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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

NOVEMBER 1955

New Motor Vehicle Sales

Passenger car sales in November were up nearly 45% over the corresponding month last year. Dollar value of sales was up 60%. The increase in sales of commercial vehicles was smaller at 24.6% for number of units and 15.3% for dollar value. The resulting total increase was substantial.

Total dollar value of sales for the January-November, 1955, period was higher than during any corresponding period in the past at \$1,170,222,000 and a record number of passenger cars (363,128 - value \$954,782,000) were sold.

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.

6505-506-115

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

Sales of Buses, November 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	6	-	112	-
Quebec	3	-	21	-
Ontario	55	15	1,099	291
Manitoba	11	5	208	93
Saskatchewan	-	3	-	18
Alberta	9	7	249	37
British Columbia	1	2	3	11
Canada	85	32	1,692	450

(1) Revised

Sales of European-Made Vehicles, November 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	835	1,623	+ 94.4	1,634	2,981	+ 82.4
Commercial Vehicles	122	200	+ 63.9	246	428	+ 74.0
Total	957	1,823	+ 90.5	1,880	3,409	+ 81.3

(1) Revised

Financing of Motor Vehicles SalesNew Vehicles

This financing followed the trend of sales. A record number of passenger car units has been financed so far this year. The dollar amount of financing of passenger cars and commercial vehicles also sets a high point.

Used Vehicles

A small increase over November, 1954, in the financing of used passenger cars is recorded.

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.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1954 (REVISED)-1955

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

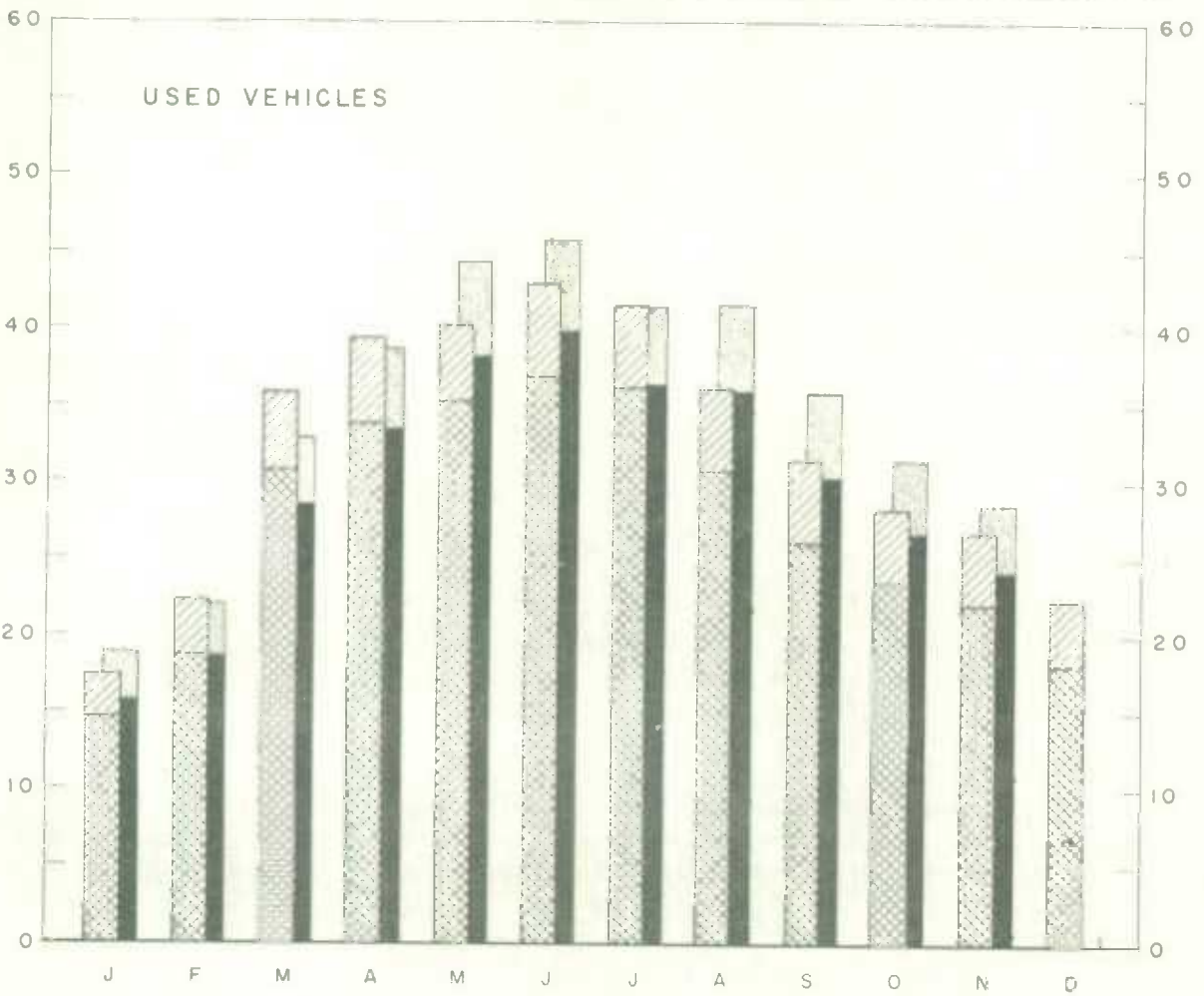
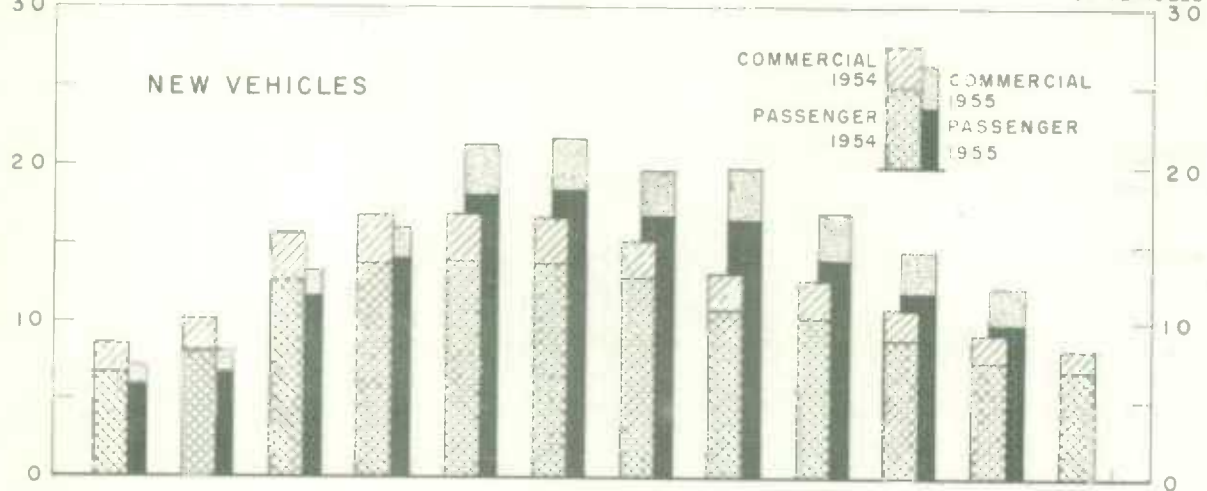


TABLE 1 New Motor Vehicle Sales, by Provinces
November 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	272	312	+ 14.7	669	817	+ 22.1
Prince Edward Island...	57	91	+ 59.6	139	235	+ 69.1
Nova Scotia	570	684	+ 20.0	1,433	1,852	+ 29.2
New Brunswick	485	693	+ 42.9	1,229	1,883	+ 53.2
Quebec	3,169	4,791	+ 51.2	8,405	13,953	+ 66.0
Ontario	7,446	11,266	+ 51.3	19,065	32,392	+ 69.9
Manitoba	665	817	+ 22.9	1,716	2,286	+ 33.2
Saskatchewan	667	876	+ 31.3	1,768	2,488	+ 40.7
Alberta	1,309	1,795	+ 37.1	3,381	5,122	+ 51.5
British Columbia	1,666	2,269	+ 36.2	4,177	6,131	+ 46.8
Canada	16,306	23,594	+ 44.7	41,982	67,159	+ 60.0
Commercial Vehicles						
Newfoundland	111	120	+ 8.1	234	289	+ 23.5
Prince Edward Island...	40	36	- 10.0	85	91	+ 7.1
Nova Scotia	159	194	+ 22.0	402	481	+ 19.7
New Brunswick	151	174	+ 15.2	406	472	+ 16.3
Quebec	978	1,128	+ 15.3	3,255	3,415	+ 4.9
Ontario	1,372	1,969	+ 43.5	5,388	5,963	+ 10.7
Manitoba	228	239	+ 4.8	769	811	+ 5.5
Saskatchewan	280	272	- 2.9	652	725	+ 11.2
Alberta	614	665	+ 8.3	1,746	1,939	+ 11.1
British Columbia	375	569	+ 51.7	998	1,877	+ 88.1
Canada	4,308	5,366	+ 24.6	13,935	16,063	+ 15.3
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	383	432	+ 12.8	903	1,106	+ 22.5
Prince Edward Island...	97	127	+ 30.9	224	326	+ 45.5
Nova Scotia	729	878	+ 20.4	1,835	2,333	+ 27.1
New Brunswick	636	867	+ 36.3	1,635	2,355	+ 44.0
Quebec	4,147	5,919	+ 42.7	11,660	17,368	+ 49.0
Ontario	8,818	13,235	+ 50.1	24,453	38,355	+ 56.9
Manitoba	893	1,056	+ 18.3	2,485	3,097	+ 24.6
Saskatchewan	947	1,148	+ 21.2	2,420	3,213	+ 32.8
Alberta	1,923	2,460	+ 27.9	5,127	7,061	+ 37.7
British Columbia	2,041	2,838	+ 39.0	5,175	8,008	+ 54.7
Canada	20,614	28,960	+ 40.5	55,917	83,222	+ 48.3

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	564	737	+ 30.7	1,005	1,439	+ 43.2
Quebec	1,689	2,146	+ 27.1	3,153	4,689	+ 48.7
Ontario	3,223	4,703	+ 45.9	5,688	9,765	+ 71.7
Manitoba	273	252	- 7.7	495	502	+ 1.4
Saskatchewan	353	380	+ 7.6	622	760	+ 22.2
Alberta	745	938	+ 25.9	1,401	1,970	+ 40.6
British Columbia	569	754	+ 32.5	1,103	1,597	+ 44.8
Canada	7,416	9,910	+ 33.6	13,467	20,722	+ 53.9
Commercial Vehicles						
Atlantic Provinces	212	247	+ 16.5	406	510	+ 25.6
Quebec	436	549	+ 25.9	1,075	1,370	+ 27.4
Ontario	565	798	+ 41.2	1,157	1,965	+ 69.8
Manitoba	76	80	+ 5.3	153	196	+ 28.1
Saskatchewan	103	120	+ 16.5	183	219	+ 19.7
Alberta	255	322	+ 26.3	603	789	+ 30.8
British Columbia	157	219	+ 39.5	423	652	+ 54.1
Canada	1,804	2,335	+ 29.4	4,000	5,701	+ 42.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	776	984	+ 26.8	1,411	1,949	+ 38.1
Quebec	2,125	2,695	+ 26.8	4,228	6,059	+ 43.3
Ontario	3,788	5,501	+ 45.2	6,845	11,730	+ 71.4
Manitoba	349	332	- 4.9	648	698	+ 7.7
Saskatchewan	456	500	+ 9.6	805	979	+ 21.6
Alberta	1,000	1,260	+ 26.0	2,004	2,759	+ 37.7
British Columbia	726	973	+ 34.0	1,526	2,249	+ 47.4
Canada	9,220	12,245	+ 32.8	17,467	26,423	+ 51.3

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	2,230	2,565	+ 15.0	1,664	2,076	+ 24.8
Quebec	3,771	4,717	+ 25.1	3,235	4,148	+ 28.2
Ontario	9,892	10,881	+ 10.0	7,416	8,911	+ 20.2
Manitoba	824	778	- 5.6	670	641	- 4.3
Saskatchewan	1,116	1,054	- 5.6	839	774	- 7.7
Alberta	2,247	2,215	- 1.4	1,799	1,792	- 0.4
British Columbia	1,903	1,893	- 0.5	1,781	1,721	- 3.4
Canada	21,983	24,103	+ 9.6	17,404	20,063	+ 15.3
Commercial Vehicles						
Atlantic Provinces	641	675	+ 5.3	460	463	+ 0.7
Quebec	889	936	+ 5.3	833	841	+ 1.0
Ontario	1,456	1,359	- 6.7	1,189	1,060	- 10.8
Manitoba	183	196	+ 7.1	144	190	+ 31.9
Saskatchewan	373	334	- 10.5	261	224	- 14.2
Alberta	687	643	- 6.4	715	534	- 25.3
British Columbia	471	417	- 11.5	488	426	- 12.7
Canada	4,700	4,560	- 3.0	4,090	3,738	- 8.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,871	3,240	+ 12.9	2,124	2,539	+ 19.5
Quebec	4,660	5,653	+ 21.3	4,068	4,989	+ 22.6
Ontario	11,348	12,240	+ 7.9	8,605	9,971	+ 15.9
Manitoba	1,007	974	- 3.3	814	831	+ 2.1
Saskatchewan	1,489	1,388	- 6.8	1,100	998	- 9.3
Alberta	2,934	2,858	- 2.6	2,514	2,326	- 7.5
British Columbia	2,374	2,310	- 2.7	2,269	2,147	- 5.4
Canada	26,683	28,663	+ 7.4	21,494	23,801	+ 10.7

(1) Revised