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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

SEPTEMBER, 1953

New Motor Vehicle Sales

For the first time in 1953, sales of new motor vehicles showed a downward trend. During September there were 30,029 new vehicles retail- ed for \$75,755,003, a drop of 6% in number and 4% in dollar value from the 31,936 vehicles sold for \$78,771,037 in September a year ago.

Although the overall sales were down, new passenger car sales maintained a slight upward trend. The 22,495 new passenger cars sold for \$55,762,426 in September 1953, represented an increase of less than 1% in number and 4% in value over sales in September 1952. Commercial vehicle sales decreased for the fifth consecutive month, their decline of 21% in number and value being responsible for the overall downward trend in sales of new motor vehicles.

Cumulative figures for the first 9 months of 1953 indicate that sales of new motor vehicles were 21 % higher both in number and retail value compared with the corresponding period in 1952. New passenger car sales were 30 % greater in number and 31 % higher in retail value during the period from January to September 1953 as compared with the same period in 1952. Commercial vehicles, on the other hand, declined 2% in number and 4% 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.

Sales of Buses, September 1952 and 1953

Province	Number of Units		Retail	Value
	<u>1952</u>	<u>1953</u>	<u>1952</u>	<u>1953</u>
			\$	\$
Atlantic Provinces	10	3	140,630	10,125
Quebec	81	29	1,760,008	597,070
Ontario	7	40	67,165	613,603
Manitoba	5	5	87,785	85,176
Saskatchewan	-	10	-	33,781
Alberta	-	9	-	30,476
British Columbia	-	4	-	18,514
Canada	103	100	2,055,588	1,388,745

Financing of Motor Vehicle SalesNew Vehicles

Financing of new vehicles in September 1953 followed fairly closely the trend of sales. The 13,319 new vehicles financed to the extent of \$24,411,453 represented a decrease of 6% in number and 1% in financed value from the 14,190 vehicles financed for \$24,695,162 in September 1952.

Financing of new passenger cars decreased 2% in number but increased 5% in amount. Commercial vehicle financing, on the other hand, declined 15% in number and 14% in amount.

During the first nine months of 1953 financing of new vehicles was 16% greater in number and 3% higher in amount than in the same period a year ago.

Used Vehicles

The trend for several months in the financing of sales of used vehicles has been downward in number and upward in amount. This trend continued in September 1953 when there were 34,800 vehicles financed to the extent of \$28,894,464, representing a decrease of 3% in number and an increase of 2% in amount of financing compared with September 1952. Used passenger car financing followed the overall trend and was 3% lower in number and almost 4% higher in amount. Commercial vehicles financed were 5% fewer in number and 6% lower in amount.

The number of used vehicles financed during the first nine months of 1953 was 3% greater and the amount 15% above the January to September period of last year.

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

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

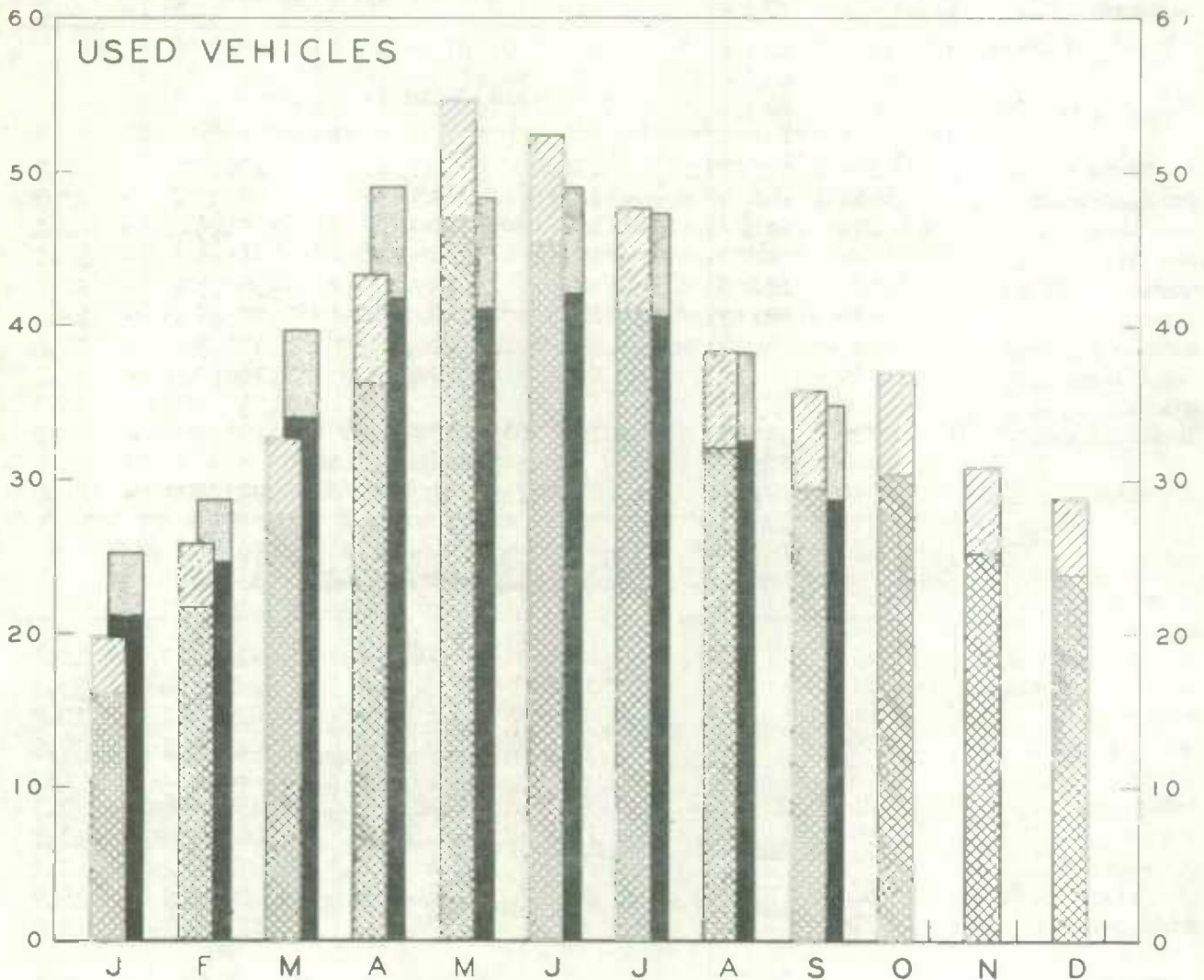
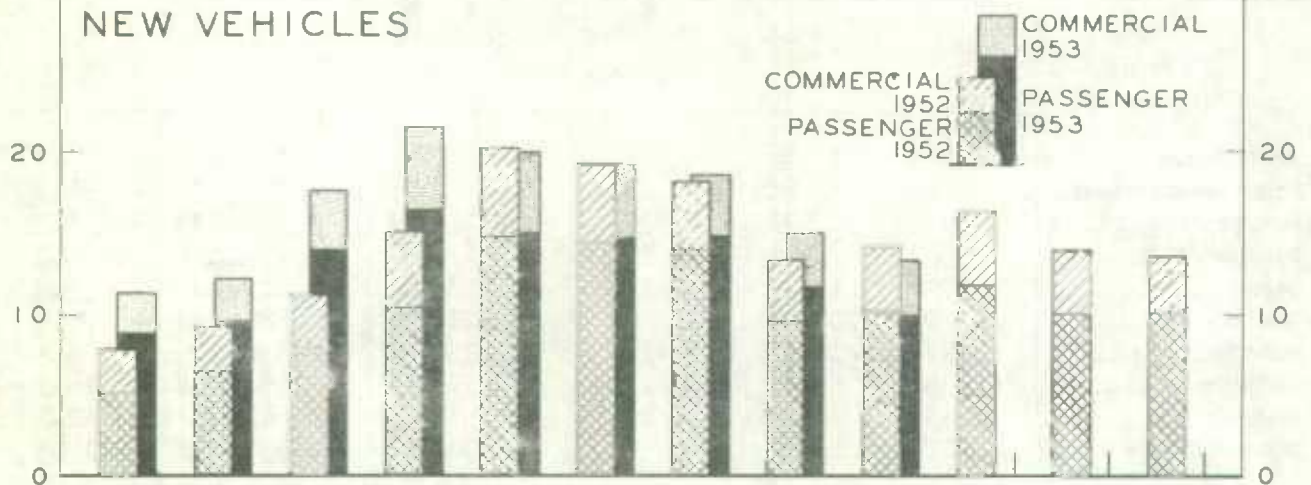


TABLE 1 New Motor Vehicle Sales, by Provinces
SEPTEMBER 1952 AND 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	229	237	+ 3.5	514,834	545,275	+ 5.9
Prince Edward Island...	109	65	- 40.4	247,113	157,398	- 36.3
Nova Scotia	685	634	- 7.4	1,604,118	1,520,739	- 5.2
New Brunswick	569	633	+ 11.2	1,312,961	1,581,453	+ 20.4
Quebec	4,096	4,545	+ 11.0	9,778,463	11,672,101	+ 19.4
Ontario	9,976	10,008	+ 0.3	24,228,871	24,685,240	+ 1.9
Manitoba	1,323	1,150	- 13.1	3,105,657	2,830,335	- 8.9
Saskatchewan	1,336	1,499	+ 12.2	3,239,462	3,764,955	+ 16.2
Alberta	1,938	1,455	- 24.9	4,717,945	3,667,752	- 22.3
British Columbia	2,078	2,269	+ 9.2	4,700,953	5,337,178	+ 13.5
Canada	22,339	22,495	+ 0.7	53,450,377	55,762,426	+ 4.3
Commercial Vehicles						
Newfoundland	189	110	- 41.8	402,162	270,722	- 32.7
Prince Edward Island...	58	38	- 34.5	115,795	84,158	- 27.3
Nova Scotia	279	235	- 15.8	660,970	501,943	- 24.1
New Brunswick	228	204	- 10.5	549,682	465,971	- 15.2
Quebec	1,550	1,438	- 7.2	5,599,143	4,368,331	- 22.0
Ontario	3,090	2,459	- 20.4	7,892,768	6,773,596	- 14.2
Manitoba	634	461	- 27.3	1,500,803	1,171,374	- 22.0
Saskatchewan	1,225	903	- 26.3	2,774,232	2,106,327	- 24.1
Alberta	1,626	1,095	- 32.7	3,951,154	2,754,673	- 30.3
British Columbia	718	591	- 17.7	1,873,951	1,495,482	- 20.2
Canada	9,597	7,534	- 21.5	25,320,660	19,992,577	- 21.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	418	347	- 17.0	916,996	815,997	- 11.0
Prince Edward Island...	167	103	- 38.3	362,908	241,556	- 33.4
Nova Scotia	964	869	- 9.9	2,265,088	2,022,682	- 10.7
New Brunswick	797	837	+ 5.0	1,862,643	2,047,424	+ 9.9
Quebec	5,646	5,983	+ 6.0	15,377,606	16,040,432	+ 4.3
Ontario	13,066	12,467	- 4.6	32,121,639	31,458,836	- 2.1
Manitoba	1,957	1,611	- 17.7	4,606,460	4,001,709	- 13.1
Saskatchewan	2,561	2,402	- 6.2	6,013,694	5,871,282	- 2.4
Alberta	3,564	2,550	- 28.5	8,669,099	6,422,425	- 25.9
British Columbia	2,796	2,860	+ 2.3	6,574,904	6,832,660	+ 3.9
Canada	31,936	30,029	- 6.0	78,771,037	75,755,003	- 3.8

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
SEPTEMBER 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	729	819	+ 12.3	1,158,410	1,382,803	+ 19.4
Quebec	2,208	2,186	- 1.0	4,027,361	4,122,726	+ 2.4
Ontario	4,139	4,062	- 1.9	6,381,633	6,890,404	+ 8.0
Manitoba	511	437	- 14.5	775,504	759,717	- 2.0
Saskatchewan	612	521	- 14.9	990,447	927,714	- 6.3
Alberta	1,000	987	- 1.3	1,665,520	1,817,672	+ 9.1
British Columbia	1,002	938	- 6.4	1,695,664	1,673,086	- 1.3
Canada	10,201	9,950	- 2.5	16,694,539	17,574,122	+ 5.3
Commercial Vehicles						
Atlantic Provinces	355	359	+ 1.1	593,891	639,318	+ 7.6
Quebec	767	631	- 17.7	1,699,080	1,307,268	- 23.1
Ontario	1,127	998	- 11.4	2,139,247	1,919,691	- 10.3
Manitoba	227	194	- 14.5	362,206	341,044	- 5.8
Saskatchewan	518	373	- 28.0	951,285	706,471	- 25.7
Alberta	655	549	- 16.2	1,476,035	1,328,997	- 10.0
British Columbia	340	265	- 22.1	778,879	594,542	- 23.7
Canada	3,989	3,369	- 15.5	8,000,623	6,837,331	- 14.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,084	1,178	+ 8.7	1,752,301	2,022,121	+ 15.4
Quebec	2,975	2,817	- 5.3	5,726,441	5,429,994	- 5.2
Ontario	5,266	5,060	- 3.9	8,520,880	8,810,095	+ 3.4
Manitoba	738	631	- 14.5	1,137,710	1,100,761	- 3.2
Saskatchewan	1,130	894	- 20.9	1,941,732	1,634,185	- 15.8
Alberta	1,655	1,536	- 7.2	3,141,555	3,146,669	+ 0.2
British Columbia	1,342	1,203	- 10.4	2,474,543	2,267,628	- 8.4
Canada	14,190	13,319	- 6.1	24,695,162	24,411,453	- 1.1

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
SEPTEMBER 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	2,563	2,876	+ 12.2	1,754,155	2,142,148	+ 22.1
Quebec	4,546	4,754	+ 4.6	3,869,651	4,199,742	+ 8.5
Ontario	13,371	12,511	- 6.4	9,935,975	10,002,022	+ 0.7
Manitoba	1,559	1,351	- 13.3	1,219,095	1,100,132	- 9.8
Saskatchewan	1,590	1,526	- 4.0	1,218,819	1,189,277	- 2.4
Alberta	2,818	2,944	+ 4.5	2,318,578	2,476,470	+ 6.8
British Columbia	3,024	2,738	- 9.5	2,556,121	2,553,229	- 0.1
Canada	29,471	28,700	- 2.6	22,872,394	23,663,020	+ 3.5
Commercial Vehicles						
Atlantic Provinces	801	869	+ 8.5	561,860	618,485	+ 10.1
Quebec	1,091	1,033	- 5.3	1,075,787	920,367	- 14.4
Ontario	1,915	1,788	- 6.6	1,581,609	1,460,277	- 7.7
Manitoba	397	339	- 14.6	294,404	256,994	- 12.7
Saskatchewan	742	626	- 15.6	608,744	519,709	- 14.6
Alberta	877	921	+ 5.0	866,324	945,774	+ 9.2
British Columbia	589	524	- 11.0	590,391	509,838	- 13.6
Canada	6,412	6,100	- 4.9	5,579,119	5,231,444	- 6.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,364	3,745	+ 11.3	2,316,015	2,760,633	+ 19.2
Quebec	5,637	5,787	+ 2.7	4,945,438	5,120,109	+ 3.5
Ontario	15,286	14,299	- 6.5	11,517,584	11,462,299	- 0.5
Manitoba	1,956	1,690	- 13.6	1,513,499	1,357,126	- 10.3
Saskatchewan	2,332	2,152	- 7.7	1,827,563	1,708,986	- 6.5
Alberta	3,695	3,865	+ 4.6	3,184,902	3,422,244	+ 7.5
British Columbia	3,613	3,262	- 9.7	3,146,512	3,063,067	- 2.7
Canada	35,883	34,800	- 3.0	28,451,513	28,894,464	+ 1.6

(1) Revised
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