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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

NOVEMBER 1954

New Motor Vehicle Sales

In November 1954 new motor vehicle sales were almost 27% lower than in the corresponding month of 1953 with the number of vehicles dropping from 28,140 to 20,574. The retail value of sales showed a decline of over 22% from \$71,750,000 in November 1953 to \$55,821,000 in November 1954. Passenger car sales were down by 23.4% in volume and 21.4% in value while commercial vehicles decreased by 37.6% in number sold and 24.5% in value of retail sales.

For both passenger cars and commercial vehicles there were decreases in every province with the exception of passenger cars in Newfoundland and commercial vehicles in Prince Edward Island. For all new motor vehicle sales combined Newfoundland was the only province to show an increase while the decreases ranged from 56.3% in Saskatchewan to 11.1% in British Columbia.

Cumulative sales of new motor vehicles for the eleven months of 1954 were down by 18.0% in number and 15.9% in retail value in comparison with the same period of 1953. New passenger cars showed a decline of 14.5% in number and 12.6% in value with corresponding declines of 30.3% and 27.4% for commercial vehicles.

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,
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Sales of Buses, November, 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	-	6	-	112
Quebec	42	3	945	21
Ontario	6	55	73	1,099
Manitoba	11	11	215	208
Saskatchewan	2	-	42	-
Alberta	3	9	25	249
British Columbia	-	1	-	3
Canada	64	85	1,300	1,692

Financing of Motor Vehicle SalesNew Vehicles

In November 1954 the number of passenger cars and commercial vehicles financed was 30.5% less than the corresponding month of the previous year and there was a reduction in the amount of financing of 26.3%. Passenger cars showed reductions of 27.5% in number financed and 22.9% in amount of financing while the corresponding reductions for commercial vehicles were 40.5% and 35.9% respectively.

Used Vehicles

There were comparatively lesser reductions in the number of used cars and commercial vehicles financed in November 1954 in relation to the corresponding period of the previous year with declines of 11.4% in number financed and 14.3% in amount of financing. Passenger cars showed reductions of 11.7% in number of vehicles and 14.7% in amount of financing while similar declines of 10.3% and 12.5% were reported for commercial vehicles.

Note:

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

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1953 (REVISED) - 1954

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

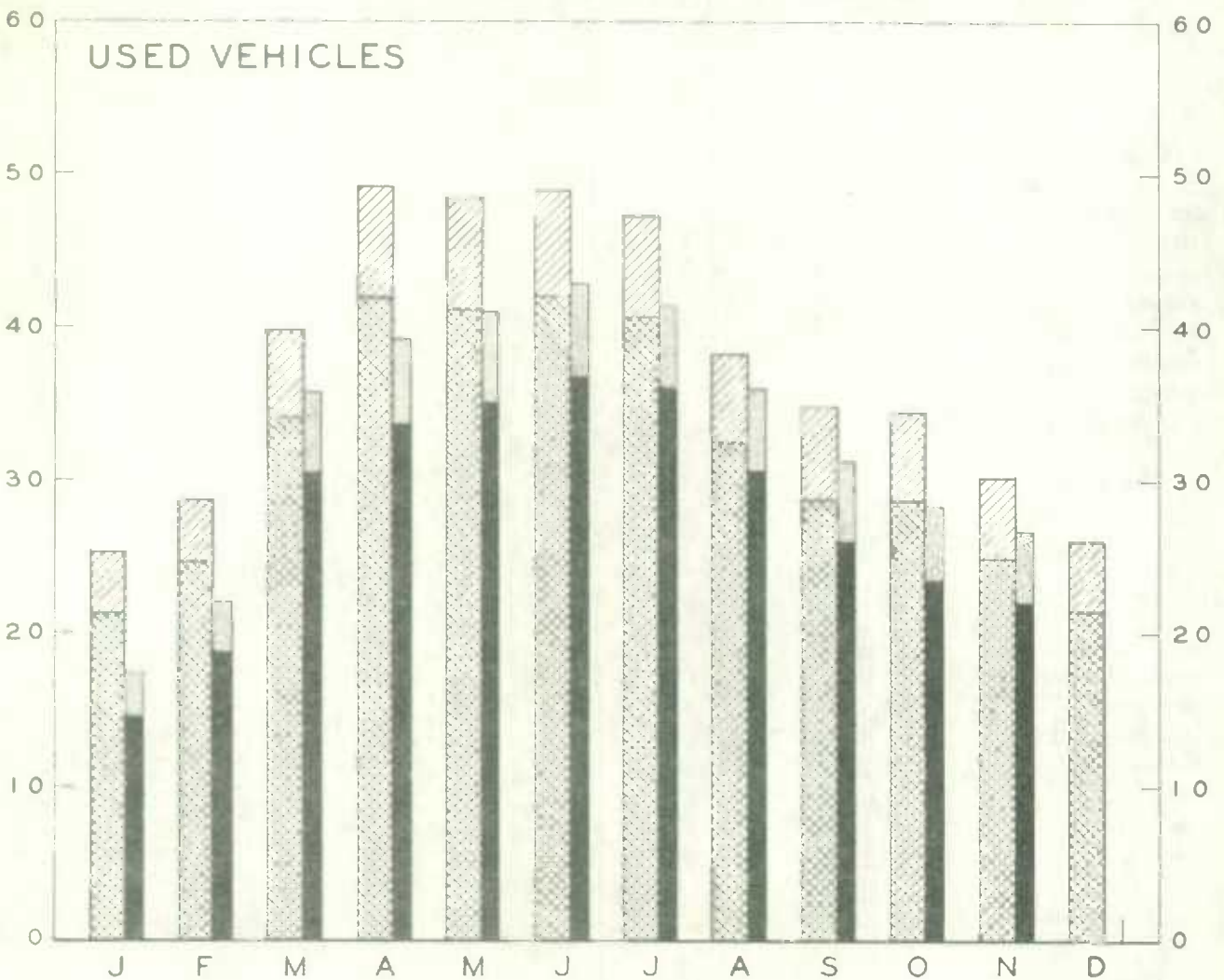
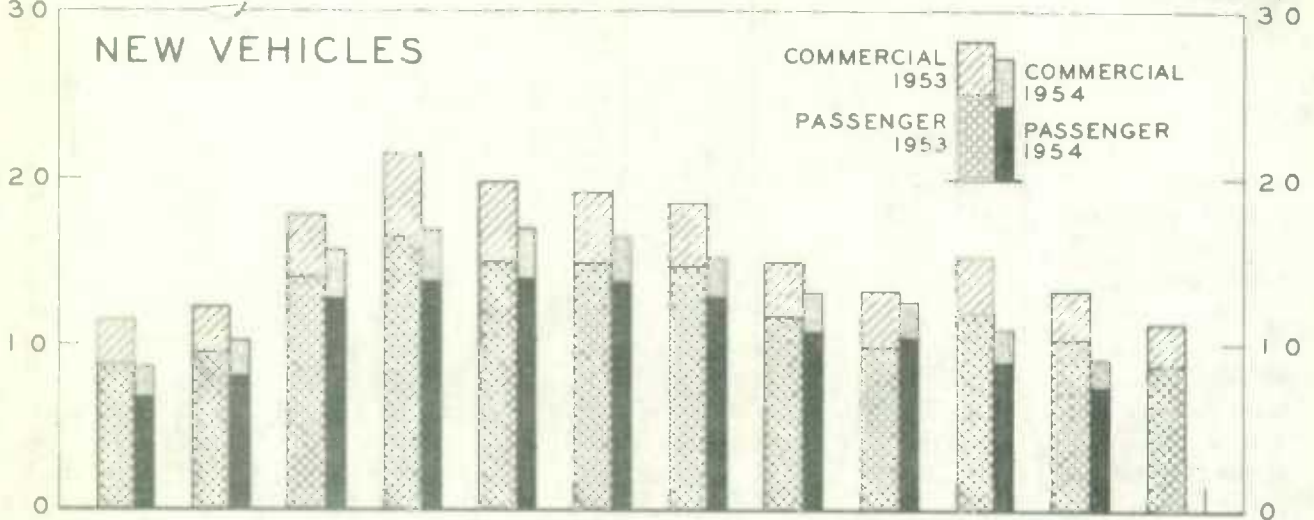


TABLE 1 New Motor Vehicle Sales, by Provinces
November 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	227	269	+ 18.5	538	662	+ 23.0
Prince Edward Island...	79	57	- 27.8	193	139	- 28.0
Nova Scotia	820	568	- 30.7	1,968	1,430	- 27.3
New Brunswick	536	482	- 10.1	1,322	1,223	- 7.5
Quebec	3,798	3,168	- 16.6	9,934	8,387	- 15.6
Ontario	10,060	7,420	- 26.2	25,022	19,009	- 24.0
Manitoba	941	668	- 29.0	2,348	1,724	- 26.6
Saskatchewan	1,345	668	- 50.3	3,444	1,771	- 48.6
Alberta	1,573	1,309	- 16.8	4,093	3,381	- 17.4
British Columbia	1,857	1,660	- 10.6	4,445	4,165	- 6.3
Canada	21,236	16,269	- 23.4	53,307	41,891	- 21.4
Commercial Vehicles						
Newfoundland	132	111	- 15.9	284	234	- 17.6
Prince Edward Island...	33	40	+ 21.2	68	85	+ 25.0
Nova Scotia	263	158	- 39.9	552	400	- 27.5
New Brunswick	222	151	- 32.0	489	406	- 17.0
Quebec	1,260	978	- 22.4	4,523	3,255	- 28.0
Ontario	2,420	1,372	- 43.3	6,172	5,388	- 12.7
Manitoba	356	228	- 36.0	1,037	769	- 25.8
Saskatchewan	826	280	- 66.1	1,919	652	- 66.0
Alberta	962	614	- 36.2	2,345	1,746	- 25.5
British Columbia	430	373	- 13.3	1,054	995	- 5.6
Canada	6,904	4,305	- 37.6	18,443	13,930	- 24.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	359	380	+ 5.8	822	896	+ 9.0
Prince Edward Island...	112	97	- 13.4	261	224	- 14.2
Nova Scotia	1,083	726	- 33.0	2,520	1,830	- 27.4
New Brunswick	758	633	- 16.5	1,811	1,629	- 10.0
Quebec	5,058	4,146	- 18.0	14,457	11,642	- 19.5
Ontario	12,480	8,792	- 29.6	31,194	24,397	- 21.8
Manitoba	1,297	896	- 30.9	3,385	2,493	- 26.4
Saskatchewan	2,171	948	- 56.3	5,363	2,423	- 54.8
Alberta	2,535	1,923	- 24.1	6,438	5,127	- 20.4
British Columbia	2,287	2,033	- 11.1	5,499	5,160	- 6.2
Canada	28,140	20,574	- 26.9	71,750	55,821	- 22.2

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
November 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	768	564	- 26.6	1,267	1,005	- 20.7
Quebec	1,997	1,689	- 15.4	3,681	3,153	- 14.3
Ontario	4,253	3,224	- 24.2	6,987	5,689	- 18.6
Manitoba	504	276	- 45.2	816	500	- 38.7
Saskatchewan	732	353	- 51.8	1,204	622	- 48.3
Alberta	1,145	747	- 34.8	2,047	1,405	- 31.4
British Columbia	856	578	- 32.5	1,506	1,119	- 25.7
Canada	10,255	7,431	- 27.5	17,508	13,493	- 22.9
Commercial Vehicles						
Atlantic Provinces	274	212	- 22.6	473	406	- 14.2
Quebec	584	436	- 25.3	1,292	1,075	- 16.8
Ontario	1,010	565	- 44.1	2,035	1,157	- 43.1
Manitoba	159	76	- 52.2	337	153	- 54.6
Saskatchewan	301	103	- 65.8	574	183	- 68.1
Alberta	497	255	- 48.7	1,057	603	- 43.0
British Columbia	206	157	- 23.8	468	423	- 9.6
Canada	3,031	1,804	- 40.5	6,236	4,000	- 35.9
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,042	776	- 25.5	1,740	1,411	- 18.9
Quebec	2,581	2,125	- 17.7	4,973	4,228	- 15.0
Ontario	5,263	3,789	- 28.0	9,022	6,846	- 24.1
Manitoba	663	352	- 46.9	1,153	653	- 43.4
Saskatchewan	1,033	456	- 55.9	1,778	805	- 54.7
Alberta	1,642	1,002	- 39.0	3,104	2,008	- 35.3
British Columbia	1,062	735	- 30.8	1,974	1,542	- 21.9
Canada	13,286	9,235	- 30.5	23,744	17,493	- 26.3

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
November 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	2,166	2,230	+ 3.0	1,656	1,664	+ 0.5
Quebec	4,063	3,771	- 7.2	3,565	3,235	- 9.3
Ontario	11,028	9,892	- 10.3	8,711	7,416	- 14.9
Manitoba	1,143	828	- 27.6	950	674	- 29.1
Saskatchewan	1,670	1,116	- 33.2	1,297	839	- 35.3
Alberta	2,689	2,249	- 16.4	2,267	1,801	- 20.6
British Columbia	2,146	1,911	- 11.0	1,968	1,780	- 9.6
Canada	24,905	21,997	- 11.7	20,414	17,409	- 14.7
Commercial Vehicles						
Atlantic Provinces	682	641	- 6.0	491	460	- 6.3
Quebec	868	889	+ 2.4	900	833	- 7.4
Ontario	1,497	1,456	- 2.7	1,261	1,189	- 5.7
Manitoba	314	183	- 41.7	233	144	- 38.2
Saskatchewan	585	373	- 36.2	543	261	- 51.9
Alberta	868	687	- 20.9	810	715	- 11.7
British Columbia	425	471	+ 10.8	436	488	+ 11.9
Canada	5,239	4,700	- 10.3	4,674	4,090	- 12.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,848	2,871	+ 0.8	2,147	2,124	- 1.1
Quebec	4,931	4,660	- 5.5	4,465	4,068	- 8.9
Ontario	12,525	11,348	- 9.4	9,972	8,605	- 13.7
Manitoba	1,457	1,011	- 30.6	1,183	818	- 30.9
Saskatchewan	2,255	1,489	- 34.0	1,840	1,100	- 40.2
Alberta	3,557	2,936	- 17.5	3,077	2,516	- 18.2
British Columbia	2,571	2,382	- 7.4	2,404	2,268	- 5.7
Canada	30,144	26,697	- 11.4	25,088	21,499	- 14.3

(1) Revised