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## DOMINION BUREAU OF STATISTICS

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## NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

OCTOBER 1955

New Motor Vehicle Sales

Due to passenger car sales, records continue to be broken in 1955. The January - October, 1955, period witnessed the largest number and dollar value of new motor vehicle sales in history. Passenger car sales for October, 1955, were larger in dollar value than any previous October but took second place in the number of cars sold. In 1950, 26,262 cars were sold during October for a value of \$54,166,000. While commercial vehicle sales have held up well in excess of 1954 sales, increases here have not kept pace with increased sales of passenger cars.

Buses and large trucks sold in New Brunswick and Saskatchewan account for the large value change relative to the moderate increase in numbers, while in British Columbia the relatively small value change is due to increased sales of low priced vehicles.

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.

6505-506-105

Prepared in Merchandising and Services Section,  
Industry and Merchandising Division.

Sales of Buses, October 1954 and 1955

Province	Number of Units		Retail Value	
	<u>1954(1)</u>	<u>1955</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000
Atlantic Provinces	3	15	11	324
Quebec	9	26	75	598
Ontario	7	15	68	222
Manitoba	15	19	274	359
Saskatchewan	2	6	5	201
Alberta	3	1	8	5
British Columbia	3	1	9	6
Canada	42	83	450	1,715

(1) Revised

Sales of European-Made Vehicles, October 1954 and 1955

	Number of Units			Retail Value		
	<u>1954(1)</u>	<u>1955</u>	<u>% Change</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000	<u>% Change</u>
Passenger Cars	1,146	1,474	+ 28.6	2,252	2,669	+ 18.5
Commercial Vehicles	136	232	+ 70.6	300	490	+ 63.3
Total	1,282	1,706	+ 33.1	2,552	3,159	+ 23.8

(1) Revised

Financing of Motor Vehicles SalesNew Vehicles

The increase in the financing of new vehicles for the January - October period was approximately in line with increased sales. As in the case of sales, most of the increase was due to passenger car transactions.

Used Vehicles

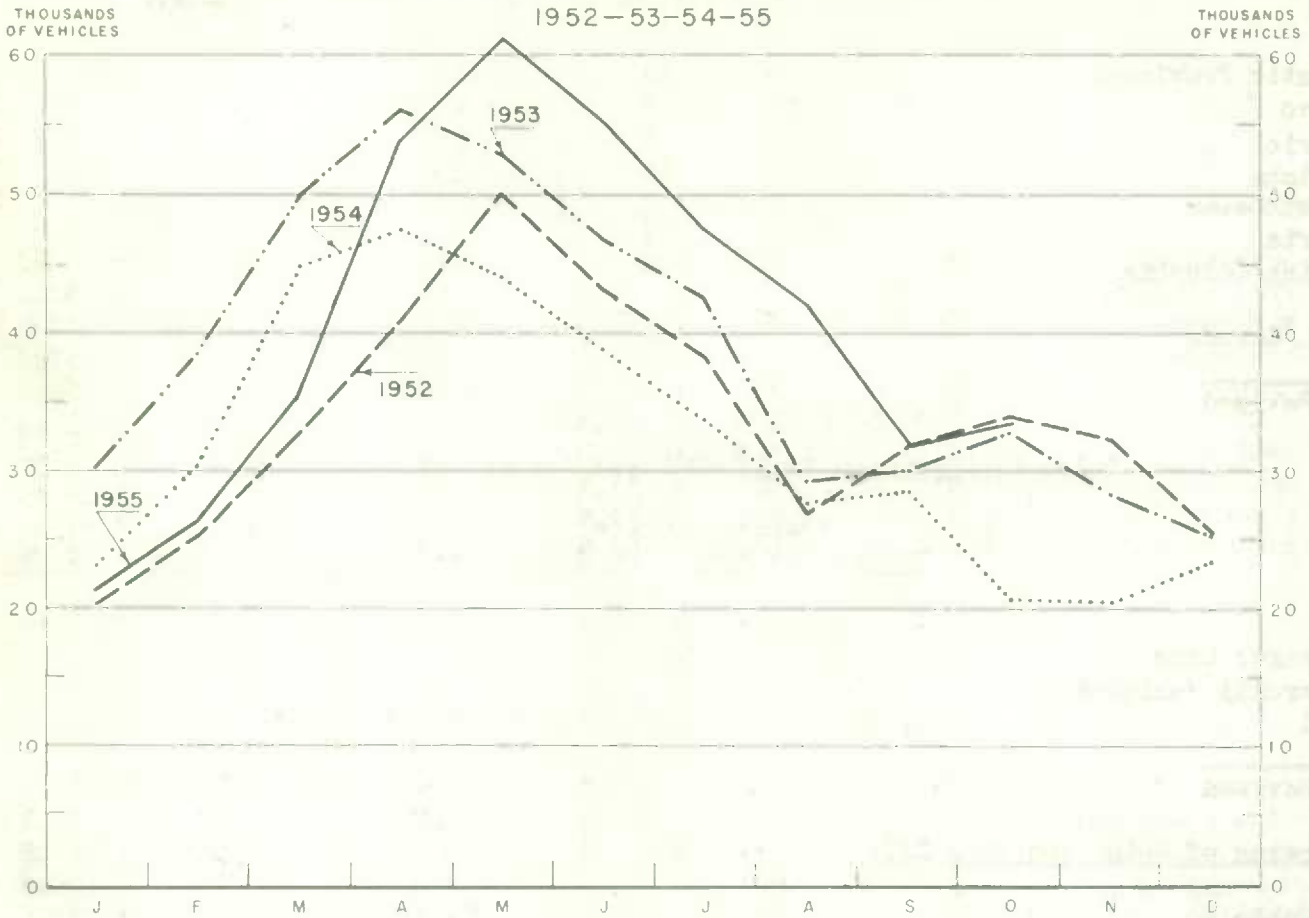
There has been a small increase in used vehicle financing compared with last year. The financing of commercial vehicles was down about 5% but this did not completely offset a small increase in used passenger car financing.

Note:

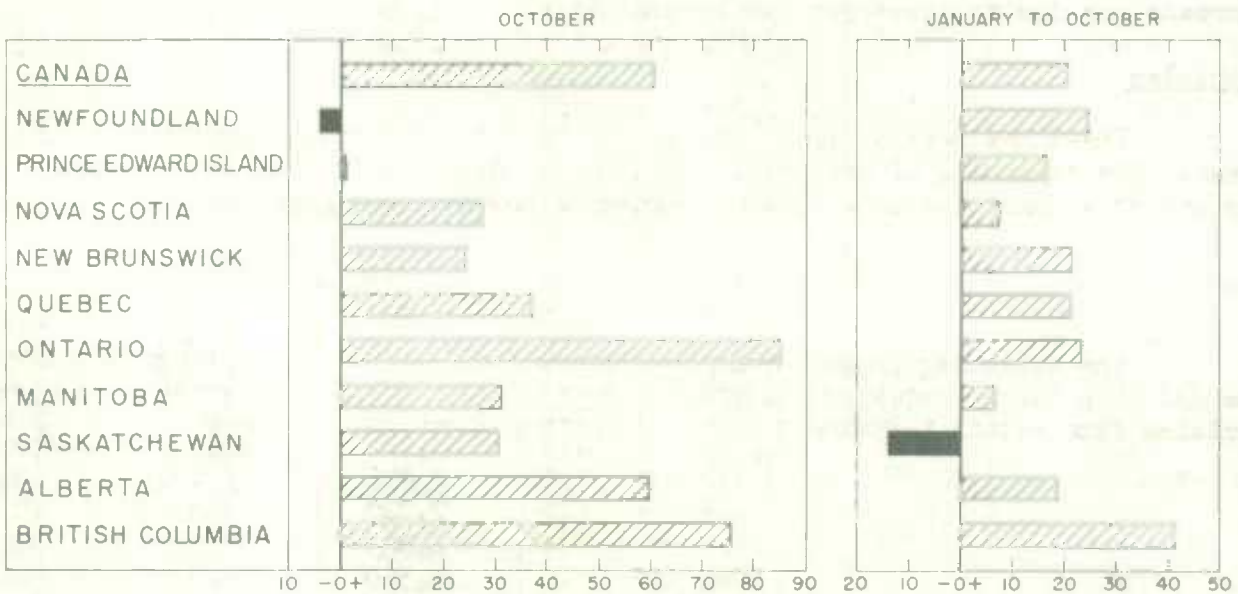
The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

# NEW MOTOR VEHICLES SALES

1952-53-54-55



## % CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1955/1954



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

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
<b>Passenger Cars</b>						
Newfoundland .....	198	193	- 2.5	460	489	+ 6.3
Prince Edward Island...	51	72	+ 41.2	125	198	+ 58.4
Nova Scotia .....	585	769	+ 31.5	1,432	2,033	+ 42.0
New Brunswick .....	366	459	+ 25.4	895	1,231	+ 37.5
Quebec .....	3,592	5,069	+ 41.1	9,012	14,415	+ 60.0
Ontario .....	7,042	13,279	+ 88.6	17,634	37,096	+ 110.4
Manitoba .....	841	1,149	+ 36.6	2,027	3,183	+ 57.0
Saskatchewan .....	813	1,088	+ 33.8	2,040	2,986	+ 46.4
Alberta .....	1,210	1,933	+ 59.8	3,077	5,391	+ 75.2
British Columbia .....	1,296	2,124	+ 63.9	3,172	5,608	+ 76.8
<b>Canada .....</b>	<b>15,994</b>	<b>26,135</b>	<b>+ 63.4</b>	<b>39,874</b>	<b>72,630</b>	<b>+ 82.1</b>
<b>Commercial Vehicles</b>						
Newfoundland .....	103	96	- 6.8	265	232	- 12.5
Prince Edward Island...	46	26	- 43.5	105	59	- 43.8
Nova Scotia .....	203	234	+ 15.3	472	556	+ 17.8
New Brunswick .....	132	160	+ 21.2	341	711	+ 108.5
Quebec .....	996	1,222	+ 22.7	3,079	4,242	+ 37.8
Ontario .....	1,878	3,226	+ 71.8	5,103	9,005	+ 76.5
Manitoba .....	240	269	+ 12.1	809	991	+ 22.5
Saskatchewan .....	304	370	+ 21.7	687	1,032	+ 50.2
Alberta .....	508	810	+ 59.4	1,306	2,074	+ 58.8
British Columbia .....	408	870	+ 113.2	1,348	2,454	+ 82.0
<b>Canada .....</b>	<b>4,818</b>	<b>7,283</b>	<b>+ 51.2</b>	<b>13,515</b>	<b>21,356</b>	<b>+ 58.0</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland .....	301	289	- 4.0	725	721	- 0.6
Prince Edward Island...	97	98	+ 1.0	230	257	+ 11.7
Nova Scotia .....	788	1,003	+ 27.3	1,904	2,589	+ 36.0
New Brunswick .....	498	619	+ 24.3	1,236	1,942	+ 57.1
Quebec .....	4,588	6,291	+ 37.1	12,091	18,657	+ 54.3
Ontario .....	8,920	16,505	+ 85.0	22,737	46,101	+ 102.8
Manitoba .....	1,081	1,418	+ 31.2	2,836	4,174	+ 47.2
Saskatchewan .....	1,117	1,458	+ 30.5	2,727	4,018	+ 47.3
Alberta .....	1,718	2,743	+ 59.7	4,383	7,465	+ 70.3
British Columbia .....	1,704	2,994	+ 75.7	4,520	8,062	+ 78.4
<b>Canada .....</b>	<b>20,812</b>	<b>33,418</b>	<b>+ 60.6</b>	<b>53,389</b>	<b>93,986</b>	<b>+ 76.0</b>

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$ '000	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	669	885	♦ 32.3	1,143	1,708	♦ 49.4
Quebec .....	1,878	2,713	♦ 44.5	3,680	5,662	♦ 53.9
Ontario .....	4,240	5,392	♦ 27.2	7,450	10,551	♦ 41.6
Manitoba .....	306	410	♦ 34.0	498	789	♦ 58.4
Saskatchewan .....	351	564	♦ 60.7	644	1,077	♦ 67.2
Alberta .....	685	1,099	♦ 60.4	1,315	2,171	♦ 65.1
British Columbia .....	694	923	♦ 33.0	1,346	1,928	♦ 43.2
<b>Canada .....</b>	<b>8,823</b>	<b>11,986</b>	<b>♦ 35.8</b>	<b>16,076</b>	<b>23,886</b>	<b>♦ 48.6</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	218	300	♦ 37.6	387	637	♦ 64.6
Quebec .....	493	620	♦ 25.8	1,172	1,516	♦ 29.4
Ontario .....	668	868	♦ 29.9	1,387	1,970	♦ 42.0
Manitoba .....	78	83	♦ 6.4	172	220	♦ 27.9
Saskatchewan .....	121	130	♦ 7.4	222	247	♦ 11.3
Alberta .....	268	296	♦ 10.4	669	713	♦ 6.6
British Columbia .....	188	297	♦ 58.0	488	890	♦ 82.4
<b>Canada .....</b>	<b>2,034</b>	<b>2,594</b>	<b>♦ 27.5</b>	<b>4,497</b>	<b>6,193</b>	<b>♦ 37.7</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	887	1,185	♦ 33.6	1,530	2,345	♦ 53.3
Quebec .....	2,371	3,333	♦ 40.6	4,852	7,178	♦ 47.9
Ontario .....	4,908	6,260	♦ 27.5	8,837	12,521	♦ 41.7
Manitoba .....	384	493	♦ 28.4	670	1,009	♦ 50.6
Saskatchewan .....	472	694	♦ 47.0	866	1,324	♦ 52.9
Alberta .....	953	1,395	♦ 46.4	1,984	2,884	♦ 45.4
British Columbia .....	882	1,220	♦ 38.3	1,834	2,818	♦ 53.7
<b>Canada .....</b>	<b>10,857</b>	<b>14,580</b>	<b>♦ 34.3</b>	<b>20,573</b>	<b>30,079</b>	<b>♦ 46.2</b>

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	2,317	2,756	+ 18.9	1,753	2,125	+ 21.2
Quebec .....	4,582	5,100	+ 11.3	3,989	4,293	+ 7.6
Ontario .....	10,448	11,486	+ 9.9	8,029	8,989	+ 12.0
Manitoba .....	912	1,125	+ 23.4	734	880	+ 19.9
Saskatchewan .....	1,109	1,400	+ 26.2	821	1,021	+ 24.4
Alberta .....	2,084	2,505	+ 20.2	1,647	1,993	+ 21.0
British Columbia .....	1,995	2,288	+ 14.7	1,847	2,067	+ 11.9
<b>Canada .....</b>	<b>23,447</b>	<b>26,660</b>	<b>+ 13.7</b>	<b>18,820</b>	<b>21,368</b>	<b>+ 13.5</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	733	748	+ 2.0	498	511	+ 2.6
Quebec .....	902	874	- 3.1	781	729	- 6.7
Ontario .....	1,510	1,410	- 6.6	1,141	1,090	- 4.5
Manitoba .....	231	219	- 5.2	172	168	- 2.3
Saskatchewan .....	345	339	- 1.7	263	235	- 10.6
Alberta .....	581	670	+ 15.3	610	563	- 7.7
British Columbia .....	463	494	+ 6.7	442	489	+ 10.6
<b>Canada .....</b>	<b>4,765</b>	<b>4,754</b>	<b>- 0.2</b>	<b>3,907</b>	<b>3,785</b>	<b>- 3.1</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	3,050	3,504	+ 14.9	2,251	2,636	+ 17.1
Quebec .....	5,484	5,974	+ 8.9	4,770	5,022	+ 5.3
Ontario .....	11,958	12,896	+ 7.8	9,170	10,079	+ 9.9
Manitoba .....	1,143	1,344	+ 17.6	906	1,048	+ 15.7
Saskatchewan .....	1,454	1,739	+ 19.6	1,084	1,256	+ 15.9
Alberta .....	2,665	3,175	+ 18.9	2,257	2,556	+ 13.2
British Columbia .....	2,458	2,782	+ 13.2	2,289	2,556	+ 11.7
<b>Canada .....</b>	<b>28,212</b>	<b>31,414</b>	<b>+ 11.3</b>	<b>22,727</b>	<b>25,153</b>	<b>+ 10.7</b>

(1) Revised