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## NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JANUARY 1955

New Motor Vehicle Sales

The number of passenger cars and commercial vehicles sold in January 1955 was below the number sold in January 1954 although the value of passenger cars sold in the first month of 1955 slightly exceeded the corresponding month of the previous year. For total motor vehicle sales the number showed a decrease of 7.6% while retail value was down by 2.9%.

Sales of passenger cars were 3.8% lower in number and 1.1% higher in value with large decreases typical in central Canada and large increases reported from the Atlantic and Pacific regions. The number of commercial vehicles sold was down by 23.0% and the value by 17.7%. Decreases were general in all provinces.

European passenger car sales for January 1955 exceeded those of January 1954 by over 18% in both number and value. In January 1955, 1,106 passenger cars valued at \$2,102,000 were sold compared with 858 at \$1,636,000 for the first month of last year. The number of commercial vehicles rose from 78 to 87 and their value from \$154,000 to \$177,000 in the monthly comparison.

**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,  
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Sales of Buses, January 1954 and 1955

Province	Number of Units		Retail Value	
	<u>1954</u>	<u>1955</u>	<u>1954</u> \$ '000	<u>1955</u> \$ '000
Atlantic Provinces	2	1	8	3
Quebec	1	4	3	53
Ontario	1	4	3	32
Manitoba	4	-	66	-
Saskatchewan	-	-	-	-
Alberta	-	2	-	23
British Columbia	9	1	204	3
Canada	17	12	284	114

Financing of Motor Vehicle SalesNew Vehicles

In January 1954 there were reductions in the numbers and values of both passenger cars and commercial vehicles financed in comparison with the corresponding month of the previous year. There were 16.4% fewer vehicles financed and the amount of financing was 12.5% less. The amount of financing showed a reduction of 6.7% for passenger cars and 30.0% for commercial vehicles.

Used Vehicles

In contrast to new vehicles, the financing of used motor sales showed an increase in January 1955 in comparison with January 1954. For used motor vehicles as a whole this increase was 8.9% in volume and 6.9% in value. The amount of financing showed an increase of 7.3% for passenger cars and 5.1% for commercial vehicles.

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.

**TABLE 1 New Motor Vehicle Sales, by Provinces**  
January 1954 and 1955

Province	Number			Retail Value		
	1954	1955	% Change, 1955/1954	1954	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
<b>Passenger Cars</b>						
Newfoundland .....	137	263	+ 92.0	322	660	+ 105.0
Prince Edward Island...	42	67	+ 59.5	106	167	+ 57.5
Nova Scotia .....	544	539	- 0.9	1,344	1,337	- 0.5
New Brunswick .....	361	364	+ 0.8	918	933	+ 1.6
Quebec .....	3,638	3,238	- 11.0	9,478	9,107	- 3.9
Ontario .....	9,245	8,818	- 4.6	23,127	23,405	+ 1.2
Manitoba .....	774	550	- 28.9	1,960	1,442	- 26.4
Saskatchewan .....	1,025	708	- 30.9	2,640	1,897	- 28.1
Alberta .....	1,310	1,315	+ 0.4	3,346	3,410	+ 1.9
British Columbia .....	1,431	1,949	+ 36.2	3,495	4,884	+ 39.7
<b>Canada .....</b>	<b>18,507</b>	<b>17,810</b>	<b>- 3.8</b>	<b>46,736</b>	<b>47,242</b>	<b>+ 1.1</b>
<b>Commercial Vehicles</b>						
Newfoundland .....	71	58	- 18.3	148	123	- 16.9
Prince Edward Island...	18	13	- 27.8	37	28	- 24.3
Nova Scotia .....	215	84	- 60.9	459	193	- 58.0
New Brunswick .....	155	113	- 27.1	408	299	- 26.7
Quebec .....	913	754	- 17.4	2,565	2,538	- 1.1
Ontario .....	1,506	1,429	- 5.1	4,332	3,894	- 10.1
Manitoba .....	258	104	- 59.7	709	294	- 58.5
Saskatchewan .....	461	175	- 62.0	1,080	400	- 63.0
Alberta .....	630	456	- 27.6	1,500	1,295	- 13.7
British Columbia .....	399	378	- 5.3	1,163	1,138	- 2.1
<b>Canada .....</b>	<b>4,626</b>	<b>3,564</b>	<b>- 23.0</b>	<b>12,401</b>	<b>10,202</b>	<b>- 17.7</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland .....	208	321	+ 54.3	470	783	+ 66.6
Prince Edward Island...	60	80	+ 33.3	143	195	+ 36.4
Nova Scotia .....	759	623	- 17.9	1,803	1,530	- 15.1
New Brunswick .....	516	477	- 7.6	1,326	1,232	- 7.1
Quebec .....	4,551	3,992	- 12.3	12,043	11,645	- 3.3
Ontario .....	10,751	10,246	- 4.7	27,459	27,299	- 0.6
Manitoba .....	1,032	654	- 36.6	2,669	1,736	- 35.0
Saskatchewan .....	1,486	883	- 40.6	3,720	2,297	- 38.3
Alberta .....	1,940	1,771	- 8.7	4,846	4,705	- 2.9
British Columbia .....	1,830	2,327	+ 27.2	4,658	6,022	+ 29.3
<b>Canada .....</b>	<b>23,133</b>	<b>21,374</b>	<b>- 7.6</b>	<b>59,137</b>	<b>57,444</b>	<b>- 2.9</b>

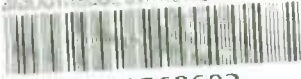
TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces  
January 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954	1955	% Change, 1955/1954	1954	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	458	419	- 8.5	783	753	- 3.8
Quebec .....	1,260	1,145	- 9.1	2,466	2,316	- 6.1
Ontario .....	3,160	2,726	- 13.7	5,357	4,980	- 7.0
Manitoba .....	307	180	- 41.4	508	321	- 36.8
Saskatchewan .....	352	244	- 30.7	590	442	- 25.1
Alberta .....	701	613	- 12.6	1,274	1,165	- 8.6
British Columbia .....	542	639	+ 17.9	1,015	1,215	+ 19.7
<b>Canada .....</b>	<b>6,780</b>	<b>5,966</b>	<b>- 12.0</b>	<b>11,993</b>	<b>11,192</b>	<b>- 6.7</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	176	133	- 24.4	301	260	- 13.6
Quebec .....	397	279	- 29.7	937	665	- 29.0
Ontario .....	593	386	- 34.9	1,286	933	- 27.4
Manitoba .....	78	30	- 61.5	189	70	- 63.0
Saskatchewan .....	138	47	- 65.9	325	91	- 72.0
Alberta .....	272	198	- 27.2	643	457	- 28.9
British Columbia .....	149	136	- 8.7	332	335	+ 0.9
<b>Canada .....</b>	<b>1,803</b>	<b>1,209</b>	<b>- 32.9</b>	<b>4,013</b>	<b>2,811</b>	<b>- 30.0</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	634	552	- 12.9	1,084	1,013	- 6.5
Quebec .....	1,657	1,424	- 14.1	3,403	2,981	- 12.4
Ontario .....	3,753	3,112	- 17.1	6,643	5,913	- 11.0
Manitoba .....	385	210	- 45.5	697	391	- 44.1
Saskatchewan .....	490	291	- 40.6	915	533	- 41.7
Alberta .....	973	811	- 16.6	1,917	1,622	- 15.4
British Columbia .....	691	775	+ 12.2	1,347	1,550	+ 15.1
<b>Canada .....</b>	<b>8,583</b>	<b>7,175</b>	<b>- 16.4</b>	<b>16,006</b>	<b>14,003</b>	<b>- 12.5</b>

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces**  
January 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954	1955	% Change, 1955/1954	1954	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	1,209	1,461	+ 20.8	936	1,179	+ 26.0
Quebec .....	2,107	2,342	+ 11.2	1,999	2,153	+ 7.7
Ontario .....	7,227	7,302	+ 1.0	5,815	5,916	+ 1.7
Manitoba .....	642	586	- 8.7	586	490	- 16.4
Saskatchewan .....	661	672	+ 1.7	520	482	- 7.3
Alberta .....	1,297	1,669	+ 28.7	1,124	1,411	+ 25.5
British Columbia .....	1,449	1,718	+ 18.6	1,357	1,601	+ 18.0
<b>Canada .....</b>	<b>14,592</b>	<b>15,750</b>	<b>+ 7.9</b>	<b>12,337</b>	<b>13,232</b>	<b>+ 7.3</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	371	405	+ 9.2	273	289	+ 5.9
Quebec .....	511	542	+ 6.1	535	663	+ 23.9
Ontario .....	937	1,056	+ 12.7	874	854	- 2.3
Manitoba .....	134	139	+ 3.7	122	116	- 4.9
Saskatchewan .....	183	220	+ 20.2	181	189	+ 4.4
Alberta .....	418	504	+ 20.6	443	424	- 4.3
British Columbia .....	260	333	+ 28.1	282	314	+ 11.3
<b>Canada .....</b>	<b>2,814</b>	<b>3,199</b>	<b>+ 13.7</b>	<b>2,710</b>	<b>2,849</b>	<b>+ 5.1</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	1,580	1,866	+ 18.1	1,209	1,468	+ 21.4
Quebec .....	2,618	2,884	+ 10.2	2,534	2,816	+ 11.1
Ontario .....	8,164	8,358	+ 2.4	6,689	6,770	+ 1.2
Manitoba .....	776	725	- 6.6	708	606	- 14.4
Saskatchewan .....	844	892	+ 5.7	701	671	- 4.3
Alberta .....	1,715	2,173	+ 26.7	1,567	1,835	+ 17.1
British Columbia .....	1,709	2,051	+ 20.0	1,639	1,915	+ 16.8
<b>Canada .....</b>	<b>17,406</b>	<b>18,949</b>	<b>+ 8.9</b>	<b>15,047</b>	<b>16,081</b>	<b>+ 6.9</b>

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