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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JULY, 1953

New Motor Vehicle Sales

The upward trend in sales of new motor vehicles continued during July 1953. There were 42,789 new vehicles sold for \$106,578,048 during this month, representing an increase of 12% in number and 13% in value over the 38,133 new vehicles retailed for \$94,224,454 in July last year.

For the third consecutive month sales of new passenger cars were solely responsible for the overall increase. Passenger car sales in July numbered 34,590 with a retail value of \$85,718,656 and were 18% higher in number and 21% greater in value than sales in July 1952. New commercial vehicles on the other hand, declined 8% in number and 10% 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, July 1952 and 1953

| Province | Number of Units | | Retail Value | |
|--------------------|-----------------|-------------|--------------|-------------|
| | <u>1952</u> | <u>1953</u> | <u>1952</u> | <u>1953</u> |
| Atlantic Provinces | 4 | 9 | 71,723 | 27,602 |
| Quebec | 22 | 8 | 530,234 | 83,393 |
| Ontario | 15 | 11 | 215,706 | 185,440 |
| Manitoba | 5 | 3 | 87,798 | 50,516 |
| Saskatchewan | - | 1 | - | 3,188 |
| Alberta | 3 | 1 | 67,683 | 3,969 |
| British Columbia | - | 5 | - | 38,595 |
| Canada | 49 | 38 | 973,144 | 392,703 |

Financing of Motor Vehicle SalesNew Vehicles

Financing of new vehicles continued to increase in July 1953, with the amount financed advancing at a more rapid rate than the number. The 18,620 new vehicles financed to the extent of \$33,735,149 in July 1953 represented an increase of 2% in number and 6% in amount over the 18,326 new vehicles financed for \$31,945,302 in July last year.

While financing of new passenger cars increased 6% in number and 13% in amount, commercial vehicles declined 13% both in number and amount of financing.

Used Vehicles

Used passenger cars again declined in the number financed but the amount was higher. The 47,281 used cars financed to the extent of \$39,675,687 in July 1953 represented a decline of one per cent in number and an increase of 4% in amount compared with July 1952. Financing of used passenger cars followed almost the same trend as total used vehicles but used commercial vehicles declined slightly both in number and amount of financing.

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

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

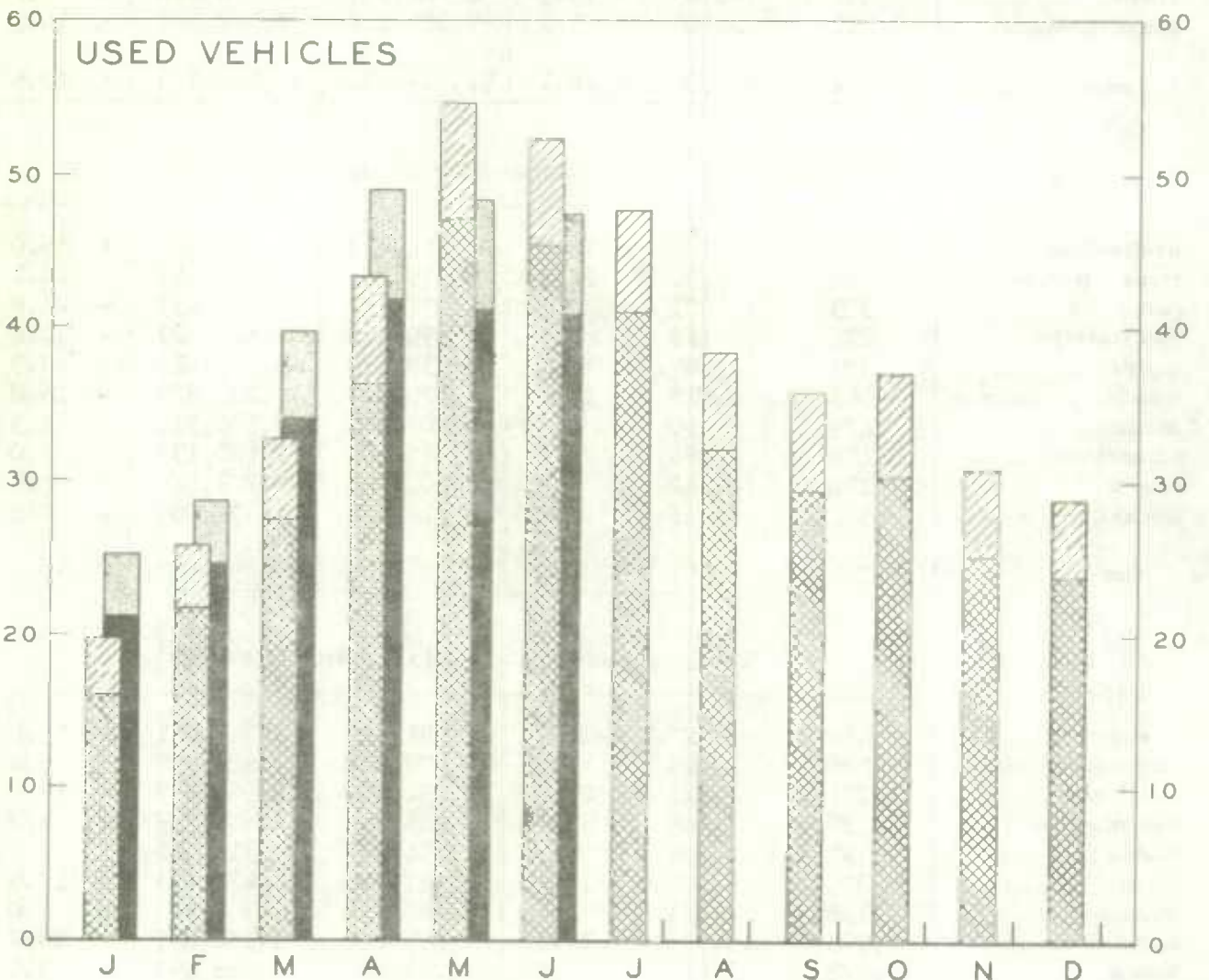
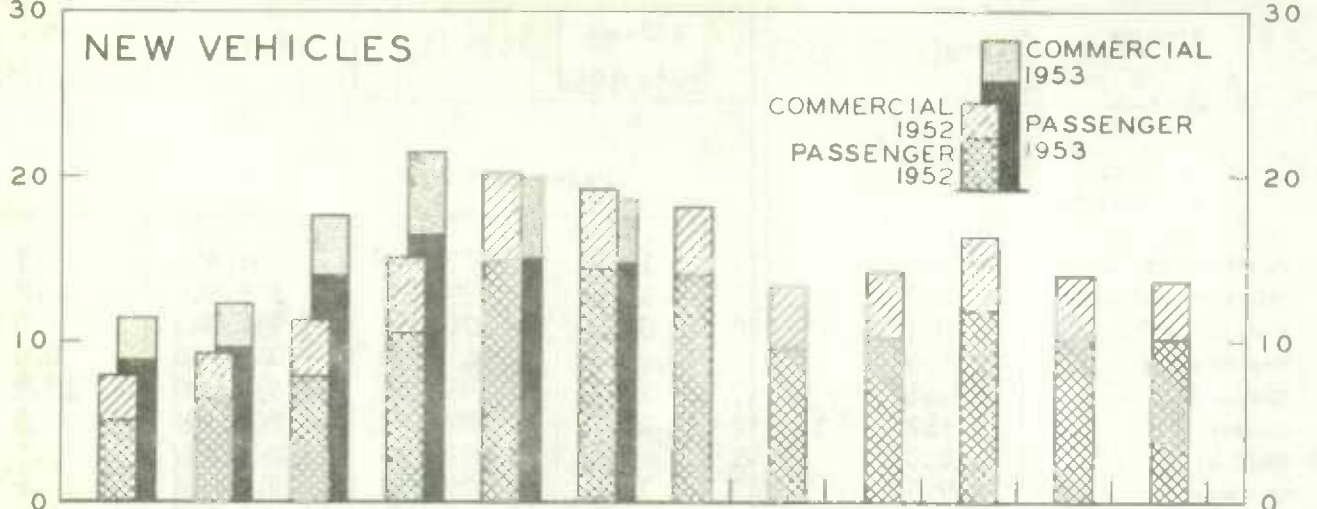


TABLE 1 New Motor Vehicle Sales, by Provinces
JULY 1952 AND 1953

| Province | Number | | | Retail Value | | |
|---|---------------|---------------|------------------------|-------------------|--------------------|------------------------|
| | 1952(1) | 1953 | % Change, 1953/1952 | 1952 (1) | 1953 | % Change, 1953/1952 |
| | | | % | \$ | \$ | % |
| Passenger Cars | | | | | | |
| Newfoundland | 328 | 375 | + 14.3 | 757,863 | 903,851 | + 19.3 |
| Prince Edward Island... | 137 | 158 | + 15.3 | 299,612 | 379,946 | + 26.8 |
| Nova Scotia | 932 | 1,250 | + 34.1 | 2,174,019 | 2,934,845 | + 35.0 |
| New Brunswick | 865 | 857 | - 0.9 | 2,045,685 | 2,062,586 | + 0.8 |
| Quebec | 5,366 | 5,997 | + 11.8 | 13,196,666 | 15,534,070 | + 17.7 |
| Ontario | 12,462 | 15,857 | + 27.2 | 30,787,479 | 39,204,509 | + 27.3 |
| Manitoba | 1,659 | 1,701 | + 2.5 | 3,982,236 | 4,207,254 | + 5.7 |
| Saskatchewan | 1,905 | 2,247 | + 18.0 | 4,627,938 | 5,812,698 | + 25.6 |
| Alberta | 2,492 | 2,743 | + 10.1 | 6,104,373 | 6,566,370 | + 7.6 |
| British Columbia | 3,116 | 3,405 | + 9.3 | 7,073,317 | 8,112,527 | + 14.7 |
| Canada | 29,262 | 34,590 | + 18.2 | 71,049,188 | 85,718,656 | + 20.6 |
| Commercial Vehicles | | | | | | |
| Newfoundland | 111 | 152 | + 36.9 | 234,029 | 315,910 | + 35.0 |
| Prince Edward Island... | 89 | 70 | - 21.3 | 179,256 | 143,141 | - 20.1 |
| Nova Scotia | 323 | 271 | - 16.1 | 778,189 | 569,432 | - 26.8 |
| New Brunswick | 274 | 248 | - 9.5 | 598,309 | 524,122 | - 12.4 |
| Quebec | 1,373 | 1,387 | + 1.0 | 4,137,439 | 3,779,516 | - 8.7 |
| Ontario | 3,363 | 2,715 | - 19.3 | 8,580,467 | 7,223,926 | - 15.8 |
| Manitoba | 479 | 460 | - 4.0 | 1,205,513 | 1,190,312 | - 1.3 |
| Saskatchewan | 1,088 | 1,086 | - 0.2 | 2,545,664 | 2,520,139 | - 1.0 |
| Alberta | 1,130 | 1,162 | + 2.8 | 3,104,114 | 2,921,825 | - 5.9 |
| British Columbia | 641 | 648 | + 1.1 | 1,812,286 | 1,671,069 | - 7.8 |
| Canada | 8,871 | 8,199 | - 7.6 | 23,175,266 | 20,859,392 | - 10.0 |
| Total - Passenger Cars and Commercial Vehicles | | | | | | |
| Newfoundland | 439 | 527 | + 20.0 | 991,892 | 1,219,761 | + 23.0 |
| Prince Edward Island... | 226 | 228 | + 0.9 | 478,868 | 523,087 | + 9.2 |
| Nova Scotia | 1,255 | 1,521 | + 21.2 | 2,952,208 | 3,504,277 | + 18.7 |
| New Brunswick | 1,139 | 1,105 | - 3.0 | 2,643,994 | 2,586,708 | - 2.2 |
| Quebec | 6,739 | 7,384 | + 9.6 | 17,334,105 | 19,313,586 | + 11.4 |
| Ontario | 15,825 | 18,572 | + 17.4 | 39,367,946 | 46,428,435 | + 17.9 |
| Manitoba | 2,138 | 2,161 | + 1.1 | 5,187,749 | 5,397,566 | + 4.0 |
| Saskatchewan | 2,993 | 3,333 | + 11.4 | 7,173,602 | 8,332,837 | + 16.2 |
| Alberta | 3,622 | 3,905 | + 7.8 | 9,208,487 | 9,488,195 | + 3.0 |
| British Columbia | 3,757 | 4,053 | + 7.9 | 8,885,603 | 9,783,596 | + 10.1 |
| Canada | 38,133 | 42,789 | + 12.2 | 94,224,454 | 106,578,048 | + 13.1 |

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces

JULY 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 | 1,142 | 1,342 | + 17.5 | 1,833,190 | 2,278,840 | + 24.3 |
| Quebec | 3,141 | 3,210 | + 2.2 | 5,609,511 | 6,055,765 | + 8.0 |
| Ontario | 5,320 | 5,951 | + 11.9 | 8,337,774 | 9,989,053 | + 19.8 |
| Manitoba | 774 | 708 | - 8.5 | 1,169,849 | 1,163,214 | - 0.6 |
| Saskatchewan | 749 | 813 | + 8.5 | 1,141,501 | 1,344,586 | + 17.8 |
| Alberta | 1,503 | 1,578 | + 5.0 | 2,503,674 | 2,822,641 | + 12.7 |
| British Columbia | 1,412 | 1,271 | - 10.0 | 2,369,238 | 2,291,736 | - 3.3 |
| Canada..... | 14,041 | 14,873 | + 5.9 | 22,964,737 | 25,945,835 | + 13.0 |
| Commercial Vehicles | | | | | | |
| Atlantic Provinces | 437 | 426 | - 2.5 | 743,816 | 775,324 | + 4.2 |
| Quebec | 905 | 707 | - 21.9 | 2,098,001 | 1,594,259 | - 24.0 |
| Ontario | 1,277 | 1,169 | - 8.5 | 2,620,575 | 2,234,497 | - 14.7 |
| Manitoba | 227 | 202 | - 11.0 | 427,274 | 460,773 | + 7.8 |
| Saskatchewan | 399 | 338 | - 15.3 | 755,993 | 660,311 | - 12.7 |
| Alberta | 656 | 597 | - 9.0 | 1,489,704 | 1,344,885 | - 9.7 |
| British Columbia | 384 | 308 | - 19.8 | 845,202 | 719,265 | - 14.9 |
| Canada..... | 4,285 | 3,747 | - 12.6 | 8,980,565 | 7,789,314 | - 13.3 |
| Total - Passenger Cars and Commercial Vehicles | | | | | | |
| Atlantic Provinces | 1,579 | 1,768 | + 12.0 | 2,577,006 | 3,054,164 | + 18.5 |
| Quebec | 4,046 | 3,917 | - 3.2 | 7,707,512 | 7,650,024 | - 0.7 |
| Ontario | 6,597 | 7,120 | + 7.9 | 10,958,349 | 12,223,550 | + 11.5 |
| Manitoba | 1,001 | 910 | - 9.1 | 1,597,123 | 1,623,987 | + 1.7 |
| Saskatchewan | 1,148 | 1,151 | + 0.3 | 1,897,494 | 2,004,897 | + 5.7 |
| Alberta | 2,159 | 2,175 | + 0.7 | 3,993,378 | 4,167,526 | + 4.4 |
| British Columbia | 1,796 | 1,579 | - 12.1 | 3,214,440 | 3,011,001 | - 6.3 |
| Canada..... | 18,326 | 18,620 | + 1.6 | 31,945,302 | 33,735,149 | + 5.6 |

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
JULY 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 | 3,638 | 3,657 | + 0.5 | 2,626,559 | 2,742,861 | + 4.4 |
| Quebec | 6,557 | 7,227 | + 10.2 | 5,705,647 | 6,431,041 | + 12.7 |
| Ontario | 19,088 | 18,357 | - 3.8 | 14,390,730 | 14,829,965 | + 3.1 |
| Manitoba | 2,056 | 1,831 | - 10.9 | 1,570,626 | 1,470,391 | - 6.4 |
| Saskatchewan | 2,114 | 2,168 | + 2.6 | 1,547,268 | 1,715,688 | + 10.9 |
| Alberta | 3,787 | 3,851 | + 1.7 | 3,193,971 | 3,349,643 | + 4.9 |
| British Columbia | 3,786 | 3,626 | - 4.2 | 3,349,322 | 3,311,010 | - 1.1 |
| Canada | 41,026 | 40,717 | - 0.8 | 32,384,123 | 33,850,599 | + 4.5 |
| Commercial Vehicles | | | | | | |
| Atlantic Provinces | 942 | 971 | + 3.1 | 670,510 | 724,965 | + 8.1 |
| Quebec | 1,231 | 1,156 | - 6.1 | 1,262,990 | 1,087,909 | - 13.9 |
| Ontario | 2,056 | 2,045 | - 0.5 | 1,842,225 | 1,722,090 | - 6.5 |
| Manitoba | 381 | 309 | - 18.9 | 294,350 | 245,291 | - 16.7 |
| Saskatchewan | 551 | 533 | - 3.3 | 436,217 | 481,449 | + 10.4 |
| Alberta | 894 | 979 | + 9.5 | 874,152 | 975,380 | + 11.6 |
| British Columbia | 567 | 571 | + 0.7 | 530,636 | 588,004 | + 10.8 |
| Canada | 6,622 | 6,564 | - 0.9 | 5,911,080 | 5,825,088 | - 1.5 |
| Total - Passenger Cars and Commercial Vehicles | | | | | | |
| Atlantic Provinces | 4,580 | 4,628 | + 1.0 | 3,297,069 | 3,467,826 | + 5.2 |
| Quebec | 7,788 | 8,383 | + 7.6 | 6,968,637 | 7,518,950 | + 7.9 |
| Ontario | 21,144 | 20,402 | - 3.5 | 16,232,955 | 16,552,055 | + 2.0 |
| Manitoba | 2,437 | 2,140 | - 12.2 | 1,864,976 | 1,715,682 | - 8.0 |
| Saskatchewan | 2,665 | 2,701 | + 1.4 | 1,983,485 | 2,197,137 | + 10.8 |
| Alberta | 4,681 | 4,830 | + 3.2 | 4,068,123 | 4,325,023 | + 6.3 |
| British Columbia | 4,353 | 4,197 | - 3.6 | 3,879,958 | 3,899,014 | + 0.5 |
| Canada | 47,648 | 47,281 | - 0.8 | 38,295,203 | 39,675,687 | + 3.6 |

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