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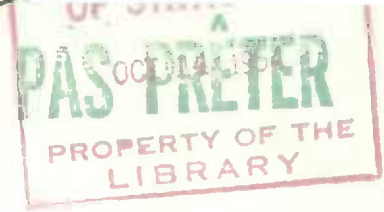
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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

AUGUST 1954

New Motor Vehicle Sales

For the first time in 1954, retail value of sales of passenger cars were above the corresponding month of 1953 while August sales of commercial vehicles lagged 18.7% behind the corresponding month of the previous year. Total sales of passenger cars and commercial vehicles at 27,439 units valued at \$69,772,000 in August 1954 represented decreases of 5.5% and 4.6% respectively from August 1953. The 1% increase in the retail value of sales of passenger cars was qualified by a reduction of 2.2% in number of units sold. Commercial vehicle sales declined by 15.8% in number of units and 18.7% in value of retail 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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5-10-54

Sales of Buses, August, 1953 and 1954

Province	Number of Units		Retail Value	
	<u>1953</u>	<u>1954</u>	<u>1953</u>	<u>1954</u>
			\$'000	\$'000
Atlantic Provinces	2	2	6	7
Quebec	11	4	171	42
Ontario	35	30	603	266
Manitoba	3	3	54	43
Saskatchewan	4	14	12	40
Alberta	8	16	42	204
British Columbia	8	18	38	59
Canada	71	87	926	661

Financing of Motor Vehicle SalesNew Vehicles

In August 1954 the number of passenger cars and commercial vehicles financed was 12.9% less than the corresponding month of the previous year and there was a reduction in the amount of financing of 8.7%. In the case of passenger cars while the number financed decreased by 8.3% the reduction in the amount of financing was only 2.5%. For commercial vehicles a drop of 29.8% in the number financed was accompanied by a decline of 27.6% in the amount of financing.

Used Vehicles

The financing of used vehicles for August 1954 was only 5.8% in number and 8.1% in value below the corresponding month of 1953 while in July the comparative ratios were 12% and 14%. Passenger cars financed showed a reduction of 5.6% in number and 6.8% in amount of financing while for commercial vehicles the corresponding reductions were 7.2% and 14.6%.

Note:

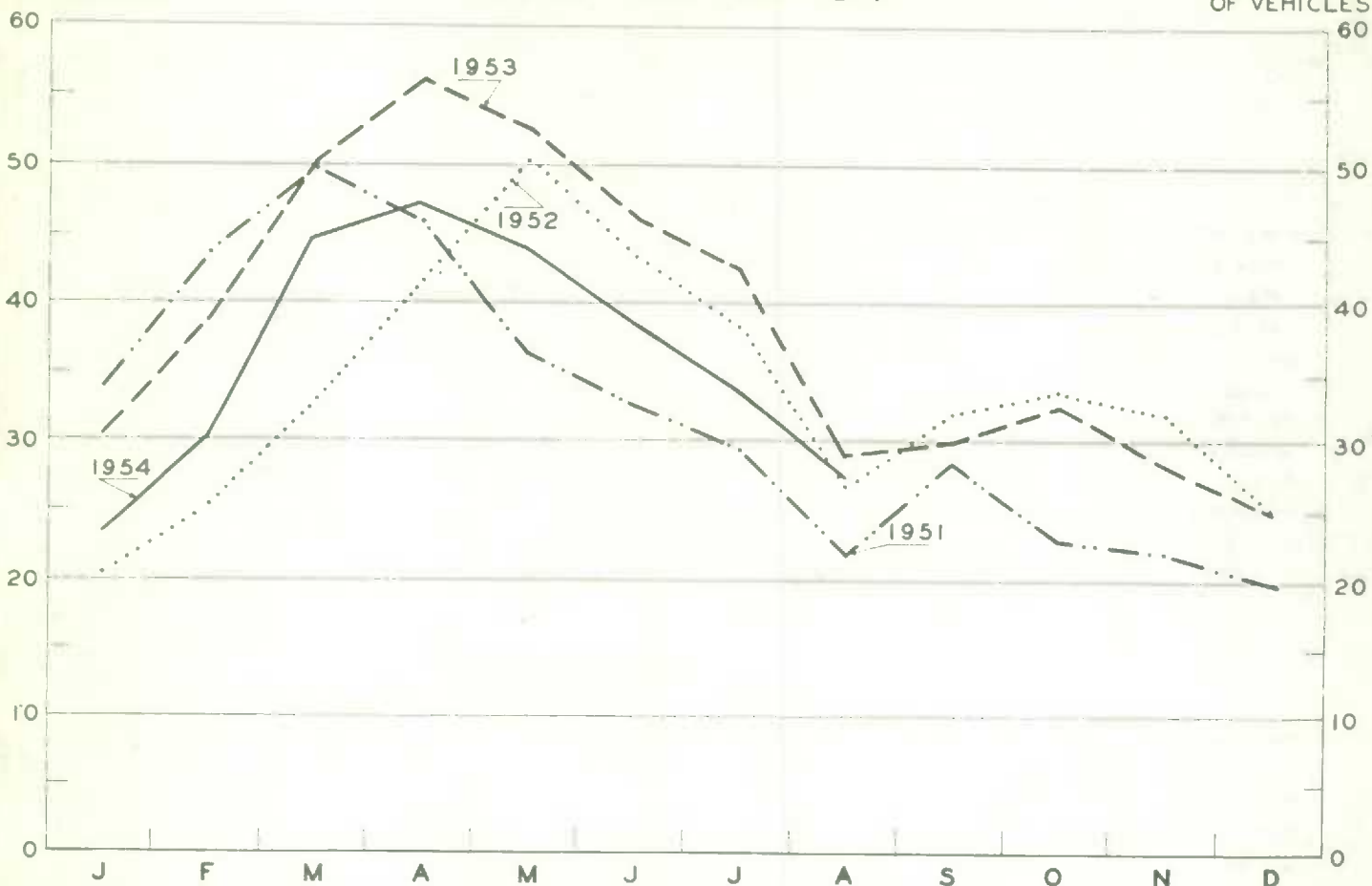
The financing shown herein represents only that business done by sales and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

NEW MOTOR VEHICLE SALES

1951-52-53-54

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



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

AUGUST

JAN. TO AUGUST

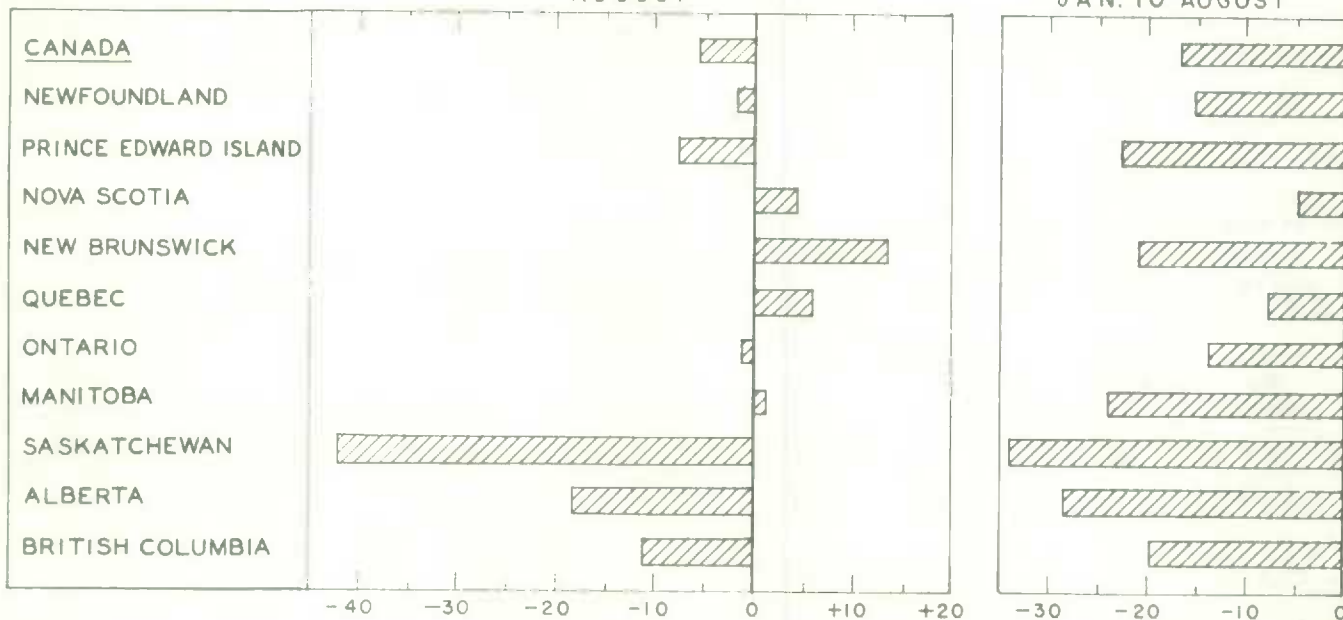


TABLE 1 New Motor Vehicle Sales, by Provinces
August 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	352	358	+ 1.7	844	850	+ 0.7
Prince Edward Island...	653	663	+ 1.5	1,596	1,635	+ 2.4
Nova Scotia	414	538	+ 30.0	1,029	1,325	+ 28.8
New Brunswick	4,003	4,359	+ 8.9	10,356	11,568	+ 11.7
Quebec	10,302	10,392	+ 0.9	25,563	26,396	+ 3.3
Ontario	856	999	+ 16.7	2,093	2,549	+ 21.8
Manitoba	1,406	963	- 31.5	3,625	2,432	- 32.9
Saskatchewan	1,660	1,334	- 19.6	4,174	3,506	- 16.0
Alberta	2,370	1,918	- 19.1	5,624	4,679	- 16.8
British Columbia						
Canada	22,016	21,524	- 2.2	54,904	54,940	+ 0.1
Commercial Vehicles						
Newfoundland	163	140	- 14.1	345	325	- 5.8
Prince Edward Island...	215	241	+ 12.1	443	535	+ 20.8
Nova Scotia	216	179	- 17.1	487	405	- 16.8
New Brunswick	1,079	1,021	- 5.4	3,121	2,640	- 15.4
Quebec	2,357	2,122	- 10.0	6,495	5,303	- 18.4
Ontario	414	289	- 30.2	1,073	723	- 32.6
Manitoba	1,175	534	- 54.6	2,737	1,201	- 56.1
Saskatchewan	895	753	- 15.9	2,227	2,006	- 9.9
Alberta	510	636	+ 24.7	1,313	1,694	+ 29.0
British Columbia						
Canada	7,024	5,915	- 15.8	18,241	14,832	- 18.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	386	379	- 1.8	887	894	+ 0.8
Prince Edward Island...	129	119	- 7.8	302	281	- 7.0
Nova Scotia	868	904	+ 4.1	2,039	2,170	+ 6.4
New Brunswick	630	717	+ 13.8	1,516	1,730	+ 14.1
Quebec	5,082	5,380	+ 5.9	13,477	14,208	+ 5.4
Ontario	12,659	12,514	- 1.1	32,058	31,699	- 1.1
Manitoba	1,270	1,288	+ 1.4	3,166	3,272	+ 3.3
Saskatchewan	2,581	1,497	- 42.0	6,362	3,633	- 42.9
Alberta	2,555	2,087	- 18.3	6,401	5,512	- 13.9
British Columbia	2,880	2,554	- 11.3	6,937	6,373	- 8.1
Canada	29,040	27,439	- 5.5	73,145	69,772	- 4.6

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
August 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	987	1,061	+ 7.5	1,660	1,920	+ 15.7
Quebec	2,482	2,517	+ 1.4	4,769	4,953	+ 3.9
Ontario	4,686	4,525	- 3.4	7,936	8,308	+ 4.7
Manitoba	518	460	- 11.2	864	834	- 3.5
Saskatchewan	631	491	- 22.2	1,101	897	- 18.5
Alberta	1,273	886	- 30.4	2,340	1,652	- 29.4
British Columbia	1,170	834	- 28.7	2,101	1,690	- 19.6
Canada	11,747	10,774	- 8.3	20,771	20,254	- 2.5
Commercial Vehicles						
Atlantic Provinces	305	304	- 0.3	572	600	+ 4.9
Quebec	637	481	- 24.5	1,355	1,098	- 19.0
Ontario	922	694	- 24.7	1,813	1,376	- 24.1
Manitoba	152	85	- 44.1	272	171	- 37.1
Saskatchewan	360	167	- 53.6	736	363	- 50.7
Alberta	578	284	- 50.9	1,447	718	- 50.4
British Columbia	273	251	- 8.1	658	638	- 3.0
Canada	3,227	2,266	- 29.8	6,853	4,964	- 27.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,292	1,365	+ 5.7	2,232	2,520	+ 12.9
Quebec	3,119	2,998	- 3.9	6,124	6,051	- 1.2
Ontario	5,608	5,219	- 6.9	9,749	9,684	- 0.7
Manitoba	670	545	- 18.7	1,136	1,005	- 11.5
Saskatchewan	991	658	- 33.6	1,837	1,260	- 31.4
Alberta	1,851	1,170	- 36.8	3,787	2,370	- 37.4
British Columbia	1,443	1,085	- 24.8	2,759	2,328	- 15.6
Canada	14,974	13,040	- 12.9	27,624	25,218	- 8.7

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
August 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	2,931	3,261	+ 11.3	2,274	2,440	+ 7.3
Quebec	5,479	5,864	+ 7.0	4,813	5,165	+ 7.3
Ontario	14,383	12,913	- 10.2	11,490	10,309	- 10.3
Manitoba	1,477	1,224	- 17.1	1,177	956	- 18.8
Saskatchewan	1,779	1,621	- 8.9	1,401	1,212	- 13.5
Alberta	3,275	2,956	- 9.7	2,820	2,378	- 15.7
British Columbia	3,150	2,827	- 10.3	2,995	2,663	- 11.1
Canada	32,474	30,666	- 5.6	26,970	25,123	- 6.8
Commercial Vehicles						
Atlantic Provinces	763	813	+ 6.6	588	578	- 1.7
Quebec	971	985	+ 1.4	922	857	- 7.0
Ontario	1,737	1,621	- 6.7	1,505	1,232	- 18.1
Manitoba	307	226	- 26.4	240	183	- 23.7
Saskatchewan	608	460	- 24.3	503	355	- 29.4
Alberta	927	723	- 22.0	932	651	- 30.2
British Columbia	517	583	+ 12.8	519	590	+ 13.7
Canada	5,830	5,411	- 7.2	5,209	4,446	- 14.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,694	4,074	+ 10.3	2,862	3,018	+ 5.5
Quebec	6,450	6,849	+ 6.2	5,735	6,022	+ 5.0
Ontario	16,120	14,534	- 9.8	12,995	11,541	- 11.2
Manitoba	1,784	1,450	- 18.7	1,417	1,139	- 19.6
Saskatchewan	2,387	2,081	- 12.8	1,904	1,567	- 17.7
Alberta	4,202	3,679	- 12.4	3,752	3,029	- 19.3
British Columbia	3,667	3,410	- 7.0	3,514	3,253	- 7.4
Canada	38,304	36,077	- 5.8	32,179	29,569	- 8.1

(1) Revised