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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

New Motor Vehicle Sales

A considerable decline in the sale of new motor vehicles occurred during January 1954 as compared to January of last year. The number of vehicles sold decreased 23 % while the value was 21% lower. This reduction in sales was less pronounced in Ontario and Quebec than in the other provinces.

Sales of passenger cars were 20 % lower in number and 18 % in value with decreases in value ranging from 4% in Ontario to 55 % in Prince Edward Island. The sale of commercial vehicles dropped from 7,061 units last year to 4,626 in January 1954 (-35%) with a corresponding decrease in dollar value (-31%).

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,
Industry and Merchandising Division

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Sales of Buses, January 1953 and 1954

Province	Number of Units		Retail Value	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$ '000	<u>1954</u> \$ '000
Atlantic Provinces	-	2	-	8
Quebec	1	1	11	3
Ontario	4	1	57	3
Manitoba	4	4	70	66
Saskatchewan	-	-	-	-
Alberta	1	-	9	-
British Columbia	-	9	-	204
Canada	10	17	147	284

Financing of Motor Vehicle SalesNew Vehicles

The decline in the financing of new vehicles was of similar magnitude to the drop in sales. There were 25% fewer vehicles financed than in January last year and the amount of financing was 21% less. The amount of financing for new passenger cars was 18% less while the drop in the financing of commercial vehicles amounted to 33% in number and 27% in value.

Used Vehicles

Used car financing was quite consistent between items with a common decrease of 31% below January 1953. That is, both total, passenger and commercial vehicles in both number of units and amount of financing showed a level of practically 31% below last year.

TABLE 1 New Motor Vehicle Sales, by Provinces
January 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	222	137	- 38.3	520	322	- 38.1
Prince Edward Island...	101	42	- 58.4	238	106	- 55.4
Nova Scotia	726	544	- 25.1	1,744	1,344	- 22.9
New Brunswick	512	361	- 29.5	1,253	918	- 26.7
Quebec	4,261	3,638	- 14.6	10,967	9,478	- 13.6
Ontario	9,761	9,245	- 5.3	23,959	23,127	- 3.5
Manitoba	1,651	774	- 53.1	4,014	1,960	- 51.2
Saskatchewan	1,586	1,025	- 35.4	3,968	2,640	- 33.5
Alberta	2,060	1,310	- 36.4	5,198	3,346	- 35.6
British Columbia	2,262	1,431	- 36.7	5,263	3,495	- 33.6
Canada	23,142	18,507	- 20.0	57,124	46,736	- 18.2
Commercial Vehicles						
Newfoundland	82	71	- 13.4	174	148	- 14.9
Prince Edward Island...	42	18	- 57.1	89	37	- 58.4
Nova Scotia	241	215	- 10.8	608	459	- 24.5
New Brunswick	251	155	- 38.2	586	403	- 30.4
Quebec	858	913	+ 6.4	2,470	2,565	+ 3.8
Ontario	2,442	1,506	- 38.3	6,332	4,332	- 31.6
Manitoba	530	258	- 51.3	1,275	709	- 44.4
Saskatchewan	1,036	461	- 55.5	2,272	1,080	- 52.5
Alberta	1,124	630	- 44.0	2,803	1,500	- 46.5
British Columbia	455	399	- 12.3	1,298	1,163	- 10.4
Canada	7,061	4,626	- 34.5	17,907	12,401	- 30.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	304	208	- 31.6	694	470	- 32.3
Prince Edward Island...	143	60	- 58.0	327	143	- 56.3
Nova Scotia	967	759	- 21.5	2,352	1,803	- 23.3
New Brunswick	763	516	- 32.4	1,839	1,326	- 27.9
Quebec	5,119	4,551	- 11.1	13,437	12,043	- 10.4
Ontario	12,203	10,751	- 11.9	30,291	27,459	- 9.3
Manitoba	2,181	1,032	- 52.7	5,289	2,669	- 49.5
Saskatchewan	2,622	1,486	- 43.3	6,240	3,720	- 40.4
Alberta	3,184	1,940	- 39.1	8,001	4,846	- 39.4
British Columbia	2,717	1,830	- 32.6	6,561	4,658	- 29.0
Canada	30,203	23,133	- 23.4	75,031	59,137	- 21.2

(1) Revised

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

January 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	595	458	- 23.0	973	783	- 19.5
Quebec	1,771	1,260	- 28.9	3,215	2,466	- 23.3
Ontario	3,668	3,160	- 13.8	5,879	5,357	- 8.9
Manitoba	467	307	- 34.3	717	508	- 29.1
Saskatchewan	496	352	- 29.0	796	590	- 25.9
Alberta	993	701	- 29.4	1,687	1,274	- 24.5
British Columbia	831	542	- 34.3	1,409	1,015	- 28.0
Canada	8,821	6,780	- 23.1	14,676	11,993	- 18.3
Commercial Vehicles						
Atlantic Provinces	256	176	- 31.2	458	301	- 34.3
Quebec	530	397	- 25.1	1,197	937	- 21.7
Ontario	839	593	- 29.3	1,632	1,286	- 21.2
Manitoba	116	78	- 32.8	246	189	- 23.2
Saskatchewan	265	138	- 47.9	463	325	- 29.8
Alberta	486	272	- 44.0	1,078	643	- 40.4
British Columbia	184	149	- 19.0	401	332	- 17.2
Canada	2,676	1,803	- 32.6	5,475	4,013	- 26.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	851	634	- 25.5	1,431	1,084	- 24.2
Quebec	2,301	1,657	- 28.0	4,412	3,403	- 22.9
Ontario	4,507	3,753	- 16.7	7,511	6,643	- 11.6
Manitoba	583	385	- 34.0	963	697	- 27.6
Saskatchewan	761	490	- 35.6	1,259	915	- 27.3
Alberta	1,479	973	- 34.2	2,765	1,917	- 30.7
British Columbia	1,015	691	- 31.9	1,810	1,347	- 25.6
Canada	11,497	8,583	- 25.3	20,151	16,006	- 20.6

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
January 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,661	1,209	- 27.2	1,263	936	- 25.9
Quebec	2,764	2,107	- 23.8	2,596	1,999	- 23.0
Ontario	10,293	7,227	- 29.8	8,276	5,815	- 29.7
Manitoba	1,052	642	- 39.0	907	586	- 35.4
Saskatchewan	1,159	661	- 43.0	942	520	- 44.8
Alberta	2,164	1,297	- 40.1	1,898	1,124	- 40.8
British Columbia	2,135	1,449	- 32.1	2,013	1,357	- 32.6
Canada	21,228	14,592	- 31.3	17,895	12,337	- 31.1
Commercial Vehicles						
Atlantic Provinces	505	371	- 26.5	366	273	- 25.4
Quebec	604	511	- 15.4	702	535	- 23.8
Ontario	1,368	937	- 31.5	1,332	874	- 34.4
Manitoba	240	134	- 44.2	217	122	- 43.8
Saskatchewan	350	183	- 47.7	338	181	- 46.4
Alberta	591	418	- 29.3	640	443	- 30.8
British Columbia	350	260	- 25.7	335	282	- 15.8
Canada	4,008	2,814	- 29.8	3,930	2,710	- 31.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,166	1,580	- 27.1	1,629	1,209	- 25.8
Quebec	3,368	2,618	- 22.3	3,298	2,534	- 23.2
Ontario	11,661	8,164	- 30.0	9,608	6,689	- 30.4
Manitoba	1,292	776	- 39.9	1,124	708	- 37.0
Saskatchewan	1,509	844	- 44.1	1,280	701	- 45.2
Alberta	2,755	1,715	- 37.7	2,538	1,567	- 38.3
British Columbia	2,485	1,709	- 31.2	2,348	1,639	- 30.2
Canada	25,236	17,406	- 31.0	21,825	15,047	- 31.1

(1) Revised

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