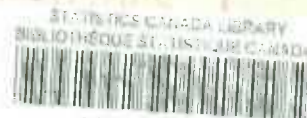


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## NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JUNE 1954

### New Motor Vehicle Sales

Sales of new motor vehicles in June, 1954, continued on the downward trend evidenced in recent months. There were 38,644 units sold for \$100,118,000, which represented decreases of 17% and 15% in number and amount respectively from June, 1953. Commercial vehicle sales declined more from last year than did passenger cars, with a drop of 28% in number of units and 26% in dollar sales.

### 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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2. Sales of Buses, June, 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	-	35
Quebec	11	8	155	152
Ontario	12	3	294	9
Manitoba	3	4	50	75
Saskatchewan	-	1	-	29
Alberta	3	1	58	3
British Columbia	3	2	48	68
Canada	32	25	605	371

Financing of Motor Vehicle Sales

New Vehicles

The financing of motor vehicle sales by sales finance companies continued the downward trend set by the sales of vehicles. During June the number financed decreased 14% from June, 1953, and the amount of financing was 11% lower. Commercial vehicle financing dropped to a far greater extent than did passenger car financing with declines of 36% in number and 34% in amount.

Used Vehicles

Financing of used vehicles continued downward at approximately the same rate as new vehicles, but the commercial vehicle content was of the same rate of decline as used passenger car financing. Both types of vehicles showed approximately 12% decline in number and 14% in amount of financing.

**Note:**

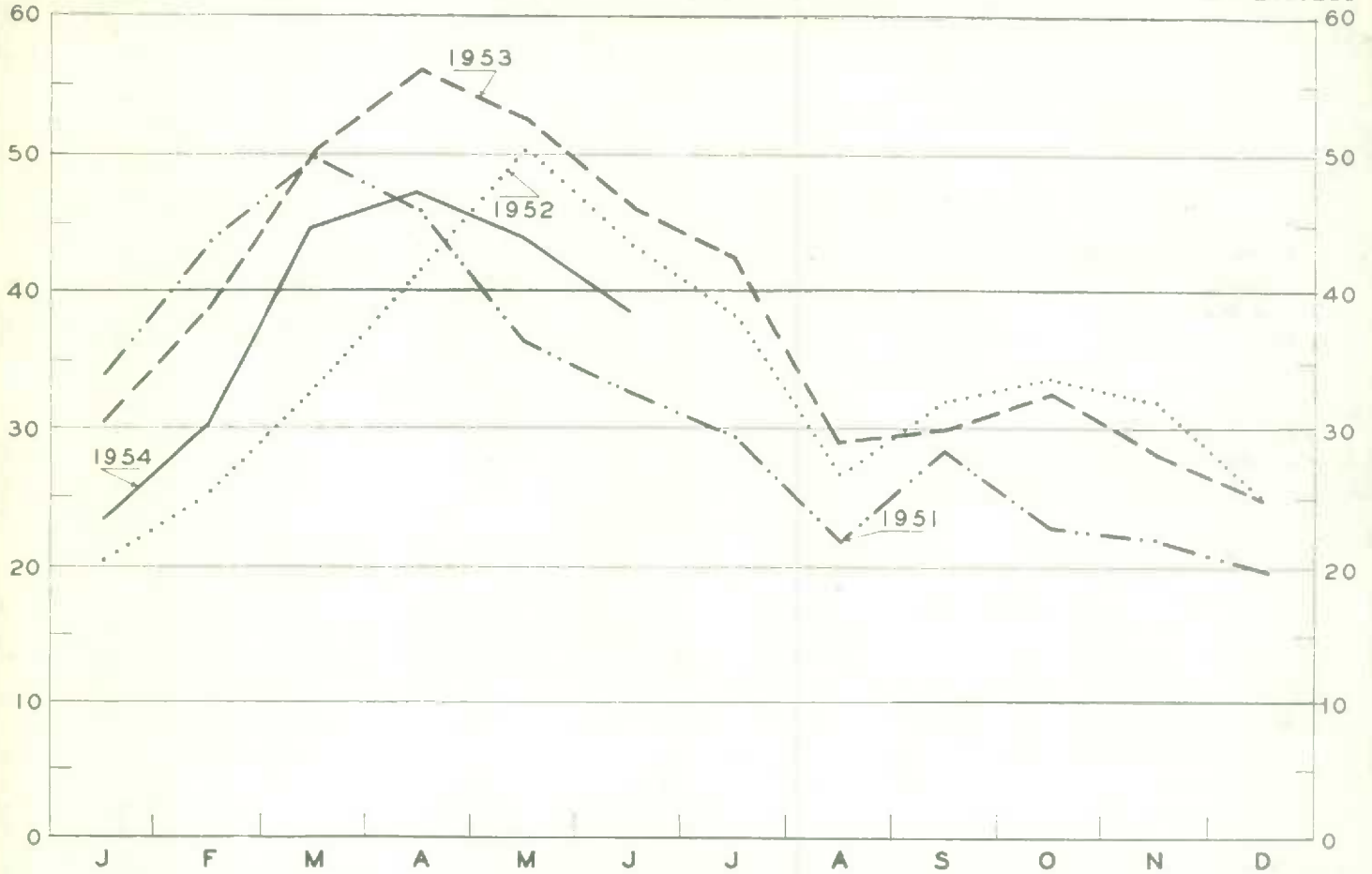
The financing shown herein represents only that business done by sales and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

# NEW MOTOR VEHICLE SALES

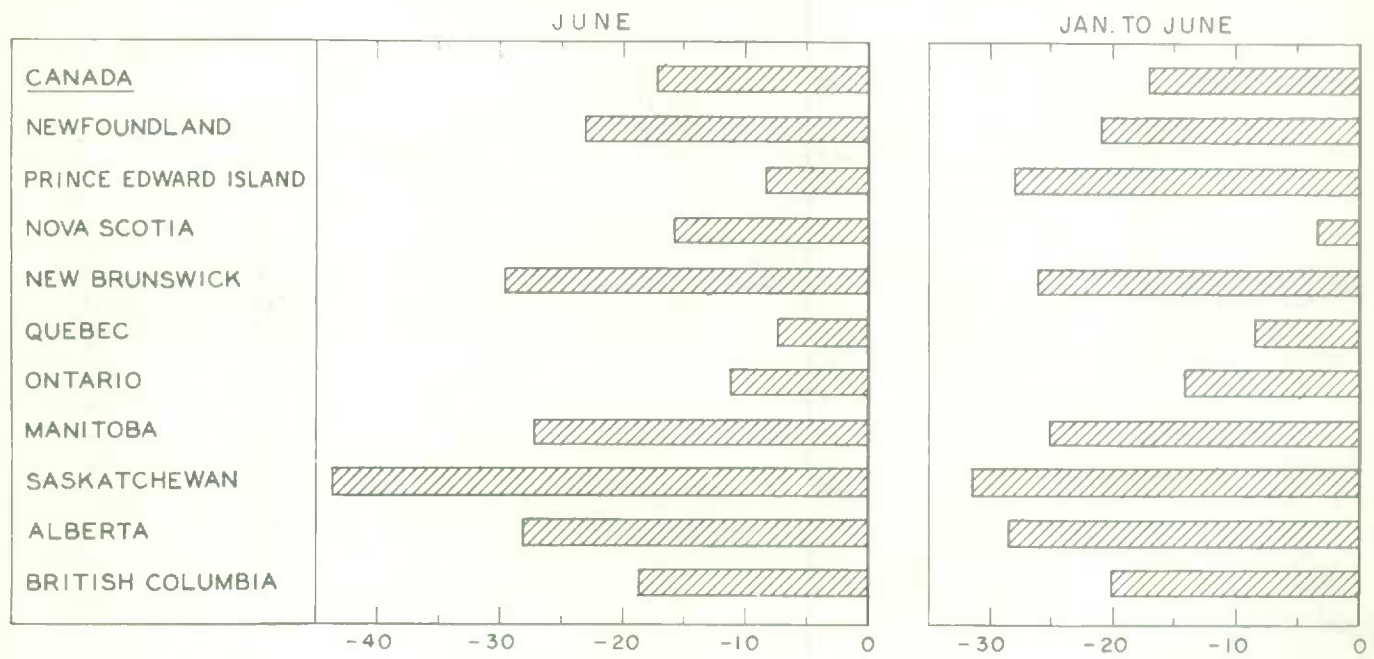
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THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



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



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

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
<b>Passenger Cars</b>						
Newfoundland .....	642	492	-23.4	1,494	1,148	-23.2
Prince Edward Island...	140	126	-10.0	336	304	- 9.5
Nova Scotia .....	1,185	1,066	-10.0	2,908	2,581	-11.2
New Brunswick .....	1,269	880	-30.7	3,153	2,213	-29.8
Quebec .....	6,976	6,676	- 4.3	17,831	17,672	- 0.9
Ontario .....	16,100	14,508	- 9.9	40,773	37,737	- 7.4
Manitoba .....	2,012	1,516	-24.7	5,013	3,823	-23.7
Saskatchewan .....	2,744	1,655	-39.7	7,110	4,269	-40.0
Alberta .....	3,070	2,343	-23.7	7,726	6,083	-21.3
British Columbia .....	3,089	2,546	-17.6	7,492	6,393	-14.7
<b>Canada .....</b>	<b>37,227</b>	<b>31,808</b>	<b>-14.6</b>	<b>93,836</b>	<b>82,223</b>	<b>-12.4</b>
<b>Commercial Vehicles</b>						
Newfoundland .....	193	150	-22.3	413	341	-17.4
Prince Edward Island...	90	85	- 5.6	190	182	- 4.2
Nova Scotia .....	413	280	-32.2	903	625	-30.9.
New Brunswick .....	278	209	-24.8	667	477	-28.5
Quebec .....	1,579	1,251	-20.8	4,318	3,417	-20.9
Ontario .....	3,115	2,556	-17.9	8,350	6,790	-18.7
Manitoba .....	556	355	-36.2	1,456	954	-34.5
Saskatchewan .....	1,118	518	-53.7	2,570	1,339	-47.9
Alberta .....	1,307	806	-38.3	3,251	2,156	-33.7
British Columbia .....	815	626	-23.2	2,051	1,614	-21.3
<b>Canada .....</b>	<b>9,464</b>	<b>6,836</b>	<b>-27.8</b>	<b>24,169</b>	<b>17,895</b>	<b>-26.0</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland .....	835	642	-23.1	1,907	1,489	-21.9
Prince Edward Island...	230	211	- 8.3	526	486	- 7.6
Nova Scotia .....	1,598	1,346	-15.8	3,811	3,206	-15.9
New Brunswick .....	1,547	1,089	-29.6	3,820	2,690	-29.6
Quebec .....	8,555	7,927	- 7.3	22,149	21,089	- 4.8
Ontario .....	19,215	17,064	-11.2	49,123	44,527	- 9.4
Manitoba .....	2,568	1,871	-27.1	6,469	4,777	-26.2
Saskatchewan .....	3,862	2,173	-43.7	9,680	5,608	-42.1
Alberta .....	4,377	3,149	-28.1	10,977	8,239	-24.9
British Columbia .....	3,904	3,172	-18.7	9,543	8,007	-16.1
<b>Canada .....</b>	<b>46,691</b>	<b>38,644</b>	<b>-17.2</b>	<b>118,005</b>	<b>100,118</b>	<b>-15.2</b>

(1) Revised.

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces**  
June 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	1,283	1,275	- 0.6	2,207	2,252	+ 2.0
Quebec .....	3,401	3,247	- 4.5	6,450	6,365	- 1.3
Ontario .....	5,841	6,161	+ 5.5	9,811	11,102	+ 13.2
Manitoba .....	780	568	- 27.2	1,337	1,028	- 23.1
Saskatchewan .....	841	593	- 29.5	1,432	1,072	- 25.1
Alberta .....	1,568	1,024	- 34.7	2,781	1,890	- 32.0
British Columbia .....	1,206	932	- 22.7	2,162	1,790	- 17.2
<b>Canada .....</b>	<b>14,920</b>	<b>13,800</b>	<b>- 7.5</b>	<b>26,180</b>	<b>25,499</b>	<b>- 2.6</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	475	358	- 24.6	846	695	- 17.8
Quebec .....	797	624	- 21.7	1,808	1,395	- 22.8
Ontario .....	1,341	833	- 37.9	2,781	1,597	- 42.6
Manitoba .....	224	127	- 43.3	401	265	- 33.9
Saskatchewan .....	383	192	- 49.9	808	466	- 42.3
Alberta .....	739	392	- 47.0	1,725	1,067	- 38.1
British Columbia .....	359	233	- 35.1	883	611	- 30.8
<b>Canada .....</b>	<b>4,318</b>	<b>2,759</b>	<b>- 36.1</b>	<b>9,252</b>	<b>6,096</b>	<b>- 34.1</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	1,758	1,633	- 7.1	3,053	2,947	- 3.5
Quebec .....	4,198	3,871	- 7.8	8,258	7,760	- 6.0
Ontario .....	7,182	6,994	- 2.6	12,592	12,699	+ 0.8
Manitoba .....	1,004	695	- 30.8	1,738	1,293	- 25.6
Saskatchewan .....	1,224	785	- 35.9	2,240	1,538	- 31.3
Alberta .....	2,307	1,416	- 38.6	4,506	2,957	- 34.4
British Columbia .....	1,565	1,165	- 25.6	3,045	2,401	- 21.1
<b>Canada .....</b>	<b>19,238</b>	<b>16,559</b>	<b>- 13.9</b>	<b>35,432</b>	<b>31,595</b>	<b>- 10.8</b>

(1) Revised.

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces**  
June 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change 1954/1953	1953 (1)	1954	% Change 1954/1953
			%	\$'000	\$'000	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	3,721	4,004	+ 7.6	2,824	3,046	+ 7.9
Quebec .....	7,487	7,286	- 2.7	6,694	6,465	- 3.4
Ontario .....	18,924	16,071	- 15.1	15,322	13,017	- 15.0
Manitoba .....	2,123	1,492	- 29.7	1,773	1,209	- 31.8
Saskatchewan .....	2,302	2,002	- 13.0	1,815	1,548	- 14.7
Alberta .....	3,996	3,006	- 24.8	3,555	2,468	- 30.6
British Columbia .....	3,480	2,891	- 16.9	3,327	2,619	- 21.3
<b>Canada .....</b>	<b>42,033</b>	<b>36,752</b>	<b>- 12.6</b>	<b>35,310</b>	<b>30,372</b>	<b>- 14.0</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	978	907	- 7.3	726	637	- 12.3
Quebec .....	1,257	1,184	- 5.8	1,173	1,054	- 10.1
Ontario .....	2,220	1,980	- 10.8	1,977	1,674	- 15.3
Manitoba .....	331	257	- 22.4	296	271	- 8.4
Saskatchewan .....	538	424	- 21.2	471	381	- 19.1
Alberta .....	984	813	- 17.4	1,020	944	- 7.5
British Columbia .....	603	518	- 14.1	763	528	- 30.8
<b>Canada .....</b>	<b>6,911</b>	<b>6,083</b>	<b>- 12.0</b>	<b>6,426</b>	<b>5,489</b>	<b>- 14.6</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	4,699	4,911	+ 4.5	3,550	3,683	+ 3.7
Quebec .....	8,744	8,470	- 3.1	7,867	7,519	- 4.4
Ontario .....	21,144	18,051	- 14.6	17,299	14,691	- 15.1
Manitoba .....	2,454	1,749	- 28.7	2,069	1,480	- 28.5
Saskatchewan .....	2,840	2,426	- 14.6	2,286	1,929	- 15.6
Alberta .....	4,980	3,819	- 23.3	4,575	3,412	- 25.4
British Columbia .....	4,083	3,409	- 16.5	4,090	3,147	- 23.1
<b>Canada .....</b>	<b>48,944</b>	<b>42,835</b>	<b>- 12.5</b>	<b>41,736</b>	<b>35,861</b>	<b>- 14.1</b>

(1) Revised.