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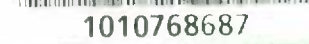
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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JULY 1954

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New Motor Vehicle Sales

The downward trend in sales of new motor vehicles was accentuated in July, 1954, for both passenger cars and commercial vehicles. There were 33,677 units sold for \$85,797,000, which represented decreases of 21% and nearly 20% respectively from July 1953. Commercial vehicle sales declined by 30% in number of units and 31% in dollar sales while the similar declines were 19% and nearly 17% respectively for passenger cars.

Notes:

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, July, 1953 and 1954

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$'000	<u>1954</u> \$'000
Atlantic Provinces	9	7	27	44
Quebec	8	5	83	57
Ontario	15	2	285	7
Manitoba	3	5	51	72
Saskatchewan	1	4	3	37
Alberta	5	5	96	67
British Columbia	5	2	39	12
Canada	46	30	584	296

Financing of Motor Vehicle SalesNew Vehicles

The financing of motor vehicle sales by sales finance companies followed the downward trend of sales but the reduction in the amount of financing lagged behind the reduction in the number of vehicles. During July the number financed decreased 18% from July 1953, and the amount of financing was 13% lower. Passenger car financing dropped 13% in number and 7% in amount of financing while the corresponding declines for commercial vehicles were nearly 38% and 33% respectively.

Used Vehicles

The financing of used vehicles continued downward at the rate of 12% in number and 14% in amount of financing. Passenger cars were down approximately 12% in both number and amount of financing while commercial vehicles showed reductions of 18% in number and 23% 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.

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

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

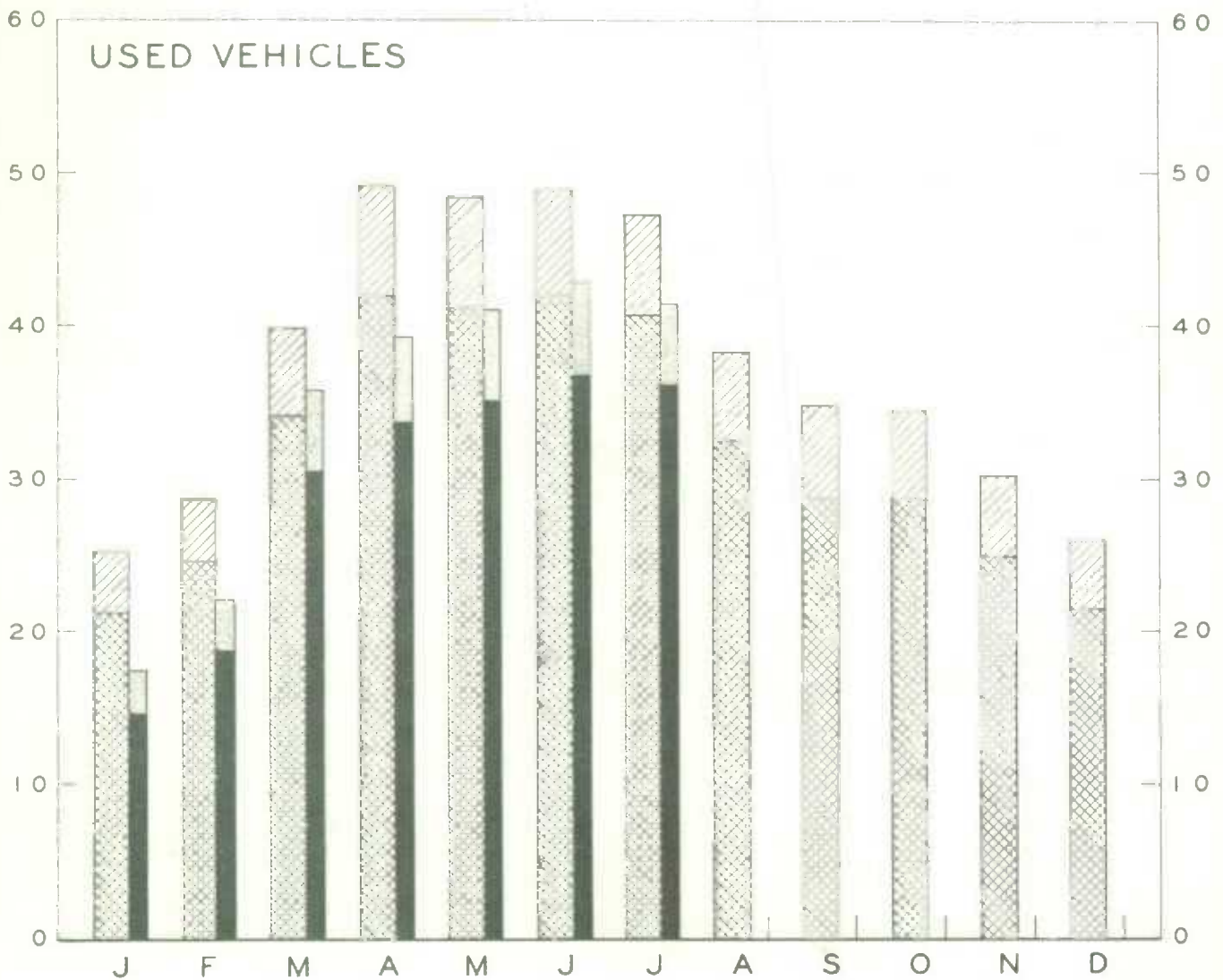
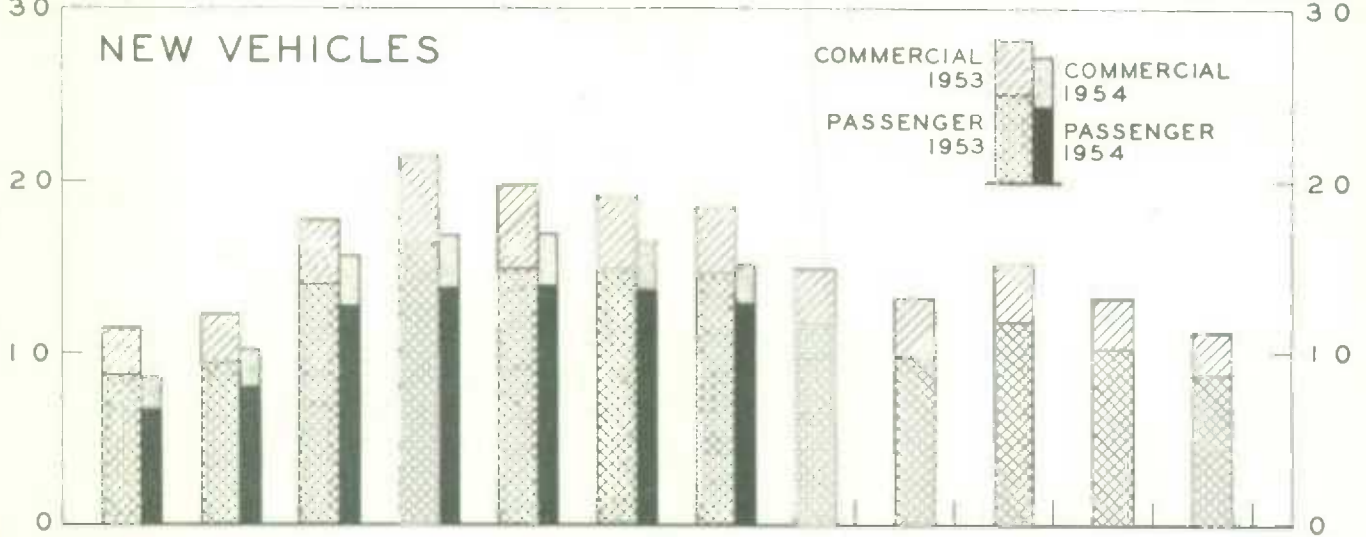


TABLE 1 New Motor Vehicle Sales, by Provinces
July 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	375	438	+ 16.8	904	1,068	+ 18.1
Prince Edward Island...	158	152	- 3.8	380	368	- 3.2
Nova Scotia	1,250	1,005	- 19.6	2,935	2,465	- 16.0
New Brunswick	857	881	+ 2.8	2,063	2,164	+ 4.9
Quebec	6,001	5,477	- 8.7	15,554	14,371	- 7.6
Ontario	15,857	13,008	- 18.0	39,204	33,136	- 15.5
Manitoba	1,701	1,268	- 25.5	4,207	3,223	- 23.4
Saskatchewan	2,247	1,380	- 38.6	5,813	3,592	- 38.2
Alberta	2,743	1,912	- 30.3	6,566	5,039	- 23.3
British Columbia	3,405	2,452	- 28.0	8,112	5,934	- 26.8
Canada	34,594	27,973	- 19.1	85,738	71,360	- 16.8
Commercial Vehicles						
Newfoundland	152	156	+ 2.6	316	336	+ 6.3
Prince Edward Island...	70	76	+ 8.6	143	161	+ 12.6
Nova Scotia	271	231	- 14.8	569	517	- 9.1
New Brunswick	248	244	- 1.6	524	562	+ 7.3
Quebec	1,387	1,068	- 23.0	3,779	2,917	- 22.8
Ontario	2,719	1,912	- 29.7	7,324	4,893	- 33.2
Manitoba	460	250	- 45.7	1,191	669	- 43.8
Saskatchewan	1,086	492	- 54.7	2,520	1,178	- 53.3
Alberta	1,166	665	- 43.0	3,014	1,748	- 42.0
British Columbia	648	610	- 5.9	1,671	1,456	- 12.9
Canada	8,207	5,704	- 30.5	21,051	14,437	- 31.4
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	527	594	+ 12.7	1,220	1,404	+ 15.1
Prince Edward Island...	228	228	(2)	523	529	+ 1.1
Nova Scotia	1,521	1,236	- 18.7	3,504	2,982	- 14.9
New Brunswick	1,105	1,125	+ 1.8	2,587	2,726	+ 5.4
Quebec	7,388	6,545	- 11.4	19,333	17,288	- 10.6
Ontario	18,576	14,920	- 19.7	46,528	38,029	- 18.3
Manitoba	2,161	1,518	- 29.8	5,398	3,892	- 27.9
Saskatchewan	3,333	1,872	- 43.8	8,333	4,760	- 42.9
Alberta	3,909	2,577	- 34.1	9,580	6,787	- 29.2
British Columbia	4,053	3,062	- 24.5	9,783	7,390	- 24.5
Canada	42,801	33,677	- 21.3	106,789	85,797	- 19.7

- (1) Revised
(2) Unchanged

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

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1) \$'000	1954 \$'000	% Change, 1954/1953
Passenger Cars						
Atlantic Provinces	1,342	1,131	- 15.7	2,279	1,991	- 12.6
Quebec	3,210	3,166	- 1.4	6,056	6,282	+ 3.7
Ontario	5,951	5,362	- 9.9	9,989	9,685	- 3.0
Manitoba	706	619	- 12.3	1,161	1,132	- 2.5
Saskatchewan	813	577	- 29.0	1,344	1,044	- 22.3
Alberta	1,575	1,080	- 31.4	2,820	2,065	- 26.8
British Columbia	1,269	925	- 27.1	2,292	1,807	- 21.2
Canada	14,866	12,860	- 13.5	25,941	24,006	- 7.4
Commercial Vehicles						
Atlantic Provinces	426	309	- 27.5	775	590	- 23.9
Quebec	707	524	- 25.9	1,594	1,161	- 27.2
Ontario	1,169	711	- 39.2	2,235	1,440	- 35.6
Manitoba	200	106	- 47.0	459	251	- 45.3
Saskatchewan	338	164	- 51.5	660	387	- 41.4
Alberta	595	295	- 50.4	1,342	785	- 41.5
British Columbia	308	217	- 29.5	719	564	- 21.6
Canada	3,743	2,326	- 37.9	7,784	5,178	- 33.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,768	1,440	- 18.6	3,054	2,581	- 15.5
Quebec	3,917	3,690	- 5.8	7,650	7,443	- 2.7
Ontario	7,120	6,073	- 14.7	12,224	11,125	- 9.0
Manitoba	906	725	- 20.0	1,620	1,383	- 14.6
Saskatchewan	1,151	741	- 35.6	2,004	1,431	- 28.6
Alberta	2,170	1,375	- 36.6	4,162	2,850	- 31.5
British Columbia	1,577	1,142	- 27.6	3,011	2,371	- 21.3
Canada	18,609	15,186	- 18.4	33,725	29,184	- 13.5

(1) Revised.

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

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1) \$'000	1954 \$'000	% Change, 1954/1953
Passenger Cars						
Atlantic Provinces	3,657	3,775	+ 3.2	2,743	2,810	+ 2.4
Quebec	7,227	7,145	- 1.1	6,431	6,341	- 1.4
Ontario	18,295	16,206	- 11.4	14,821	12,825	- 13.5
Manitoba	1,835	1,422	- 22.5	1,471	1,180	- 19.8
Saskatchewan	2,193	1,849	- 15.7	1,730	1,438	- 16.9
Alberta	3,850	2,842	- 26.2	3,348	2,387	- 28.7
British Columbia	3,631	2,744	- 24.4	3,316	2,568	- 22.6
Canada	40,688	35,983	- 11.6	33,860	29,549	- 12.7
Commercial Vehicles						
Atlantic Provinces	971	905	- 6.8	725	644	- 11.2
Quebec	1,156	1,024	- 11.4	1,088	847	- 11.2
Ontario	2,045	1,599	- 21.8	1,722	1,263	- 26.7
Manitoba	307	213	- 30.6	244	185	- 24.2
Saskatchewan	531	398	- 25.0	479	323	- 32.6
Alberta	979	698	- 28.7	975	697	- 28.5
British Columbia	571	511	- 10.5	588	507	- 13.8
Canada	6,560	5,348	- 18.5	5,821	4,466	- 23.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,628	4,680	+ 1.1	3,468	3,454	- 0.4
Quebec	8,383	8,169	- 2.6	7,519	7,188	- 4.4
Ontario	20,340	17,805	- 12.5	16,543	14,088	- 14.8
Manitoba	2,142	1,635	- 23.7	1,715	1,365	- 20.4
Saskatchewan	2,724	2,247	- 17.5	2,209	1,761	- 20.3
Alberta	4,829	3,540	- 26.7	4,323	3,084	- 28.7
British Columbia	4,202	3,255	- 22.5	3,904	3,075	- 21.2
Canada	47,248	41,331	- 12.5	39,681	34,015	- 14.3

(1) Revised.