



63

007

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

DOMINION

STATISTICS

DOES NOT CALCULATE

PROPERTY OF THE

NE PAS PRETER

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA

1010768676

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

Vol. 25-No. 8

\$2.00 a year

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

AUGUST, 1953

New Motor Vehicle Sales

Sales of new motor vehicles continued upward in August 1953. During this period there were 29,040 new vehicles sold for \$73,145,540, an increase of 8 % in number and 10 % in value over the 26,829 new vehicles retailed for \$66,349,718 in August last year.

Sales of new passenger cars were again solely responsible for the overall increase. These numbered 22,016 with a retail value of \$54,904,078, and were 20 % higher in number and 25% greater in retail value than sales in August 1952. Commercial vehicle sales, on the other hand, declined 18 % both 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, August 1952 and 1953

Province	Number of Units		Retail Value	
	<u>1952</u>	<u>1953</u>	<u>1952</u> \$	<u>1953</u> \$
Atlantic Provinces	-	2	-	6,703
Quebec	28	11	658,285	170,904
Ontario	19	35	211,263	602,976
Manitoba	5	3	82,297	53,817
Saskatchewan	-	4	-	12,299
Alberta	1	8	9,609	41,390
British Columbia	1	8	15,801	38,195
Canada	54	71	977,255	926,284

Financing of Motor Vehicle SalesNew Vehicles

There were 14,974 new vehicles financed to the extent of \$27,624,601 in August 1953, representing an increase of 12% in number and 15% in amount of financing over the 13,327 new vehicles financed for \$24,008,145 in August last year.

Financing of new passenger cars increased 23% in number and 30% in amount, while commercial vehicles declined 14% both in number and amount.

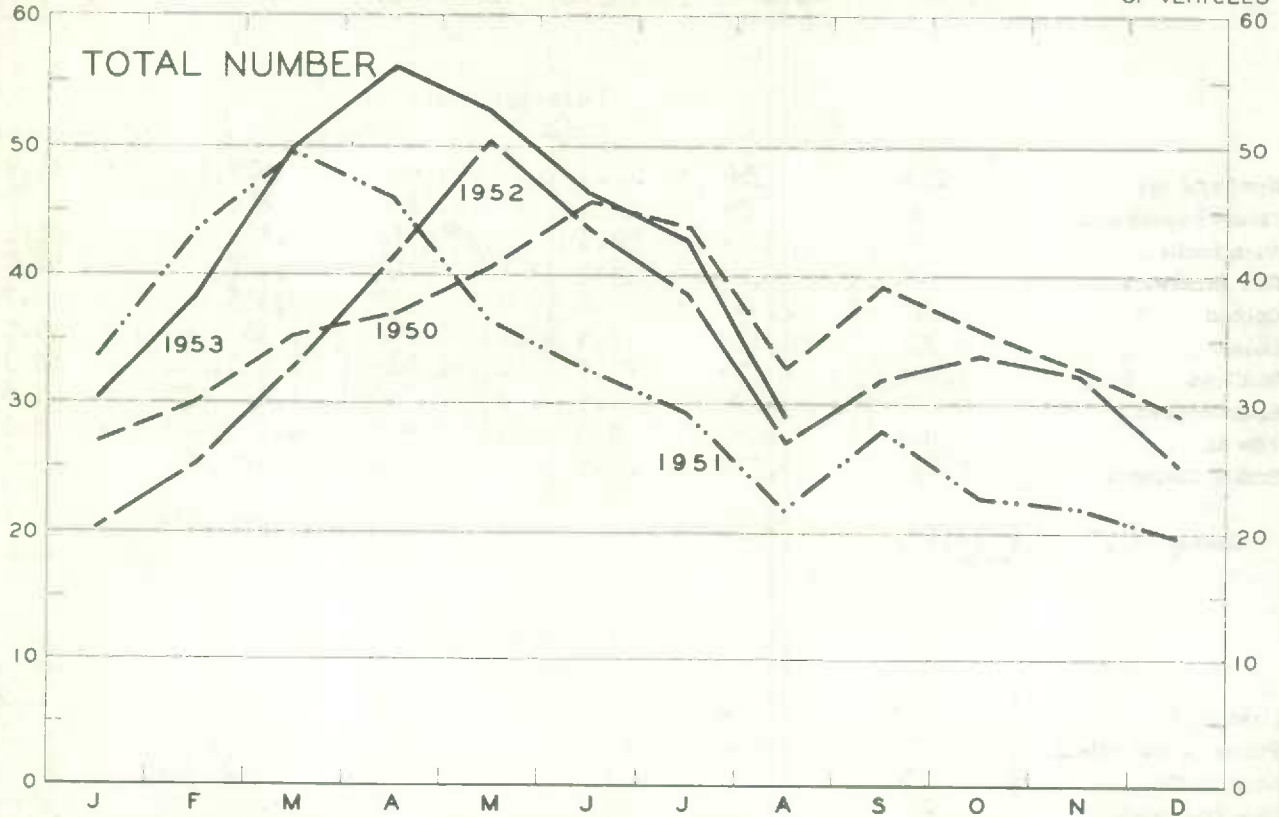
Used Vehicles

While the number of used vehicles financed declined fractionally in number, the amount of financing was slightly higher. There were 38,382 used vehicles financed to the extent of \$32,204,612 in August 1953, a fractional decrease in number but an increase of 3% in amount compared with August last year. The number of used passenger cars financed increased 1% and the amount of financing was 6% greater. Used commercial vehicles declined 8% in number and 7% in amount of financing.

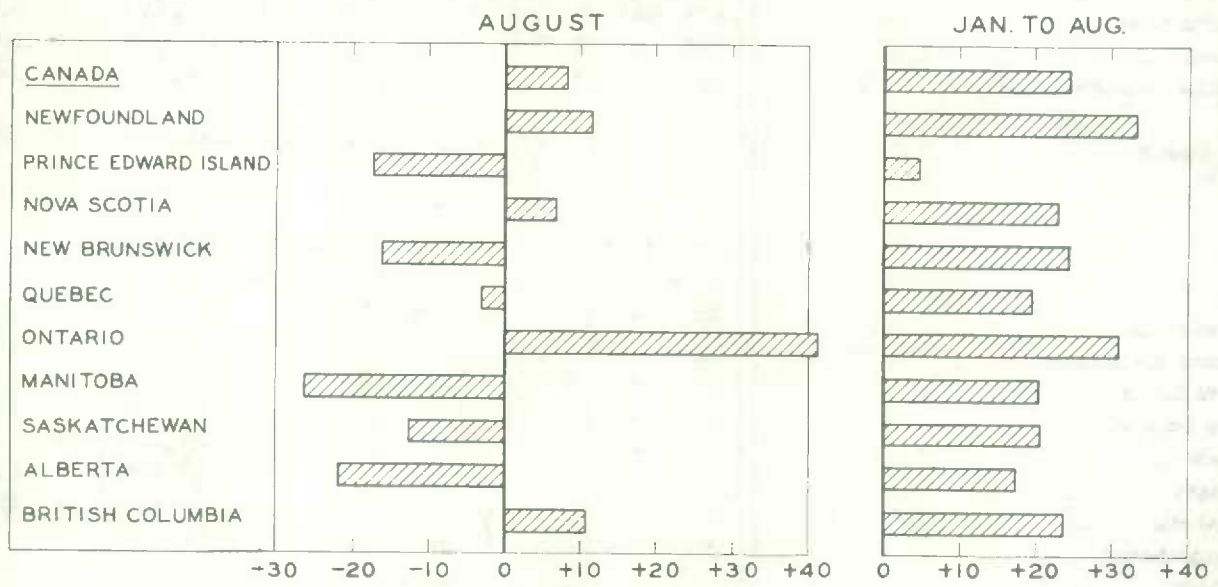
NEW MOTOR VEHICLE SALES 1950 - 51 - 52 - 53

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



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



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

Province	Number			Retail Value		
	1952(1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	219	266	+ 21.5	495,688	629,111	+ 26.9
Prince Edward Island...	84	86	+ 2.4	192,446	214,723	+ 11.6
Nova Scotia	533	653	+ 22.5	1,275,768	1,596,483	+ 25.1
New Brunswick	478	414	- 13.4	1,179,147	1,028,933	- 12.7
Quebec	3,715	4,003	+ 7.8	9,352,157	10,355,680	+ 10.7
Ontario	6,971	10,302	+ 47.8	16,631,204	25,563,167	+ 53.7
Manitoba	1,091	856	- 21.5	2,561,726	2,093,411	- 18.3
Saskatchewan	1,432	1,406	- 1.8	3,434,366	3,624,884	+ 5.5
Alberta	1,834	1,660	- 9.5	4,560,911	4,173,663	- 8.5
British Columbia	1,918	2,370	+ 23.6	4,391,302	5,624,023	+ 28.1
Canada	18,275	22,016	+ 20.5	44,074,715	54,904,078	+ 24.6
Commercial Vehicles						
Newfoundland	127	120	- 5.5	269,482	258,218	- 4.2
Prince Edward Island...	72	43	- 40.3	149,016	87,241	- 41.5
Nova Scotia	280	215	- 23.2	667,086	443,044	- 33.6
New Brunswick	273	216	- 20.9	597,261	487,557	- 18.4
Quebec	1,528	1,079	- 29.4	4,382,483	3,120,542	- 28.8
Ontario	1,996	2,357	+ 18.1	5,565,921	6,494,728	+ 16.7
Manitoba	634	414	- 34.7	1,526,061	1,073,172	- 29.7
Saskatchewan	1,526	1,175	- 23.0	3,562,771	2,737,343	- 23.2
Alberta	1,437	895	- 37.7	3,620,489	2,226,884	- 38.5
British Columbia	681	510	- 25.1	1,934,433	1,312,733	- 32.1
Canada	8,554	7,024	- 17.9	22,275,003	18,241,462	- 18.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	346	386	+ 11.6	765,170	887,329	+ 16.0
Prince Edward Island...	156	129	- 17.3	341,462	301,964	- 11.6
Nova Scotia	813	868	+ 6.8	1,942,854	2,039,527	+ 5.0
New Brunswick	751	630	- 16.1	1,776,408	1,516,490	- 14.6
Quebec	5,243	5,082	- 3.1	13,734,640	13,476,222	- 1.9
Ontario	8,967	12,659	+ 41.2	22,197,125	32,057,895	+ 44.4
Manitoba	1,725	1,270	- 26.4	4,087,787	3,166,583	- 22.5
Saskatchewan	2,958	2,581	- 12.7	6,997,137	6,362,227	- 9.1
Alberta	3,271	2,555	- 21.9	8,181,400	6,400,547	- 21.8
British Columbia	2,599	2,880	+ 10.8	6,325,735	6,936,756	+ 9.7
Canada	26,829	29,040	+ 8.2	66,349,718	73,145,540	+ 10.2

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
AUGUST 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	810	987	+ 21.9	1,277,929	1,659,840	+ 29.9
Quebec	2,221	2,482	+ 11.8	4,039,402	4,769,300	+ 18.1
Ontario	3,424	4,686	+ 36.9	5,420,620	7,936,040	+ 46.4
Manitoba	511	518	+ 1.4	783,671	864,124	+ 10.3
Saskatchewan	566	631	+ 11.5	894,041	1,101,303	+ 23.2
Alberta	984	1,273	+ 29.4	1,643,761	2,339,497	+ 42.3
British Columbia	1,053	1,170	+ 11.1	1,964,873	2,101,040	+ 6.9
Canada	9,569	11,747	+ 22.8	16,024,297	20,771,144	+ 29.6
Commercial Vehicles						
Atlantic Provinces	371	305	- 17.8	617,828	572,506	- 7.3
Quebec	806	637	- 21.0	1,802,746	1,355,190	- 24.8
Ontario	949	922	- 2.8	2,006,988	1,812,836	- 9.7
Manitoba	208	152	- 26.9	394,937	271,810	- 31.2
Saskatchewan	441	360	- 18.4	844,238	735,553	- 12.9
Alberta	662	578	- 12.7	1,574,390	1,447,340	- 8.1
British Columbia	321	273	- 15.0	742,721	658,222	- 11.4
Canada	3,758	3,227	- 14.1	7,983,848	6,853,457	- 14.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,181	1,292	+ 9.4	1,895,757	2,232,346	+ 17.8
Quebec	3,027	3,119	+ 3.0	5,842,148	6,124,490	+ 4.8
Ontario	4,373	5,608	+ 28.2	7,427,608	9,748,876	+ 31.3
Manitoba	719	670	- 6.8	1,178,608	1,135,934	- 3.6
Saskatchewan	1,007	991	- 1.6	1,738,279	1,836,856	+ 5.7
Alberta	1,646	1,851	+ 12.5	3,218,151	3,786,837	+ 17.7
British Columbia	1,374	1,443	+ 5.0	2,707,594	2,759,262	+ 1.9
Canada	13,327	14,974	+ 12.4	24,008,145	27,624,601	+ 15.1

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
AUGUST 1952 and AUGUST 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	2,884	2,931	+ 1.6	2,060,585	2,274,040	+ 10.4
Quebec	5,200	5,479	+ 5.4	4,510,453	4,812,503	+ 6.7
Ontario	14,433	14,446	+ 0.1	10,790,028	11,507,467	+ 6.6
Manitoba	1,567	1,477	- 5.7	1,183,015	1,177,221	- 0.5
Saskatchewan	1,662	1,779	+ 7.0	1,261,427	1,400,877	+ 11.1
Alberta	3,104	3,275	+ 5.5	2,570,163	2,819,877	+ 9.7
British Columbia	3,278	3,167	- 3.4	3,161,903	3,005,443	- 4.9
Canada	32,128	32,554	+ 1.3	25,537,574	26,997,433	+ 5.7
Commercial Vehicles						
Atlantic Provinces	786	763	- 2.9	536,011	588,053	+ 9.7
Quebec	1,168	971	- 16.9	1,208,093	921,965	- 23.7
Ontario	1,898	1,737	- 8.5	1,638,441	1,504,772	- 8.2
Manitoba	304	307	+ 1.0	228,636	239,706	+ 4.8
Saskatchewan	724	608	- 16.0	584,371	503,432	- 13.9
Alberta	904	927	+ 2.5	910,388	931,974	+ 2.4
British Columbia	539	515	- 4.5	513,951	517,307	+ 0.7
Canada	6,323	5,828	- 7.8	5,619,891	5,207,209	- 7.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,670	3,694	+ 0.7	2,596,596	2,862,093	+ 10.2
Quebec	6,368	6,450	+ 1.3	5,718,546	5,734,473	+ 0.3
Ontario	16,331	16,183	- 0.9	12,428,469	13,012,239	+ 4.7
Manitoba	1,871	1,784	- 4.6	1,411,651	1,416,927	+ 0.4
Saskatchewan	2,386	2,387	(2)	1,845,798	1,904,309	+ 3.2
Alberta	4,008	4,202	+ 4.8	3,480,551	3,751,851	+ 7.8
British Columbia	3,817	3,682	- 3.5	3,675,854	3,522,750	- 4.2
Canada	38,451	38,382	- 0.2	31,157,465	32,204,642	+ 3.4

(1) Revised (2) Less than 0.05

6505-506

29-9-53