

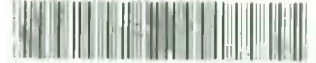
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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

APRIL 1954



New Motor Vehicle Sales

Sales of new motor vehicles continued to decline during April 1954. New vehicles sold numbered 47,204 and were valued at \$121,653,000, a drop of 16% in number and 13% in value from April last year. Passenger car sales declined 10% in number and 8% in value. Substantial drops of 37% in number and 32% in retail value were reported for sales of 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,
Industry and Merchandising Division

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Sales of Buses, April 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	-	-	-	-
Quebec	15	18	235	434
Ontario	5	10	75	247
Manitoba	3	2	47	42
Saskatchewan	-	3	-	79
Alberta	-	-	-	-
British Columbia	-	1	-	3
Canada	23	34	357	805

Financing of Motor Vehicle SalesNew Vehicles

There were 16,925 new vehicles financed to the extent of \$31,247,000 in April 1954, down 21% in number and 18% in amount from April last year. Financing of passenger cars declined 17% in number and 11% in amount while commercial vehicle financing was 38% lower in number and 37% less in amount.

Used Vehicles

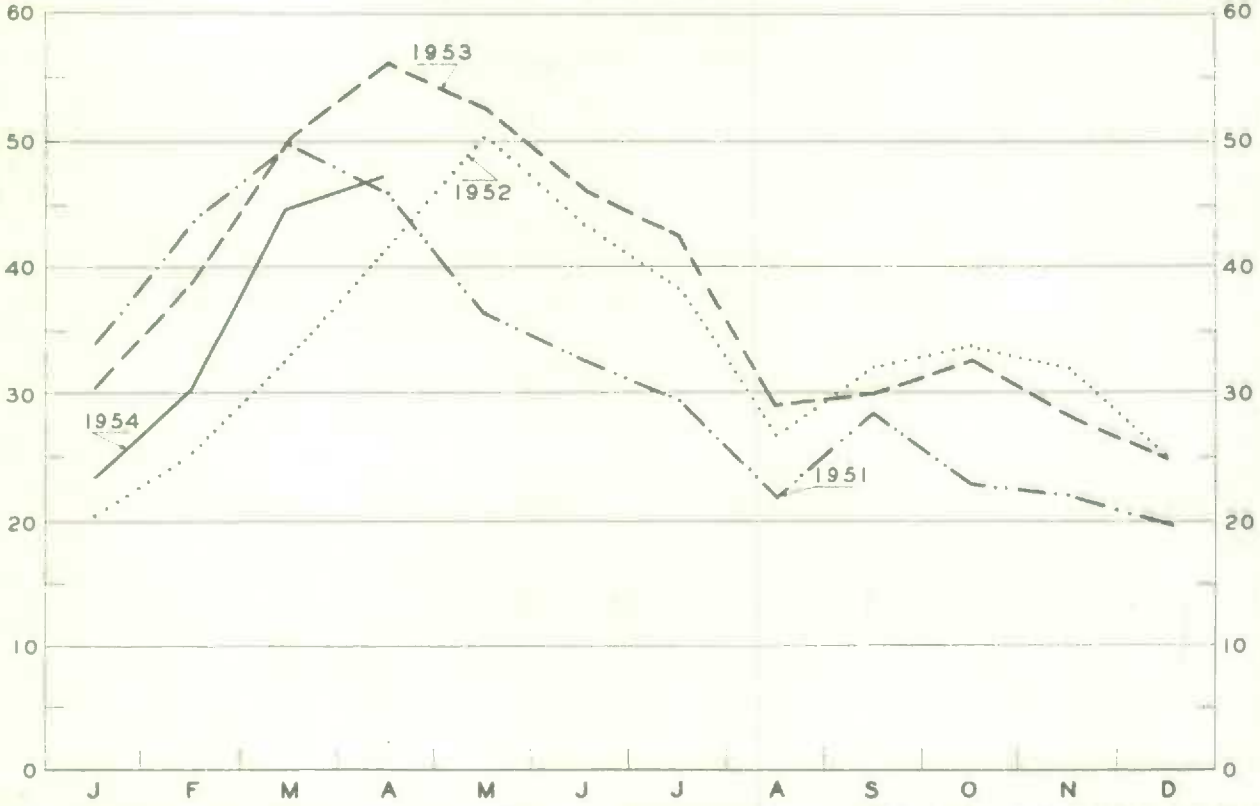
During April 1954 financing of used motor vehicles declined 20% in number and 22% in amount compared with April 1953. Used Passenger car financing dropped 20% in number and 21% in amount while financing of commercial vehicles was 22% lower in number and 27% less in amount.

NEW MOTOR VEHICLE SALES

1951-52-53-54

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



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

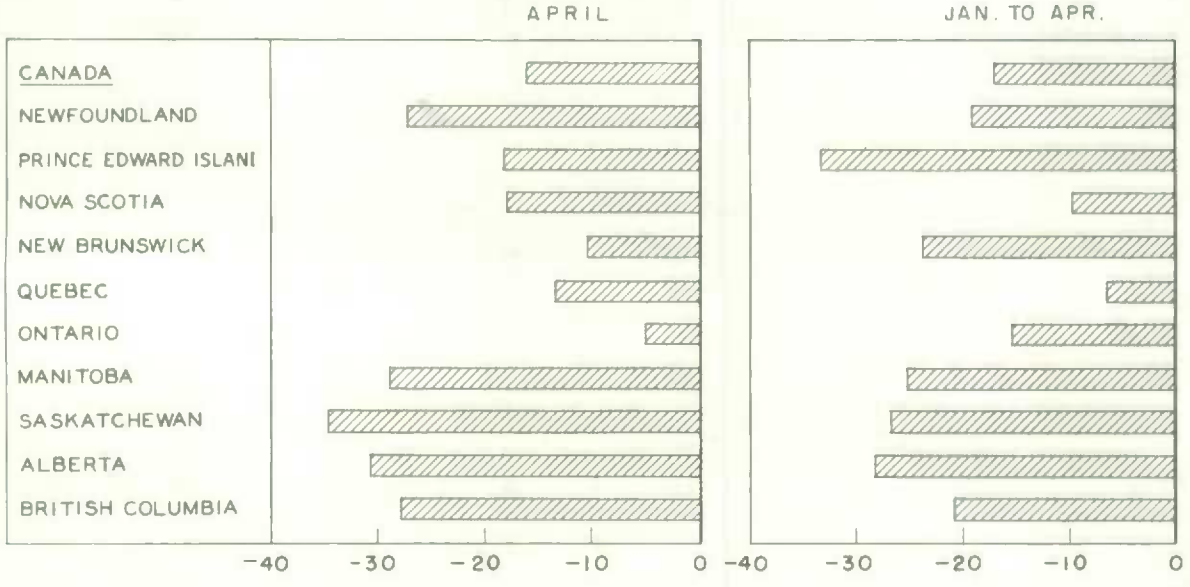


TABLE 1 New Motor Vehicle Sales, by Provinces
April 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	511	407	- 20.4	1,203	988	- 17.9
Prince Edward Island...	186	185	- 0.5	451	457	+ 1.3
Nova Scotia	1,582	1,367	- 13.6	3,928	3,422	- 12.9
New Brunswick	1,124	1,105	- 1.7	2,803	2,701	- 3.6
Quebec	9,826	9,342	- 4.9	25,689	24,684	- 3.9
Ontario	17,406	17,091	- 1.8	43,610	43,658	+ 0.1
Manitoba	2,497	1,999	- 19.9	6,166	5,148	- 16.5
Saskatchewan	2,837	2,200	- 22.5	7,265	5,753	- 20.8
Alberta	3,614	2,573	- 28.8	9,208	6,722	- 27.0
British Columbia	3,936	2,879	- 26.9	9,525	7,133	- 25.1
Canada	43,519	39,148	- 10.0	109,848	100,666	- 8.4
Commercial Vehicles						
Newfoundland	269	162	- 39.8	566	354	- 37.5
Prince Edward Island...	109	56	- 48.6	219	124	- 43.4
Nova Scotia	479	324	- 32.4	990	689	- 30.4
New Brunswick	400	263	- 34.2	855	572	- 33.1
Quebec	2,895	1,703	- 41.2	7,107	4,833	- 32.0
Ontario	3,309	2,591	- 21.7	8,506	7,005	- 17.6
Manitoba	1,019	502	- 50.7	2,342	1,220	- 47.9
Saskatchewan	1,659	741	- 55.3	3,801	1,805	- 52.5
Alberta	1,727	1,130	- 34.6	4,204	2,762	- 34.3
British Columbia	876	584	- 33.3	2,236	1,623	- 27.4
Canada	12,742	8,056	- 36.8	30,826	20,987	- 31.9
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	780	569	- 27.1	1,769	1,342	- 24.1
Prince Edward Island...	295	241	- 18.3	670	581	- 13.3
Nova Scotia	2,061	1,691	- 18.0	4,918	4,111	- 16.4
New Brunswick	1,524	1,368	- 10.2	3,658	3,273	- 10.5
Quebec	12,721	11,045	- 13.2	32,796	29,517	- 10.0
Ontario	20,715	19,682	- 5.0	52,116	50,663	- 2.8
Manitoba	3,516	2,501	- 28.9	8,505	6,368	- 25.1
Saskatchewan	4,496	2,941	- 34.6	11,066	7,558	- 31.7
Alberta	5,341	3,703	- 30.7	13,412	9,484	- 29.3
British Columbia	4,812	3,463	- 28.0	11,761	8,756	- 25.6
Canada	56,261	47,204	- 16.1	140,674	121,653	- 13.5

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
April 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	1,451	1,261	- 13.1	2,390	2,154	- 9.9
Quebec	4,203	3,902	- 7.2	7,644	7,508	- 1.8
Ontario	6,060	5,332	- 12.0	9,871	9,213	- 6.7
Manitoba	832	566	- 32.0	1,340	999	- 25.4
Saskatchewan	870	707	- 18.7	1,414	1,234	- 12.7
Alberta	1,649	1,153	- 30.1	2,881	2,085	- 27.6
British Columbia	1,460	866	- 40.7	2,253	1,642	- 27.1
Canada	16,525	13,787	- 16.6	27,793	24,835	- 10.6
Commercial Vehicles						
Atlantic Provinces	584	353	- 39.6	1,027	653	- 36.4
Quebec	1,145	818	- 28.6	2,309	1,759	- 23.8
Ontario	1,477	872	- 41.0	2,815	1,571	- 44.2
Manitoba	229	140	- 38.9	363	265	- 27.0
Saskatchewan	409	260	- 36.4	991	547	- 44.8
Alberta	851	429	- 49.6	1,914	1,027	- 46.3
British Columbia	347	266	- 23.3	792	590	- 25.5
Canada	5,042	3,138	- 37.8	10,211	6,412	- 37.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,035	1,614	- 20.7	3,417	2,807	- 17.9
Quebec	5,348	4,720	- 11.7	9,953	9,267	- 6.9
Ontario	7,537	6,204	- 17.7	12,686	10,784	- 15.0
Manitoba	1,061	706	- 33.5	1,703	1,264	- 25.8
Saskatchewan	1,279	967	- 24.4	2,405	1,781	- 25.9
Alberta	2,500	1,582	- 36.7	4,795	3,112	- 35.1
British Columbia	1,807	1,132	- 37.4	3,045	2,232	- 26.7
Canada	21,567	16,925	- 21.5	38,004	31,247	- 17.8

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
April 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	4,000	3,430	- 14.2	3,022	2,648	- 12.4
Quebec	8,414	7,196	- 14.5	7,597	6,458	- 15.0
Ontario	17,633	14,015	- 20.5	14,715	11,494	- 21.9
Manitoba	2,143	1,487	- 30.6	1,786	1,290	- 27.8
Saskatchewan	2,311	1,952	- 15.5	1,810	1,539	- 15.0
Alberta	4,043	2,878	- 28.8	3,592	2,378	- 33.8
British Columbia	3,381	2,727	- 19.3	3,134	2,495	- 20.4
Canada	41,925	33,685	- 19.7	35,656	28,302	- 20.6
Commercial Vehicles						
Atlantic Provinces	1,011	783	- 22.6	761	528	- 30.6
Quebec	1,400	1,162	- 17.0	1,417	990	- 30.1
Ontario	2,169	1,678	- 22.6	1,787	1,302	- 27.1
Manitoba	339	273	- 19.5	302	201	- 33.4
Saskatchewan	658	470	- 28.6	588	371	- 36.9
Alberta	1,135	796	- 29.9	1,116	795	- 28.8
British Columbia	574	539	- 6.1	599	582	- 2.8
Canada	7,286	5,701	- 21.8	6,570	4,769	- 27.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	5,011	4,213	- 15.9	3,783	3,176	- 16.0
Quebec	9,814	8,358	- 14.8	9,014	7,448	- 17.4
Ontario	19,802	15,693	- 20.8	16,502	12,796	- 22.5
Manitoba	2,482	1,760	- 29.1	2,088	1,491	- 28.4
Saskatchewan	2,969	2,422	- 18.4	2,398	1,910	- 20.4
Alberta	5,178	3,674	- 29.0	4,708	3,173	- 32.6
British Columbia	3,955	3,266	- 17.4	3,733	3,077	- 17.6
Canada	49,211	39,386	- 20.0	42,226	33,071	- 21.7

(1) Revised