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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

SEPTEMBER 1954

New Motor Vehicle Sales

For the second time in 1954 the retail value of sales of passenger cars exceeded that of the corresponding month of 1953 while the number of cars sold was higher for the first time. The number of new passenger car sales for September 1954 at 23,175 exceeded the 22,495 for September 1953 by 3.0% while retail value was higher by 4.9% as sales rose from \$55,762,000 in September 1953 to \$58,521,000 in September 1954. For commercial vehicles there was a decline of 31.8% by number as sales decreased from 7,534 in September 1953 to 5,137 in September 1954 while retail value of sales decreased by 33.6% from \$19,993,000 to \$13,269,000. Total sales of passenger cars and commercial vehicles at 28,312 units valued at \$71,790,000 in September 1954 represented decreases of 5.7% and 5.2% respectively from September 1953.

Cumulative sales of new motor vehicles for the first nine months of 1954 at 317,327 units valued at \$815,141,000 represented a 15.7% drop in number and a 13.7% decline in value in comparison with the 376,530 units valued at \$944,031,000 in the comparative period of 1953. New passenger cars declined by 12.1% in number and 10.0% in value as 258,275 vehicles at \$662,356,000 were sold in the first three-quarters of 1954 compared with 293,665 vehicles at \$736,194,000 in the first nine months of 1953.

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, September, 1953 and 1954

Province	Number of Units		Retail Value	
	1953	1954	1953 \$'000	1954 \$'000
Atlantic Provinces	3	8	10	195
Quebec	29	6	597	18
Ontario	40	23	614	232
Manitoba	5	6	85	134
Saskatchewan	10	5	34	13
Alberta	9	13	30	189
British Columbia	4	5	19	33
Canada	100	66	1,389	810

Financing of Motor Vehicle SalesNew Vehicles

In September 1954 the number of passenger cars and commercial vehicles financed was 5.6% less than the corresponding month of the previous year and there was a reduction in the amount of financing of 1.2%. There were wide differences in the trends for passenger cars and commercial vehicles. In the case of passenger cars there was an increase of 3.5% in the number financed accompanied by an increase in the amount of financing of 8.7%. For commercial vehicles a drop of 32.6% in the number financed was accompanied by a decline of 26.7% in the amount of financing.

During the first nine months of 1954 financing of new vehicles at 125,769 units at \$237,856,000 represented decreases of 15.7% in number and 11.6% in value of financing in comparison with the corresponding period of the previous year. Financing of new passenger cars decreased by 10.8% in number and 5.0% in value while the corresponding reductions for commercial vehicles were 32.6% and 30.0% respectively.

Used Vehicles

For September 1954 the financing of used vehicles was 9.9% in number and 11.8% in value below the corresponding month of 1953. Passenger cars financed showed a reduction of 9.1% in number and 10.2% in amount of financing while for commercial vehicles the corresponding reductions were 13.6% and 19.2%.

In the first nine months of 1954 the number of used vehicles financed was 307,281 at \$256,726,000 which represented decreases of 14.8% and 16.6% respectively over the 360,745 units at \$307,838,000 financed in the corresponding period of 1953. Financing of used passenger cars decreased by 14.6% in number and 15.7% in value while the corresponding reduction for commercial vehicles amounted to 16.1% in number and 21.3% 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

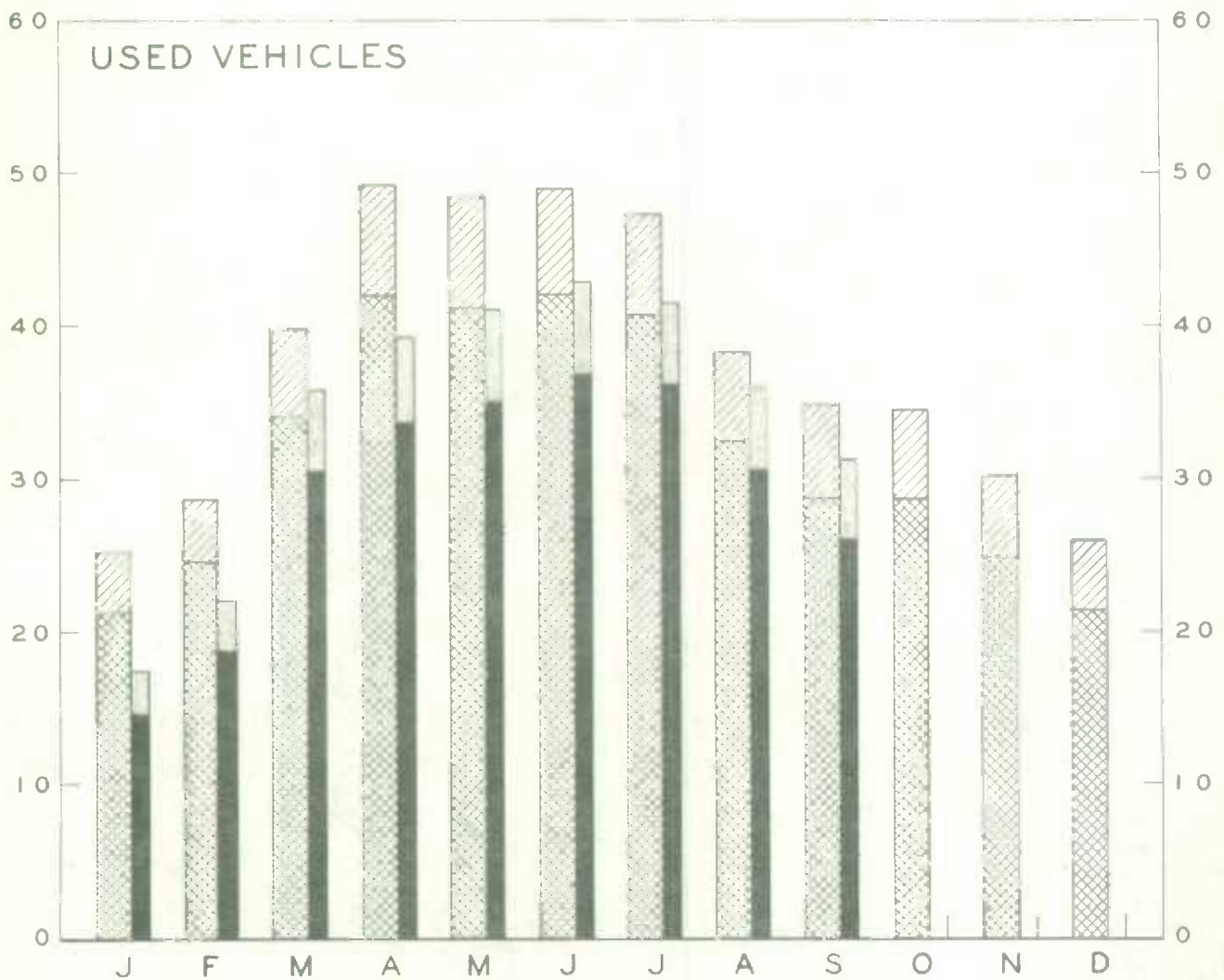
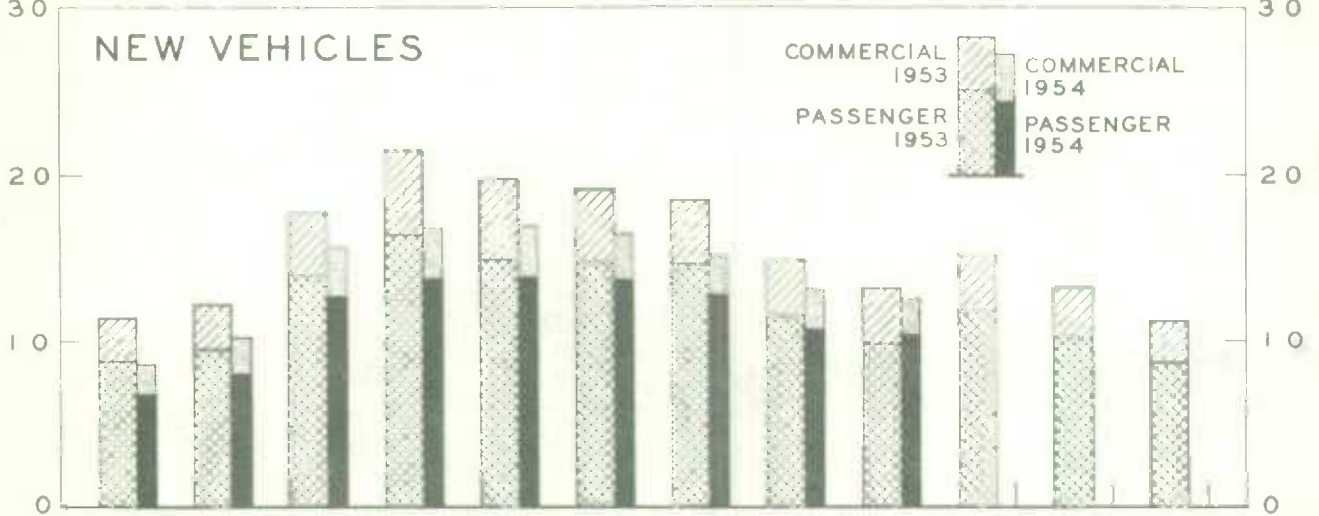


TABLE 1 New Motor Vehicle Sales, by Provinces
September 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	237	259	+ 9.3	545	623	+ 14.3
Prince Edward Island...	65	69	+ 6.2	157	165	+ 5.1
Nova Scotia	634	694	+ 9.5	1,521	1,682	+ 10.6
New Brunswick	633	446	- 29.5	1,582	1,087	- 31.3
Quebec	4,545	4,227	- 7.0	11,672	11,040	- 5.4
Ontario	10,008	12,319	+ 23.1	24,685	30,830	+ 24.9
Manitoba	1,150	999	- 13.1	2,830	2,485	- 12.2
Saskatchewan	1,499	816	- 45.6	3,765	2,134	- 43.3
Alberta	1,455	1,398	- 3.9	3,668	3,612	- 1.5
British Columbia	2,269	1,948	- 14.1	5,337	4,863	- 8.9
Canada	22,495	23,175	+ 3.0	55,762	58,521	+ 4.9
Commercial Vehicles						
Newfoundland	110	112	+ 1.8	271	242	- 10.7
Prince Edward Island...	38	46	+ 21.1	84	98	+ 16.7
Nova Scotia	235	242	+ 3.0	502	693	+ 38.0
New Brunswick	204	205	+ 0.4	466	481	+ 3.2
Quebec	1,438	1,032	- 28.2	4,368	2,730	- 37.5
Ontario	2,459	1,874	- 23.8	6,774	4,859	- 28.3
Manitoba	461	217	- 52.9	1,171	622	- 46.9
Saskatchewan	903	294	- 67.4	2,107	681	- 67.7
Alberta	1,095	593	- 45.8	2,754	1,587	- 42.4
British Columbia	591	522	- 11.7	1,496	1,276	- 14.7
Canada	7,534	5,137	- 31.8	19,993	13,269	- 33.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	347	371	+ 7.9	816	865	+ 6.0
Prince Edward Island...	103	115	+ 11.7	241	263	+ 9.1
Nova Scotia	869	936	+ 7.7	2,023	2,375	+ 17.4
New Brunswick	837	651	- 22.2	2,048	1,568	- 23.4
Quebec	5,983	5,259	- 12.1	16,040	13,770	- 14.2
Ontario	12,467	14,193	+ 13.8	31,459	35,689	+ 13.4
Manitoba	1,611	1,216	- 24.5	4,001	3,107	- 22.3
Saskatchewan	2,402	1,110	- 53.8	5,872	2,815	- 52.1
Alberta	2,550	1,991	- 21.9	6,422	5,199	- 19.1
British Columbia	2,860	2,470	- 13.6	6,833	6,139	- 10.2
Canada	30,029	28,312	- 5.7	75,755	71,790	- 5.2

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
September 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	819	806	- 1.6	1,383	1,415	+ 2.3
Quebec	2,186	2,328	+ 6.5	4,123	4,632	+ 12.3
Ontario	4,066	4,984	+ 22.6	6,897	8,861	+ 28.5
Manitoba	456	365	- 20.0	794	678	- 14.6
Saskatchewan	521	372	- 28.6	928	681	- 26.6
Alberta	990	738	- 25.5	1,821	1,419	- 22.1
British Columbia	930	726	- 21.9	1,665	1,452	- 12.8
Canada	9,968	10,319	+ 3.5	17,611	19,138	+ 8.7
Commercial Vehicles						
Atlantic Provinces	359	298	- 17.0	639	554	- 13.3
Quebec	631	554	- 12.2	1,307	1,202	- 8.0
Ontario	998	703	- 29.6	1,920	1,534	- 20.1
Manitoba	193	72	- 62.7	339	140	- 58.7
Saskatchewan	373	111	- 70.2	707	212	- 70.0
Alberta	549	279	- 49.2	1,329	750	- 43.6
British Columbia	265	253	- 4.5	595	619	+ 4.0
Canada	3,368	2,270	- 32.6	6,836	5,011	- 26.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,178	1,104	- 6.3	2,022	1,969	- 2.6
Quebec	2,817	2,882	+ 2.3	5,430	5,834	+ 7.4
Ontario	5,064	5,687	+ 12.3	8,817	10,395	+ 17.9
Manitoba	649	437	- 32.7	1,133	818	- 27.8
Saskatchewan	894	483	- 46.0	1,635	893	- 45.4
Alberta	1,539	1,017	- 33.9	3,150	2,169	- 31.1
British Columbia	1,195	979	- 18.1	2,260	2,071	- 8.4
Canada	13,336	12,589	- 5.6	24,447	24,149	- 1.2

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
September 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	2,876	2,931	+ 1.9	2,142	2,240	+ 4.6
Quebec	4,754	4,897	+ 3.0	4,200	4,297	+ 2.3
Ontario	12,513	11,131	- 11.0	10,011	8,669	- 13.4
Manitoba	1,351	1,097	- 18.8	1,100	886	- 19.5
Saskatchewan	1,526	1,174	- 23.1	1,189	890	- 25.1
Alberta	2,947	2,476	- 16.0	2,479	2,026	- 18.3
British Columbia	2,748	2,403	- 12.6	2,563	2,272	- 11.4
Canada	28,715	26,109	- 9.1	23,684	21,280	- 10.2
Commercial Vehicles						
Atlantic Provinces	869	896	+ 3.1	618	608	- 1.6
Quebec	1,033	965	- 6.6	920	820	- 10.9
Ontario	1,789	1,604	- 10.3	1,461	1,209	- 17.2
Manitoba	341	217	- 36.4	258	165	- 36.0
Saskatchewan	626	350	- 44.1	520	278	- 46.5
Alberta	921	691	- 25.0	946	638	- 32.6
British Columbia	524	552	+ 5.3	510	508	- 0.4
Canada	6,103	5,275	- 13.6	5,233	4,226	- 19.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,745	3,827	+ 2.2	2,760	2,848	+ 3.2
Quebec	5,787	5,862	+ 1.3	5,120	5,117	- 0.1
Ontario	14,302	12,735	- 11.0	11,472	9,878	- 13.9
Manitoba	1,692	1,314	- 22.3	1,358	1,051	- 22.6
Saskatchewan	2,152	1,524	- 29.2	1,709	1,168	- 31.7
Alberta	3,868	3,167	- 18.1	3,425	2,664	- 22.2
British Columbia	3,272	2,955	- 9.7	3,073	2,780	- 9.5
Canada	34,818	31,384	- 9.9	28,917	25,506	- 11.8

(1) Revised