

63 007

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADIENNE

1010768683

DO NOT REPRODUCE
NE PAS REPRODUIRE
 NO
 STATISTICS
 BUREAU
 1954

Vol. 26 - No. 3

\$2.00 a year

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MARCH 1954

New Motor Vehicle Sales

Sales of new motor vehicles continued to decline during March 1954 but to a lesser extent than in the two previous months. The 44,887 new vehicles sold for \$116,787,000 during this period, represented a decline of 10% in number and 6% in value from March last year. Passenger car sales were 8% lower in number and 5% less in value, while sales of commercial vehicles dropped 18% in number and 12% in retail value.

Cumulative figures for the first quarter of 1954 reveal that sales of new motor vehicles declined 17% in number and 15% in value from the corresponding period of 1953. Passenger car sales were 15% lower in number and 13% less in value during the period from January to March 1954.

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.

6505-506

6-5-54

Sales of Buses, March 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	-	30
Quebec	7	22	114	631
Ontario	3	8	41	146
Manitoba	4	2	64	36
Saskatchewan	-	2	-	32
Alberta	-	1	-	3
British Columbia	-	-	-	-
Canada	14	37	219	878

Financing of Motor Vehicle SalesNew Vehicles

Financing of new motor vehicles declined in March 1954 by approximately the same extent as sales, 12% in number and 6% in amount of financing. While financing of passenger cars declined 10% in number during March the drop in amount was only 2%. The number of commercial vehicles financed was 20% lower with a drop of 19% in amount.

During the first quarter of 1954 financing of new vehicles declined 17% in number and 12% in amount compared with the same period last year.

Used Vehicles

The number of used vehicles financed during March 1954 declined 10% while the amount was 12% lower than in March 1953. Used passenger car financing followed very closely the overall declines while commercial vehicle financing was 9% lower in number and 14% less in amount.

During the period from January to March 1954, financing of used vehicles declined 20% in number and 21% in value from the corresponding period in 1953.

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

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

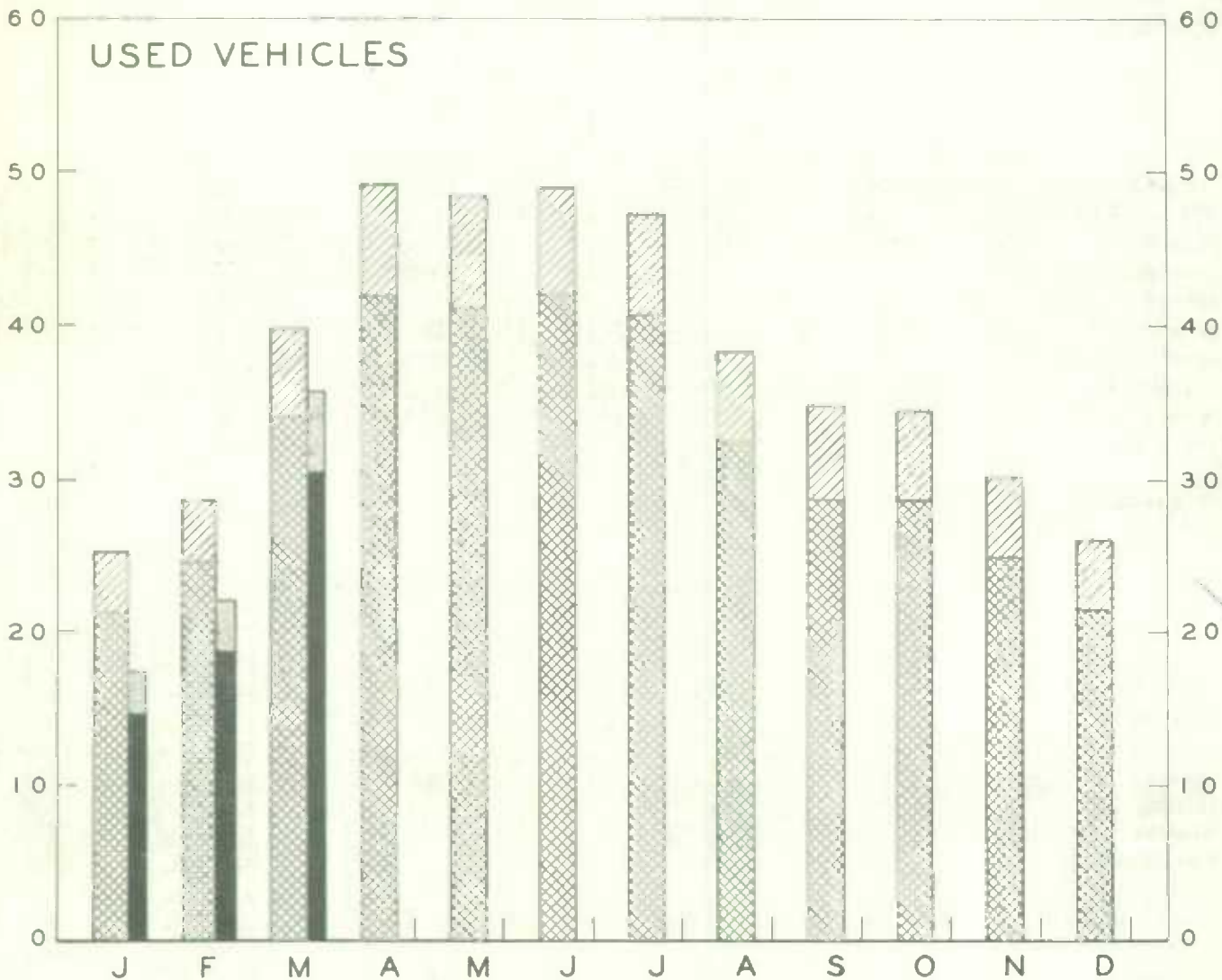
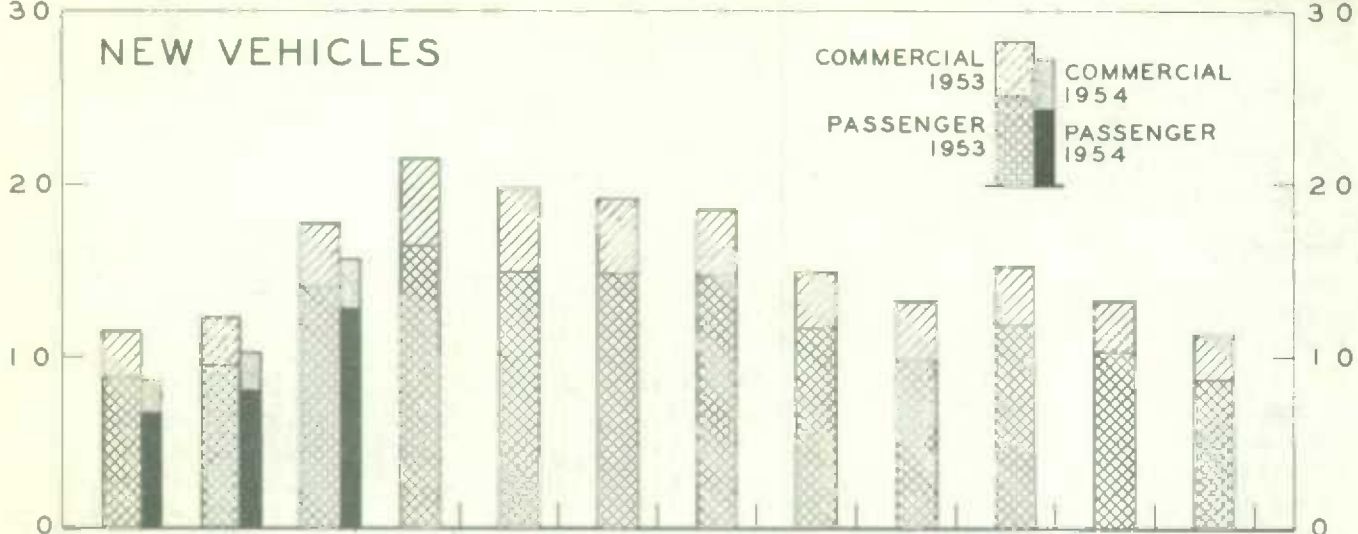


TABLE 1 New Motor Vehicle Sales, by Provinces
March 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	337	291	- 13.6	799	747	- 6.5
Prince Edward Island...	166	90	- 45.8	385	226	- 41.3
Nova Scotia	1,439	1,483	+ 3.1	3,431	3,611	+ 5.2
New Brunswick	1,366	1,079	- 21.0	3,350	2,704	- 19.3
Quebec	8,026	8,994	+ 12.1	20,496	23,926	+ 16.7
Ontario	17,652	13,923	- 21.1	44,520	36,366	- 18.3
Manitoba	2,013	2,105	+ 4.6	5,031	5,410	+ 7.5
Saskatchewan	2,404	2,244	- 6.7	6,034	5,831	- 3.4
Alberta	2,959	2,737	- 7.5	7,627	7,022	- 7.9
British Columbia	3,245	3,476	+ 7.1	7,802	8,688	+ 11.4
Canada	39,607	36,422	- 8.0	99,475	94,531	- 5.0
Commercial Vehicles						
Newfoundland	139	134	- 3.6	293	286	- 2.4
Prince Edward Island...	84	62	- 26.2	174	128	- 26.4
Nova Scotia	376	365	- 2.9	784	752	- 4.1
New Brunswick	398	290	- 27.1	842	719	- 14.6
Quebec	1,692	1,872	+ 10.6	4,293	5,556	+ 29.4
Ontario	4,053	2,781	- 31.4	10,252	7,443	- 27.4
Manitoba	381	390	+ 2.4	978	1,002	+ 2.5
Saskatchewan	1,055	798	- 24.4	2,454	1,882	- 23.3
Alberta	1,522	1,084	- 28.8	3,583	2,684	- 25.1
British Columbia	692	689	- 0.4	1,686	1,804	+ 7.0
Canada	10,392	8,465	- 18.5	25,339	22,256	- 12.2
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	476	425	- 10.7	1,092	1,033	- 5.4
Prince Edward Island...	250	152	- 39.2	559	354	- 36.7
Nova Scotia	1,815	1,848	+ 1.8	4,215	4,363	+ 3.5
New Brunswick	1,764	1,369	- 22.4	4,192	3,423	- 18.3
Quebec	9,718	10,866	+ 11.8	24,789	29,482	+ 18.9
Ontario	21,705	16,704	- 23.0	54,772	43,809	- 20.0
Manitoba	2,394	2,495	+ 4.2	6,009	6,412	+ 6.7
Saskatchewan	3,459	3,042	- 12.1	8,488	7,713	- 9.1
Alberta	4,481	3,821	- 14.7	11,210	9,706	- 13.4
British Columbia	3,937	4,165	+ 5.8	9,488	10,492	+ 10.6
Canada	49,999	44,887	- 10.2	124,814	116,787	- 6.4

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
March 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	1,174	1,068	- 9.0	1,923	1,791	- 6.9
Quebec	3,281	3,264	- 0.5	5,898	6,135	+ 4.0
Ontario	5,750	5,005	- 13.0	9,327	9,050	- 3.0
Manitoba	714	578	- 19.0	1,149	1,002	- 12.8
Saskatchewan	669	686	+ 2.5	1,055	1,186	+ 12.4
Alberta	1,319	1,196	- 9.3	2,270	2,180	- 4.0
British Columbia	1,205	966	- 19.8	2,095	1,809	- 13.7
Canada	14,112	12,763	- 9.6	23,717	23,153	- 2.4
Commercial Vehicles						
Atlantic Provinces	396	293	- 26.0	667	495	- 25.8
Quebec	717	719	+ 0.3	1,449	1,483	+ 2.3
Ontario	1,132	910	- 19.6	2,187	1,748	- 20.1
Manitoba	163	128	- 21.5	303	227	- 25.1
Saskatchewan	289	242	- 16.3	554	463	- 16.4
Alberta	657	398	- 39.4	1,504	974	- 35.2
British Columbia	355	259	- 27.0	779	609	- 21.8
Canada	3,709	2,949	- 20.5	7,443	5,999	- 19.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,570	1,361	- 13.3	2,590	2,286	- 11.7
Quebec	3,998	3,983	- 0.4	7,347	7,618	+ 3.7
Ontario	6,882	5,915	- 14.1	11,514	10,798	- 6.2
Manitoba	877	706	- 19.5	1,452	1,229	- 15.4
Saskatchewan	958	928	- 3.1	1,609	1,649	+ 2.5
Alberta	1,976	1,594	- 19.3	3,774	3,154	- 16.4
British Columbia	1,560	1,225	- 21.5	2,874	2,418	- 15.9
Canada	17,821	15,712	- 11.8	31,160	29,152	- 6.4

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
March 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	3,209	3,024	- 5.8	2,410	2,316	- 3.9
Quebec	6,156	5,989	- 2.7	5,548	5,493	- 1.0
Ontario	15,207	12,606	- 17.1	12,463	10,270	- 17.6
Manitoba	1,533	1,419	- 7.4	1,343	1,227	- 8.6
Saskatchewan	1,706	1,737	+ 1.8	1,346	1,376	+ 2.2
Alberta	3,172	3,078	- 3.0	2,989	2,579	- 13.7
British Columbia	3,158	2,727	- 13.6	3,053	2,565	- 16.0
Canada	34,141	30,580	- 10.4	29,152	25,826	- 11.4
Commercial Vehicles						
Atlantic Provinces	769	707	- 8.1	543	481	- 11.4
Quebec	993	826	- 16.8	985	766	- 22.2
Ontario	1,814	1,592	- 12.2	1,594	1,270	- 20.3
Manitoba	233	230	- 1.3	211	194	- 8.1
Saskatchewan	415	447	+ 7.7	382	410	+ 7.3
Alberta	892	808	- 9.4	951	764	- 19.7
British Columbia	562	559	- 0.5	623	642	+ 3.0
Canada	5,678	5,169	- 9.0	5,289	4,527	- 14.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,978	3,731	- 6.2	2,953	2,797	- 5.3
Quebec	7,149	6,815	- 4.7	6,533	6,259	- 4.2
Ontario	17,021	14,198	- 16.6	14,057	11,540	- 17.9
Manitoba	1,766	1,649	- 6.6	1,554	1,421	- 8.6
Saskatchewan	2,121	2,184	+ 3.0	1,728	1,786	+ 3.4
Alberta	4,064	3,886	- 4.4	3,940	3,343	- 15.2
British Columbia	3,720	3,286	- 11.7	3,676	3,207	- 12.8
Canada	39,819	35,749	- 10.2	34,441	30,353	- 11.9

(1) Revised