.9
Manitoba	352	330	- 6.2	271,457	294,704	+ 8.6
Saskatchewan	569	538	- 5.4	471,576	471,167	(2)
Alberta	1,045	984	- 5.8	1,093,114	1,020,083	- 6.7
British Columbia	523	603	+ 15.3	570,637	762,815	+ 33.7
Canada	7,242	6,919	- 4.5	6,706,090	6,435,105	- 4.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,992	4,699	- 5.9	3,602,250	3,550,326	- 1.4
Quebec	8,953	8,767	- 2.1	7,987,024	7,859,527	- 1.6
Ontario	22,463	21,142	- 5.9	17,209,896	17,241,457	+ 0.2
Manitoba	2,633	2,512	- 4.6	1,975,614	2,122,312	+ 7.4
Saskatchewan	3,176	2,840	- 10.6	2,445,010	2,286,371	- 6.5
Alberta	5,833	4,980	- 14.6	5,083,342	4,575,640	- 10.0
British Columbia	4,417	4,083	- 7.6	4,077,079	4,074,762	- 0.1
Canada	52,467	49,023	- 6.6	42,380,215	41,710,395	- 1.6

(1) Revised (2) Unchanged
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