

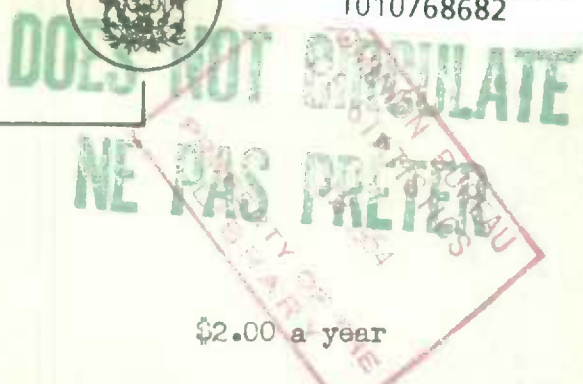
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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

FEBRUARY 1954

New Motor Vehicle Sales

Sales of new motor vehicles continued to decline during February 1954. The number of new vehicles sold was 22% lower and the retail value 20% less than in February last year.

There were 23,722 passenger cars valued at \$60,410,000 sold during February 1954, a decline of 22% in number and 21% in value from the 30,282 cars retailed at \$76,212,000 in February 1953. Commercial vehicle sales declined 24% in number and 20% 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.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

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Sales of Buses, February 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	-	1	-	3
Quebec	3	1	51	7
Ontario	-	11	-	183
Manitoba	5	2	77	39
Saskatchewan	-	2	-	6
Alberta	-	-	-	-
British Columbia	-	11	-	212
Canada	8	28	128	450

Financing of Motor Vehicle SalesNew Vehicles

The drop in financing of new vehicles was not as great as the drop in sales. At the same time the amount of financing did not decline to the same extent as did the number of vehicles financed. Financing of new vehicles declined 17% in number and 12% in amount. There were 16% fewer passenger cars financed during February involving an 11% decrease in the amount of financing. Commercial vehicle financing declined 20% in number and 15% in amount.

Used Vehicles

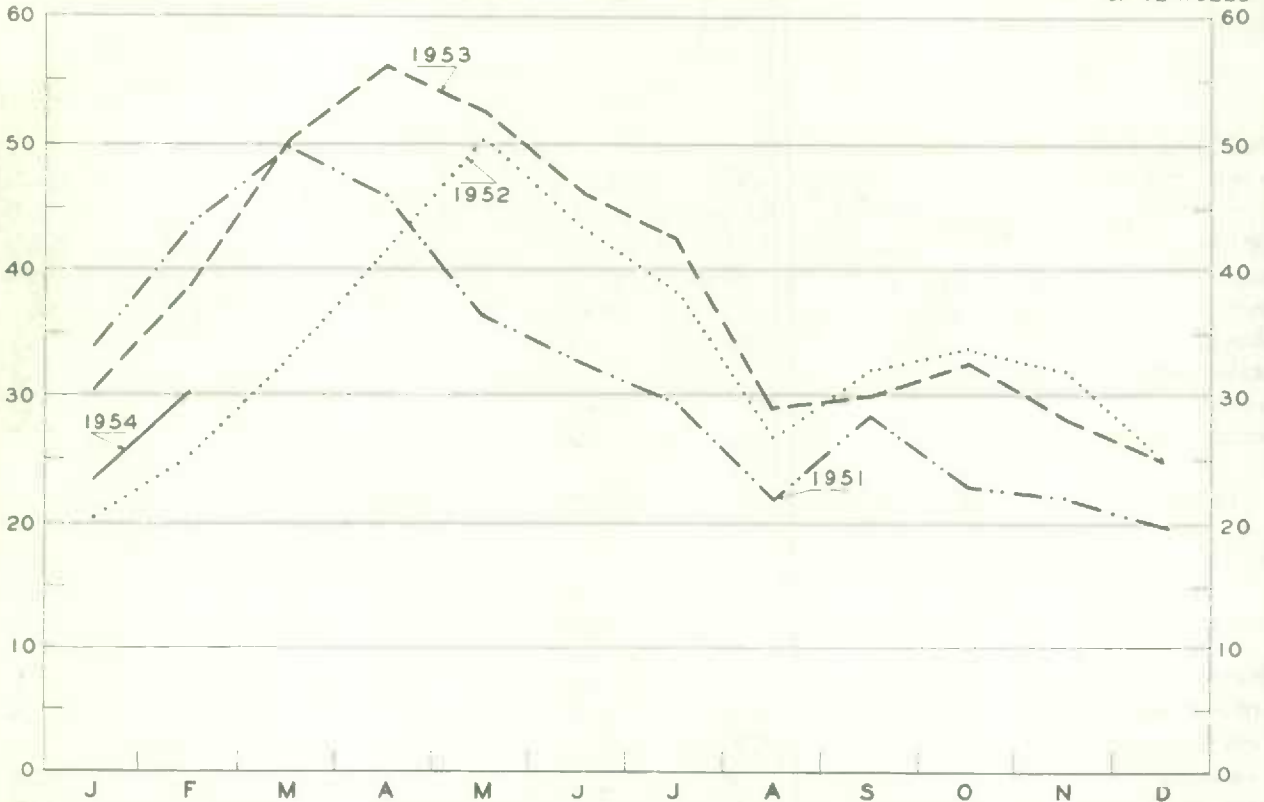
Financing of used vehicles declined both in number and amount compared with February, 1953. Used passenger car financing was 24% lower in both number and amount while used commercial vehicles declined 18% in number and 23% in amount.

NEW MOTOR VEHICLE SALES

1951-52-53-54

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



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

FEBRUARY

JAN. TO FEB.

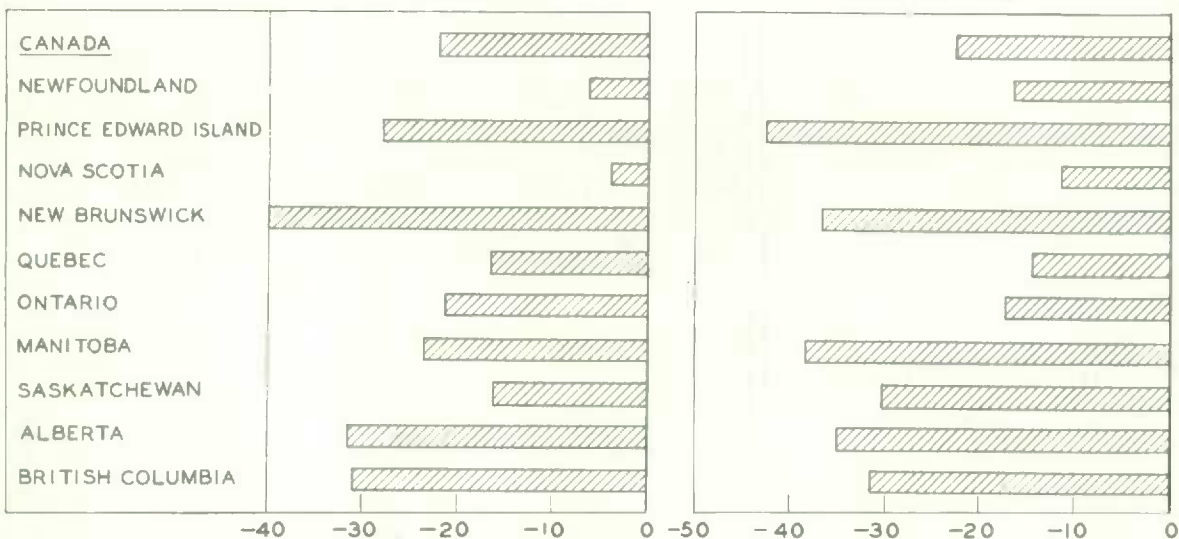


TABLE 1 New Motor Vehicle Sales, by Provinces
February 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	288	290	+ 0.7	684	678	- 0.9
Prince Edward Island...	89	60	- 32.6	214	154	- 28.0
Nova Scotia	919	833	- 9.4	2,251	2,048	- 9.0
New Brunswick	821	473	- 42.4	2,018	1,190	- 41.0
Quebec	5,771	4,691	- 18.7	14,876	12,210	- 17.9
Ontario	13,315	10,594	- 20.4	33,406	26,647	- 20.2
Manitoba	1,665	1,290	- 22.5	4,191	3,324	- 20.7
Saskatchewan	1,766	1,499	- 15.1	4,480	3,983	- 11.1
Alberta	2,571	1,846	- 28.2	6,515	4,848	- 25.6
British Columbia	3,077	2,146	- 30.3	7,577	5,328	- 29.7
Canada	30,282	23,722	- 21.7	76,212	60,410	- 20.7
Commercial Vehicles						
Newfoundland	155	125	- 19.4	329	264	- 19.8
Prince Edward Island...	61	48	- 21.3	137	102	- 25.5
Nova Scotia	263	303	+ 15.2	566	642	+ 13.4
New Brunswick	222	153	- 31.1	490	340	- 30.6
Quebec	1,267	1,182	- 6.7	3,228	3,134	- 2.9
Ontario	3,150	2,346	- 25.5	7,855	6,369	- 18.9
Manitoba	439	318	- 27.6	1,159	827	- 28.6
Saskatchewan	705	572	- 18.9	1,676	1,363	- 18.7
Alberta	1,181	723	- 38.8	2,878	1,785	- 38.0
British Columbia	803	532	- 33.7	1,986	1,501	- 24.4
Canada	8,246	6,302	- 23.6	20,304	16,327	- 19.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	443	415	- 6.3	1,013	942	- 7.0
Prince Edward Island...	150	108	- 28.0	351	256	- 27.1
Nova Scotia	1,182	1,136	- 3.9	2,817	2,690	- 4.5
New Brunswick	1,043	626	- 40.0	2,508	1,530	- 39.0
Quebec	7,038	5,873	- 16.6	18,104	15,344	- 15.2
Ontario	16,465	12,940	- 21.4	41,261	33,016	- 20.0
Manitoba	2,104	1,608	- 23.6	5,350	4,151	- 22.4
Saskatchewan	2,471	2,071	- 16.2	6,156	5,346	- 13.2
Alberta	3,752	2,569	- 31.5	9,393	6,633	- 29.4
British Columbia	3,880	2,678	- 31.0	9,563	6,829	- 28.6
Canada	38,528	30,024	- 22.1	96,516	76,737	- 20.5

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
February 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	710	539	- 24.1	1,161	948	- 18.3
Quebec	1,952	1,649	- 15.5	3,547	3,090	- 12.9
Ontario	3,986	3,641	- 8.7	6,430	6,115	- 4.9
Manitoba	481	380	- 21.0	747	684	- 8.4
Saskatchewan	500	468	- 6.4	790	814	+ 3.0
Alberta	996	780	- 21.7	1,700	1,460	- 14.1
British Columbia	1,000	600	- 40.0	1,691	1,101	- 34.9
Canada	9,625	8,057	- 16.3	16,066	14,212	- 11.5
Commercial Vehicles						
Atlantic Provinces	245	208	- 15.1	495	386	- 22.0
Quebec	486	492	+ 1.2	1,058	1,211	+ 14.5
Ontario	854	676	- 20.8	1,605	1,484	- 7.5
Manitoba	134	103	- 23.1	217	196	- 9.7
Saskatchewan	222	170	- 23.4	402	314	- 21.9
Alberta	504	324	- 35.7	1,232	810	- 34.3
British Columbia	241	167	- 30.7	596	363	- 39.1
Canada	2,686	2,140	- 20.3	5,605	4,764	- 15.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	955	747	- 21.8	1,656	1,334	- 19.4
Quebec	2,438	2,141	- 12.2	4,605	4,301	- 6.6
Ontario	4,840	4,317	- 10.8	8,035	7,599	- 5.4
Manitoba	615	483	- 21.5	964	880	- 8.7
Saskatchewan	722	638	- 11.6	1,192	1,128	- 5.4
Alberta	1,500	1,104	- 26.4	2,932	2,270	- 22.6
British Columbia	1,241	767	- 38.2	2,287	1,464	- 36.0
Canada	12,311	10,197	- 17.2	21,671	18,976	- 12.4

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
February 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	1,979	1,439	- 27.3	1,470	1,132	- 23.0
Quebec	3,595	2,862	- 20.4	3,346	2,630	- 21.4
Ontario	11,518	8,908	- 22.7	9,424	7,250	- 23.1
Manitoba	1,139	932	- 18.2	1,027	856	- 16.7
Saskatchewan	1,219	1,028	- 15.7	985	834	- 15.3
Alberta	2,532	1,814	- 28.4	2,254	1,533	- 32.0
British Columbia	2,655	1,715	- 35.4	2,412	1,568	- 35.0
Canada	24,637	18,698	- 24.1	20,918	15,803	- 24.5
Commercial Vehicles						
Atlantic Provinces	512	392	- 23.4	387	299	- 22.7
Quebec	613	594	- 3.1	603	575	- 4.6
Ontario	1,351	1,103	- 18.4	1,232	950	- 22.9
Manitoba	200	180	- 10.0	184	142	- 22.8
Saskatchewan	309	281	- 9.1	324	221	- 31.8
Alberta	657	492	- 25.1	695	506	- 27.2
British Columbia	443	311	- 29.8	442	298	- 32.6
Canada	4,085	3,353	- 17.9	3,867	2,991	- 22.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,491	1,831	- 26.5	1,857	1,431	- 22.9
Quebec	4,208	3,456	- 17.9	3,949	3,205	- 18.8
Ontario	12,869	10,011	- 22.2	10,656	8,200	- 23.0
Manitoba	1,339	1,112	- 17.0	1,211	998	- 17.6
Saskatchewan	1,528	1,309	- 14.3	1,309	1,055	- 19.4
Alberta	3,189	2,306	- 27.7	2,949	2,039	- 31.9
British Columbia	3,098	2,026	- 34.6	2,854	1,866	- 24.6
Canada	28,722	22,051	- 23.2	24,785	18,794	- 24.2

(1) Revised