

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 C. CANADA



1010768685

DOES NOT CIRCULATE

DOMINION BUREAU
OF STATISTICS
NE PAS PRETER

\$2.00 a year

Vol. 26 - No. 5

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MAY 1954

New Motor Vehicle Sales

The slump in new motor vehicle sales continued into May, 1954, when 44,007 vehicles were retailed for \$113,350,000, a drop of 17% in number and 15% in value from sales in May last year. Passenger car sales declined 12% in number and 10% in retail value. Commercial vehicle sales continued to register substantial drops, being 34% lower in number and 32% less in value than in May last year.

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

2-7-54

Sales of Buses, May 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 | 6 | - | 74 | - |
| Quebec | 6 | 7 | 109 | 113 |
| Ontario | 14 | 1 | 279 | 11 |
| Manitoba | 5 | 2 | 86 | 39 |
| Saskatchewan | - | 7 | - | 202 |
| Alberta | - | 9 | - | 164 |
| British Columbia | - | 1 | - | 3 |
| Canada | 31 | 27 | 548 | 532 |

Financing of Motor Vehicle SalesNew Vehicles

Financing of new vehicle sales continued downward in May, 1954. The 16,978 vehicles financed to the extent of \$32,329,000 represented a drop of 14% in number and 12% in amount from the 19,844 new vehicles financed for \$36,735,000 in May last year. Passenger car financing declined 7% in number and 1% in amount while financing of commercial vehicles was 38% lower in both number and amount.

Used Vehicles

Used vehicle financing followed much the same pattern as that for new vehicles, dropping 15% in number and 18% in amount compared with May, 1953. Financing of sales of used passenger cars declined 15% in number and 16% in amount, while financing of used commercial vehicles was down 18% in number and 25% in amount.

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

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

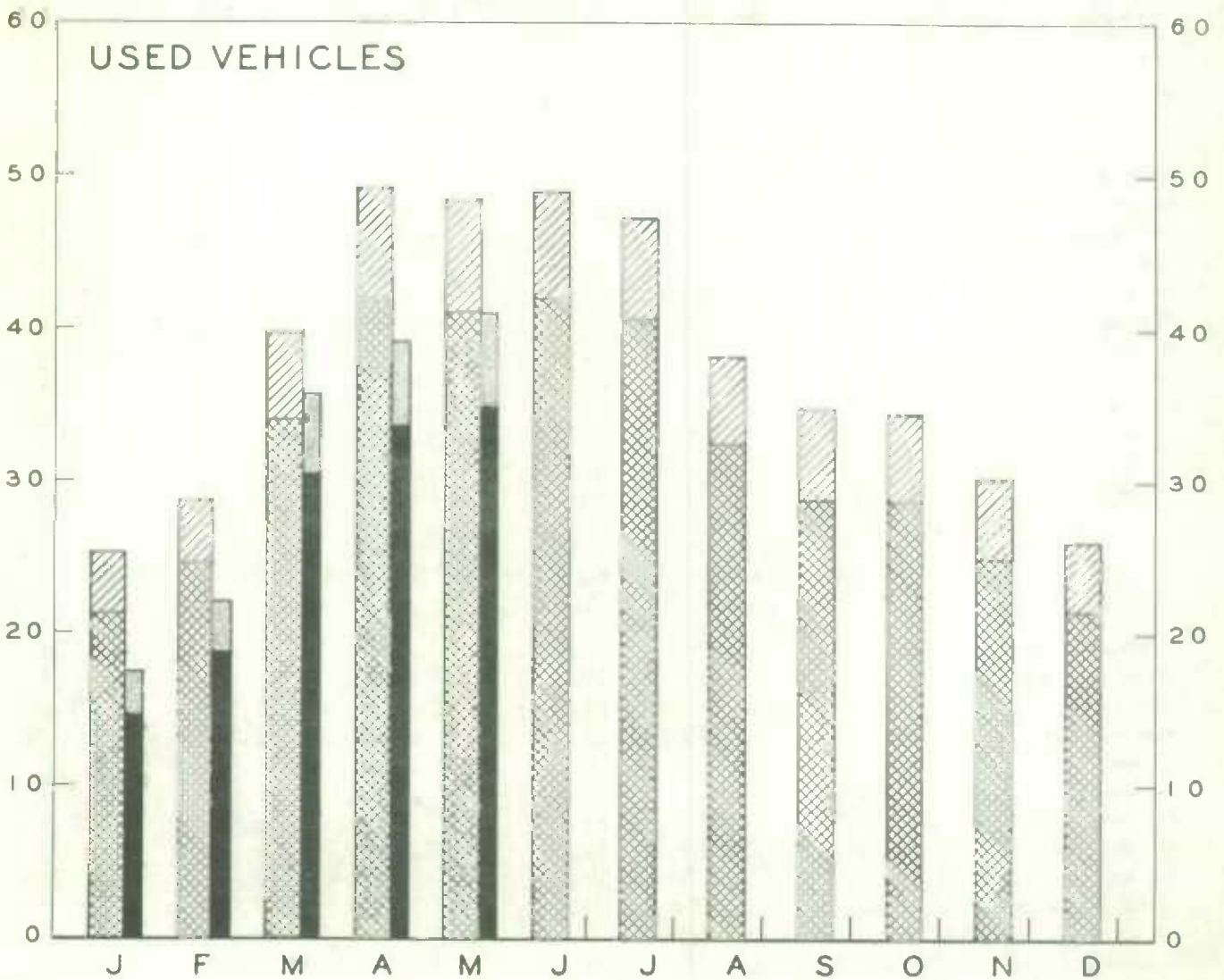
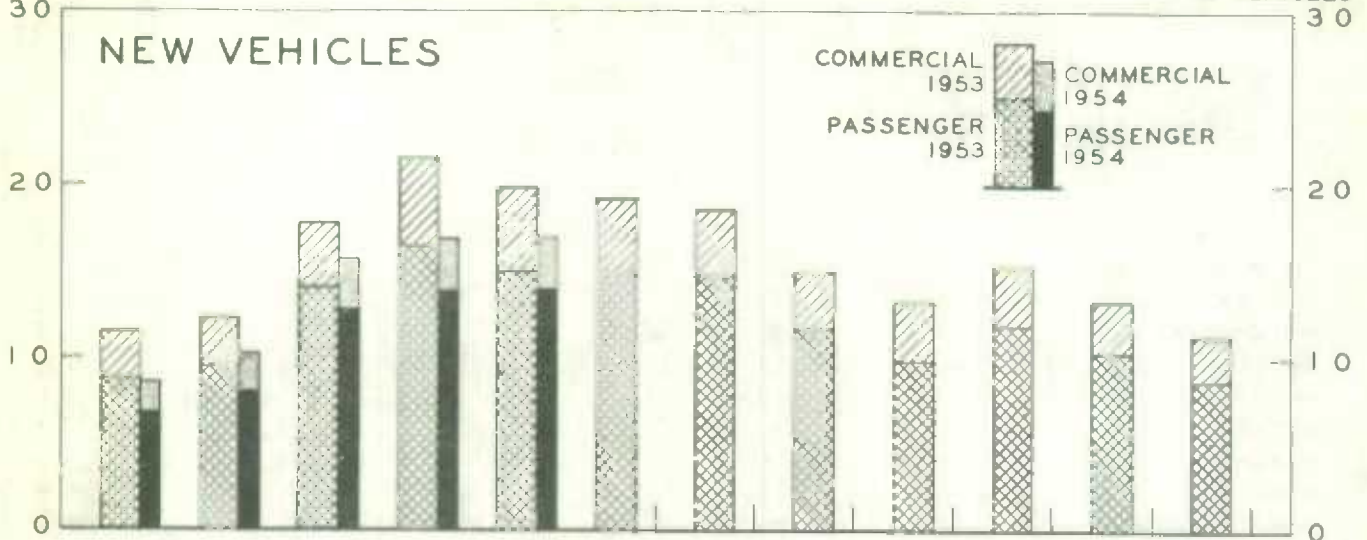


TABLE 1 New Motor Vehicle Sales, by Provinces
May 1953 and 1954

| Province | Number | | | Retail Value | | |
|---|---------------|---------------|------------------------|----------------|----------------|------------------------|
| | 1953 (1) | 1954 | % Change. 1954/1953 | 1953 (1) | 1954 | % Change. 1954/1953 |
| | | | % | \$'000 | \$'000 | % |
| Passenger Cars | | | | | | |
| Newfoundland | 505 | 401 | - 20.6 | 1,174 | 938 | - 20.1 |
| Prince Edward Island... | 194 | 139 | - 28.4 | 469 | 343 | - 26.9 |
| Nova Scotia | 1,136 | 1,692 | + 48.9 | 2,835 | 4,144 | + 46.2 |
| New Brunswick | 1,232 | 883 | - 28.3 | 3,027 | 2,190 | - 27.7 |
| Quebec | 8,428 | 7,424 | - 11.9 | 21,971 | 19,869 | - 9.6 |
| Ontario | 17,784 | 16,914 | - 4.9 | 45,019 | 43,392 | - 3.6 |
| Manitoba | 2,200 | 1,771 | - 19.5 | 5,422 | 4,517 | - 16.7 |
| Saskatchewan | 2,766 | 1,906 | - 31.1 | 7,270 | 5,072 | - 30.2 |
| Alberta | 3,222 | 2,286 | - 29.1 | 8,079 | 6,039 | - 25.3 |
| British Columbia | 3,316 | 2,580 | - 22.2 | 8,029 | 6,465 | - 19.5 |
| Canada | 40,783 | 35,996 | - 11.7 | 103,295 | 92,969 | - 10.0 |
| Commercial Vehicles | | | | | | |
| Newfoundland | 215 | 154 | - 28.4 | 464 | 348 | - 25.0 |
| Prince Edward Island... | 89 | 62 | - 30.3 | 182 | 124 | - 31.9 |
| Nova Scotia | 492 | 462 | - 6.1 | 1,096 | 959 | - 12.5 |
| New Brunswick | 447 | 292 | - 34.7 | 980 | 666 | - 32.0 |
| Quebec | 2,218 | 1,513 | - 31.8 | 5,745 | 4,118 | - 28.3 |
| Ontario | 4,584 | 2,708 | - 40.9 | 11,210 | 6,914 | - 38.3 |
| Manitoba | 672 | 414 | - 38.4 | 1,663 | 1,039 | - 37.5 |
| Saskatchewan | 1,377 | 807 | - 41.4 | 3,235 | 2,082 | - 35.6 |
| Alberta | 1,371 | 893 | - 34.9 | 3,398 | 2,264 | - 33.4 |
| British Columbia | 730 | 706 | - 3.3 | 2,034 | 1,867 | - 8.2 |
| Canada | 12,195 | 8,011 | - 34.3 | 30,007 | 20,381 | - 32.1 |
| Total - Passenger Cars and Commercial Vehicles | | | | | | |
| Newfoundland | 720 | 555 | - 22.9 | 1,638 | 1,286 | - 21.5 |
| Prince Edward Island... | 283 | 201 | - 29.0 | 651 | 467 | - 28.3 |
| Nova Scotia | 1,628 | 2,154 | + 32.3 | 3,931 | 5,103 | + 29.8 |
| New Brunswick | 1,679 | 1,175 | - 30.0 | 4,007 | 2,856 | - 28.7 |
| Quebec | 10,646 | 8,937 | - 16.1 | 27,716 | 23,987 | - 13.5 |
| Ontario | 22,368 | 19,622 | - 12.3 | 56,229 | 50,306 | - 10.5 |
| Manitoba | 2,872 | 2,185 | - 23.9 | 7,085 | 5,556 | - 21.6 |
| Saskatchewan | 4,143 | 2,713 | - 34.5 | 10,505 | 7,154 | - 31.9 |
| Alberta | 4,593 | 3,179 | - 30.8 | 11,477 | 8,303 | - 27.7 |
| British Columbia | 4,046 | 3,286 | - 18.8 | 10,063 | 8,332 | - 17.2 |
| Canada | 52,978 | 44,007 | - 16.9 | 133,302 | 113,350 | - 15.0 |

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
May 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 | 1,332 | 1,262 | - 5.3 | 2,254 | 2,227 | - 1.2 |
| Quebec | 3,771 | 3,513 | - 6.8 | 7,046 | 6,837 | - 3.0 |
| Ontario | 5,643 | 6,234 | + 10.5 | 9,332 | 11,052 | + 18.4 |
| Manitoba | 808 | 568 | - 29.7 | 1,332 | 982 | - 26.3 |
| Saskatchewan | 804 | 593 | - 26.2 | 1,344 | 1,052 | - 21.7 |
| Alberta | 1,472 | 1,010 | - 31.4 | 2,554 | 1,878 | - 26.5 |
| British Columbia | 1,148 | 793 | - 30.9 | 2,016 | 1,550 | - 23.1 |
| Canada | 14,978 | 13,973 | - 6.7 | 25,878 | 25,578 | - 1.2 |
| Commercial Vehicles | | | | | | |
| Atlantic Provinces | 543 | 412 | - 24.1 | 993 | 828 | - 16.6 |
| Quebec | 1,081 | 720 | - 33.4 | 2,700 | 1,597 | - 40.9 |
| Ontario | 1,382 | 892 | - 35.5 | 2,813 | 1,803 | - 35.9 |
| Manitoba | 270 | 117 | - 56.7 | 564 | 250 | - 55.7 |
| Saskatchewan | 468 | 218 | - 53.4 | 981 | 529 | - 46.1 |
| Alberta | 811 | 413 | - 49.1 | 2,106 | 1,077 | - 48.9 |
| British Columbia | 311 | 233 | - 25.1 | 700 | 667 | - 4.7 |
| Canada | 4,866 | 3,005 | - 38.2 | 10,857 | 6,751 | - 37.8 |
| Total - Passenger Cars and Commercial Vehicles | | | | | | |
| Atlantic Provinces | 1,875 | 1,674 | - 10.7 | 3,247 | 3,055 | - 5.9 |
| Quebec | 4,852 | 4,233 | - 12.8 | 9,746 | 8,434 | - 13.5 |
| Ontario | 7,025 | 7,126 | + 1.4 | 12,145 | 12,855 | + 5.8 |
| Manitoba | 1,078 | 685 | - 36.5 | 1,896 | 1,232 | - 35.0 |
| Saskatchewan | 1,272 | 811 | - 36.2 | 2,325 | 1,581 | - 32.0 |
| Alberta | 2,283 | 1,423 | - 37.7 | 4,660 | 2,955 | - 36.6 |
| British Columbia | 1,459 | 1,026 | - 29.7 | 2,716 | 2,217 | - 18.4 |
| Canada | 19,844 | 16,978 | - 14.4 | 36,735 | 32,329 | - 12.0 |

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
May 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 | 3,806 | 3,690 | - 3.0 | 2,950 | 2,864 | - 2.9 |
| Quebec | 7,898 | 7,454 | - 5.6 | 7,184 | 6,728 | - 6.3 |
| Ontario | 18,130 | 15,122 | - 16.6 | 15,121 | 12,440 | - 17.7 |
| Manitoba | 2,225 | 1,487 | - 33.2 | 1,885 | 1,212 | - 35.7 |
| Saskatchewan | 2,160 | 1,882 | - 12.9 | 1,712 | 1,506 | - 12.0 |
| Alberta | 3,597 | 2,796 | - 22.3 | 3,161 | 2,361 | - 25.3 |
| British Columbia | 3,356 | 2,698 | - 19.6 | 3,194 | 2,299 | - 28.0 |
| Canada | 41,172 | 35,129 | - 14.7 | 35,207 | 29,410 | - 16.5 |
| Commercial Vehicles | | | | | | |
| Atlantic Provinces | 985 | 852 | - 13.5 | 790 | 631 | - 20.1 |
| Quebec | 1,500 | 1,149 | - 23.4 | 1,475 | 1,033 | - 30.0 |
| Ontario | 2,188 | 1,951 | - 10.8 | 1,930 | 1,575 | - 18.4 |
| Manitoba | 360 | 244 | - 32.2 | 311 | 217 | - 30.2 |
| Saskatchewan | 667 | 473 | - 29.1 | 612 | 366 | - 40.2 |
| Alberta | 1,025 | 794 | - 22.5 | 1,137 | 794 | - 30.2 |
| British Columbia | 546 | 470 | - 13.9 | 586 | 484 | - 17.4 |
| Canada | 7,271 | 5,933 | - 18.4 | 6,841 | 5,100 | - 25.4 |
| Total - Passenger Cars and Commercial Vehicles | | | | | | |
| Atlantic Provinces | 4,791 | 4,542 | - 5.2 | 3,740 | 3,495 | - 6.6 |
| Quebec | 9,398 | 8,603 | - 8.5 | 8,659 | 7,761 | - 10.4 |
| Ontario | 20,318 | 17,073 | - 16.0 | 17,051 | 14,015 | - 17.8 |
| Manitoba | 2,585 | 1,731 | - 33.0 | 2,196 | 1,429 | - 34.9 |
| Saskatchewan | 2,827 | 2,355 | - 16.7 | 2,324 | 1,872 | - 19.4 |
| Alberta | 4,622 | 3,590 | - 22.3 | 4,298 | 3,155 | - 26.6 |
| British Columbia | 3,902 | 3,168 | - 18.8 | 3,780 | 2,783 | - 26.4 |
| Canada | 48,443 | 41,062 | - 15.2 | 42,048 | 34,510 | - 17.9 |