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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

OCTOBER 1954

New Motor Vehicle Sales

New motor vehicle sales in October were more than a third lower than in the corresponding month of 1953. The number of vehicles sold dropped from 32,781 in 1953 to 20,751 a decrease of 36.7% while sales, at \$52,967,000, were 36.0% below last year. Passenger car sales declined almost as much, relatively, as did commercial vehicles, after showing a moderate gain in September. Commercial vehicle sales were almost 40 per cent lower in October 1954 than the previous year.

Sales in Saskatchewan declined more than any other province with passenger car sales approximately 57% and commercial vehicles 66% lower. The only gain reported in October was for passenger car sales in Newfoundland which increased 27.1% in number and 22.1% in value over 1953. The decrease was not as marked in Nova Scotia, New Brunswick and Quebec as in Ontario and the Western Provinces.

The reduced sales during October brought the 10 month cumulative average down from -15.7% in number and -13.7% in value, established for the first 9 months, to -17.4% in number and -15.5% in value. New passenger car sales showed declines of 13.9% in number and 12.0% in value while commercial vehicles were down by 29.7% and 27.7% respectively.

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, October, 1953 and 1954

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$'000	<u>1954</u> \$'000
Atlantic Provinces	3	3	10	11
Quebec	56	9	1,204	75
Ontario	16	7	274	68
Manitoba	3	15	48	274
Saskatchewan	2	2	6	5
Alberta	8	3	26	8
British Columbia	3	3	10	9
Canada	91	42	1,578	450

Financing of Motor Vehicle SalesNew Vehicles

Financing of commercial vehicles fell off to the same extent as did sales but passenger car financing was down 26.0% compared with a decrease of 35.8% in the number of new passenger cars sold. Total financing amounted to \$20,584,000 or 27.2% below the \$28,281,000 financed in October 1953.

Financing of new vehicles during the first ten months of the year was 17.0% lower in number and 13.1% less in amount of financing.

Used Vehicles

The decrease in used car financing was uniform for both passenger and commercial vehicles. The number of cars financed declined from 34,548 last year to 28,258 down 18.2%, while the amount of financing at \$22,751,000 was 20.3% below the 1953 level.

The decline for the first ten months amounted to 15.1% in number and 16.9% in amount over the same period of 1953.

Note:

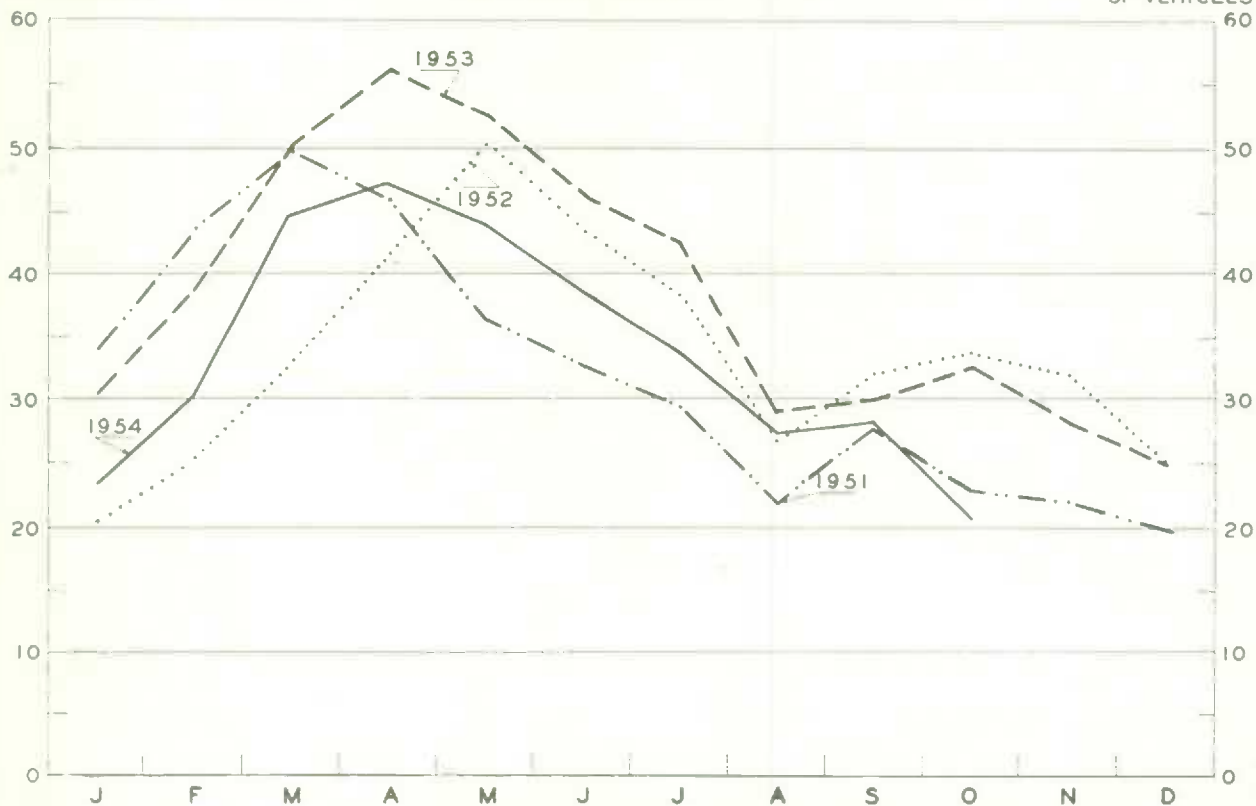
The financing shown herein represents only that business done by sales and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

NEW MOTOR VEHICLE SALES

1951-52-53-54

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1954/1953

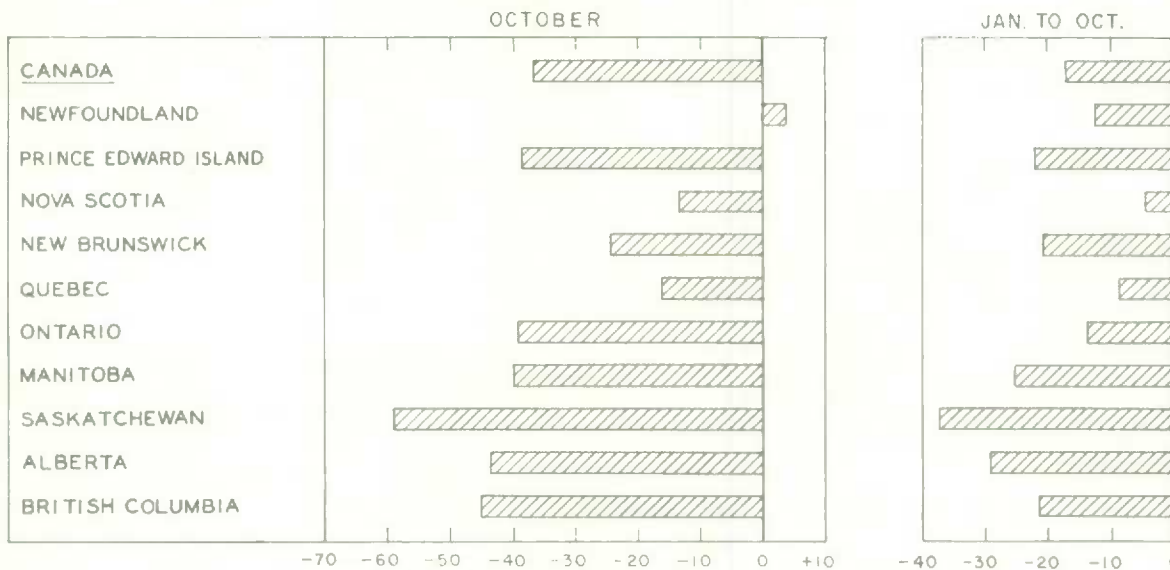


TABLE 1 New Motor Vehicle Sales, by Provinces
October 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	155	197	+ 27.1	375	458	+ 22.1
Prince Edward Island...	93	50	- 46.2	225	123	- 45.3
Nova Scotia	626	580	- 7.3	1,543	1,423	- 7.8
New Brunswick	419	365	- 12.9	1,041	893	- 14.2
Quebec	4,154	3,598	- 13.4	10,598	9,014	- 14.9
Ontario	11,655	6,996	- 40.0	28,603	17,530	- 38.7
Manitoba	1,436	840	- 41.5	3,552	2,028	- 42.9
Saskatchewan	1,870	813	- 56.5	4,708	2,040	- 56.7
Alberta	1,957	1,208	- 38.3	4,858	3,073	- 36.7
British Columbia	2,458	1,299	- 47.2	5,781	3,173	- 45.1
Canada	24,823	15,946	- 35.8	61,284	39,755	- 35.1
Commercial Vehicles						
Newfoundland	134	103	- 23.1	282	265	- 6.0
Prince Edward Island...	63	46	- 27.0	132	105	- 20.5
Nova Scotia	278	203	- 27.0	578	472	- 18.3
New Brunswick	237	132	- 44.3	527	341	- 35.3
Quebec	1,328	996	- 25.0	4,756	3,079	- 35.3
Ontario	2,959	1,877	- 36.6	8,058	5,102	- 36.7
Manitoba	365	240	- 34.2	890	809	- 9.1
Saskatchewan	877	304	- 65.3	2,028	687	- 66.1
Alberta	1,088	508	- 53.3	2,579	1,306	- 49.4
British Columbia	629	396	- 37.0	1,655	1,046	- 36.8
Canada	7,958	4,805	- 39.6	21,485	13,212	- 38.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	289	300	+ 3.8	657	723	+ 10.0
Prince Edward Island...	156	96	- 38.5	357	228	- 36.1
Nova Scotia	904	783	- 13.4	2,121	1,895	- 10.7
New Brunswick	656	497	- 24.2	1,568	1,234	- 21.3
Quebec	5,482	4,594	- 16.2	15,354	12,093	- 21.2
Ontario	14,614	8,873	- 39.3	36,661	22,632	- 38.3
Manitoba	1,801	1,080	- 40.0	4,442	2,837	- 36.1
Saskatchewan	2,747	1,117	- 59.3	6,736	2,727	- 59.5
Alberta	3,045	1,716	- 43.6	7,437	4,379	- 41.1
British Columbia	3,087	1,695	- 45.1	7,436	4,219	- 43.3
Canada	32,781	20,751	- 36.7	82,769	52,967	- 36.0

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
October 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	832	669	- 19.6	1,415	1,143	- 19.2
Quebec	2,549	1,878	- 26.3	4,766	3,680	- 22.8
Ontario	4,845	4,240	- 12.5	7,991	7,450	- 6.8
Manitoba	731	308	- 57.9	1,274	501	- 60.7
Saskatchewan	865	351	- 59.4	1,497	644	- 57.0
Alberta	1,162	688	- 40.8	2,127	1,320	- 37.9
British Columbia	948	696	- 26.6	1,757	1,351	- 23.1
Canada	11,932	8,830	- 26.0	20,827	16,089	- 22.7
Commercial Vehicles						
Atlantic Provinces	307	218	- 29.0	564	387	- 31.4
Quebec	689	493	- 28.4	1,891	1,172	- 38.0
Ontario	1,045	668	- 36.1	2,047	1,387	- 32.2
Manitoba	192	77	- 59.9	388	170	- 56.2
Saskatchewan	359	121	- 66.3	674	222	- 67.1
Alberta	567	268	- 52.7	1,288	669	- 48.1
British Columbia	237	188	- 20.7	602	488	- 18.9
Canada	3,396	2,033	- 40.1	7,454	4,495	- 39.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,139	887	- 22.1	1,979	1,530	- 22.7
Quebec	3,238	2,371	- 26.8	6,657	4,852	- 27.1
Ontario	5,890	4,908	- 16.7	10,038	8,837	- 12.0
Manitoba	923	385	- 58.3	1,662	671	- 59.6
Saskatchewan	1,224	472	- 61.4	2,171	866	- 60.1
Alberta	1,729	956	- 44.7	3,415	1,989	- 41.8
British Columbia	1,185	884	- 25.4	2,359	1,839	- 22.0
Canada	15,328	10,863	- 29.1	28,281	20,584	- 27.2

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
October 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	2,706	2,317	- 14.4	1,992	1,753	- 12.0
Quebec	4,872	4,582	- 6.0	4,278	3,989	- 6.8
Ontario	12,476	10,487	- 15.9	9,843	8,043	- 18.3
Manitoba	1,412	918	- 35.0	1,164	741	- 36.3
Saskatchewan	1,820	1,109	- 39.1	1,483	821	- 44.6
Alberta	2,931	2,086	- 28.8	2,479	1,649	- 33.5
British Columbia	2,513	1,999	- 20.5	2,317	1,853	- 20.0
Canada	28,730	23,498	- 18.2	23,556	18,849	- 20.0
Commercial Vehicles						
Atlantic Provinces	794	733	- 7.7	542	498	- 8.1
Quebec	1,009	902	- 10.6	929	781	- 15.9
Ontario	1,795	1,508	- 16.0	1,430	1,138	- 20.4
Manitoba	325	228	- 29.8	252	170	- 32.5
Saskatchewan	544	345	- 36.6	506	263	- 48.0
Alberta	853	581	- 31.9	867	610	- 29.6
British Columbia	498	463	- 7.0	464	442	- 4.7
Canada	5,818	4,760	- 18.2	4,990	3,902	- 21.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,500	3,050	- 12.9	2,534	2,251	- 11.2
Quebec	5,881	5,484	- 6.8	5,207	4,770	- 8.4
Ontario	14,271	11,995	- 15.9	11,273	9,181	- 18.6
Manitoba	1,737	1,146	- 34.0	1,416	911	- 35.7
Saskatchewan	2,364	1,454	- 38.5	1,989	1,084	- 45.5
Alberta	3,784	2,667	- 29.5	3,346	2,259	- 32.5
British Columbia	3,011	2,462	- 18.2	2,781	2,295	- 17.5
Canada	34,548	28,258	- 18.2	28,546	22,751	- 20.3

(1) Revised