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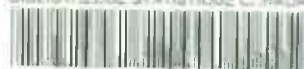
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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

FEBRUARY 1955

New Motor Vehicle Sales

Sales of new motor vehicles in February 1955 exceeded those of the previous month but remained 12.6% in number and 8.9% in value below sales for February 1954.

In February 1955, there were 22,084 passenger cars sold for \$58,041,000, a decrease of 7.2% in number and 4.1% in value when compared with the corresponding month of the previous year. Commercial vehicles recorded a drop of 33.1% in number and 26.5% in value with 4,210 vehicles sold in February 1955 compared with 6,294 in February 1954.

European passenger car sales were only slightly below the levels of the corresponding month of the previous year and an increase in excess of 25% was reported for commercial vehicles. In February 1955, 1,320 passenger cars were sold at \$2,502,000 compared with 1,337 at \$2,539,000 for February 1954. There were 149 commercial vehicles sold for \$297,000 in February 1955 compared with 119 at \$232,000 for the previous February.

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.

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

Sales of Buses, February 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	1	1	3	26
Quebec	1	1	7	15
Ontario	11	2	183	6
Manitoba	2	1	39	20
Saskatchewan	2	1	6	3
Alberta	-	1	-	29
British Columbia	11	1	212	3
Canada	28	8	450	102

Financing of Motor Vehicle SalesNew Vehicles

In February 1955 there were reductions in both the number and retail value of both passenger cars and commercial vehicles financed in comparison with the corresponding month of the previous year. There were 20.5% fewer vehicles financed and the amount of financing was 15.5% less. The amount of financing showed a reduction of 8.3% for passenger cars and 37.8% for commercial vehicles.

Used Vehicles

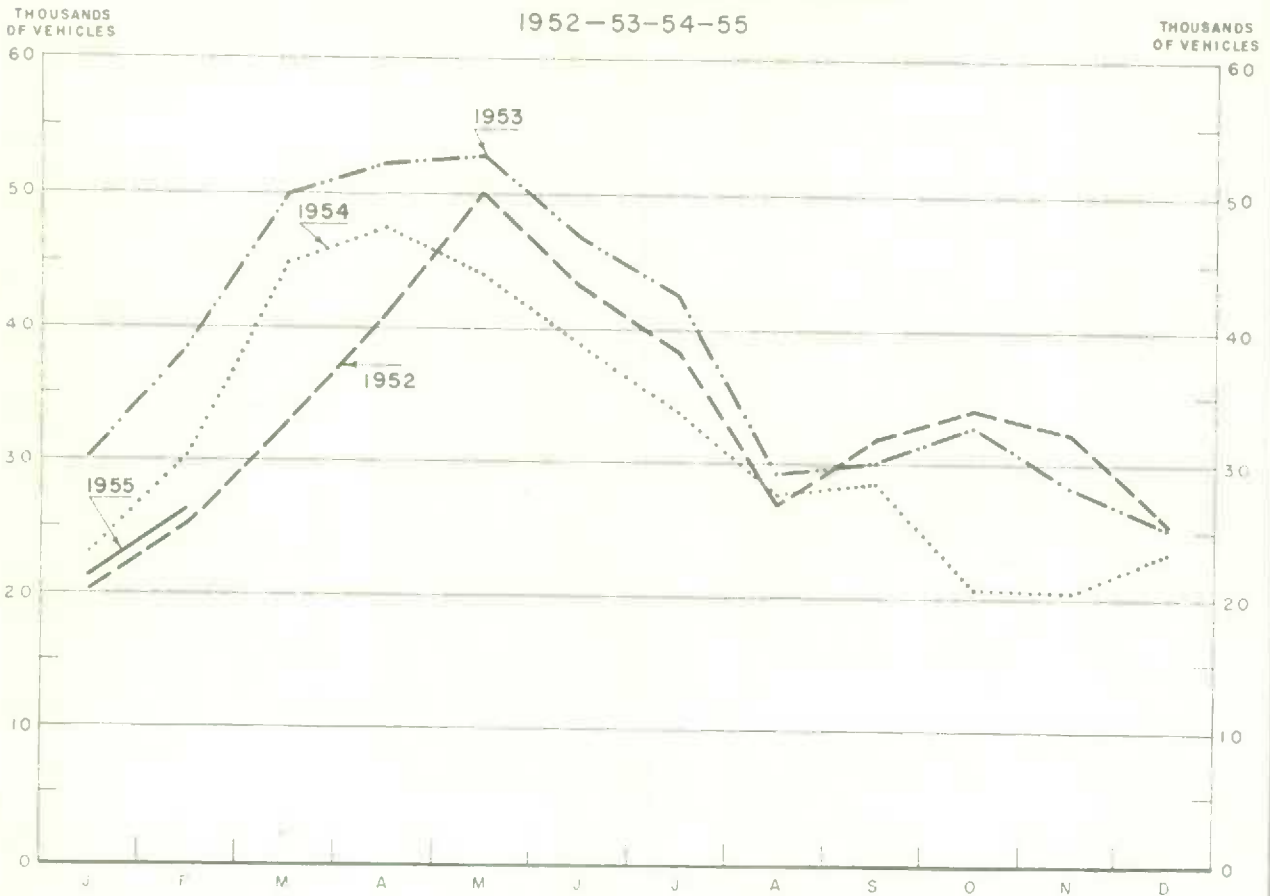
In February 1955, the financing of used vehicles was only slightly below the level of February 1954 amounting to a drop of only .4% in number and 1.4% in amount of financing. For passenger cars, the decrease in the amount of financing was only 1.0% while for commercial vehicles it amounted to 3.2%.

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

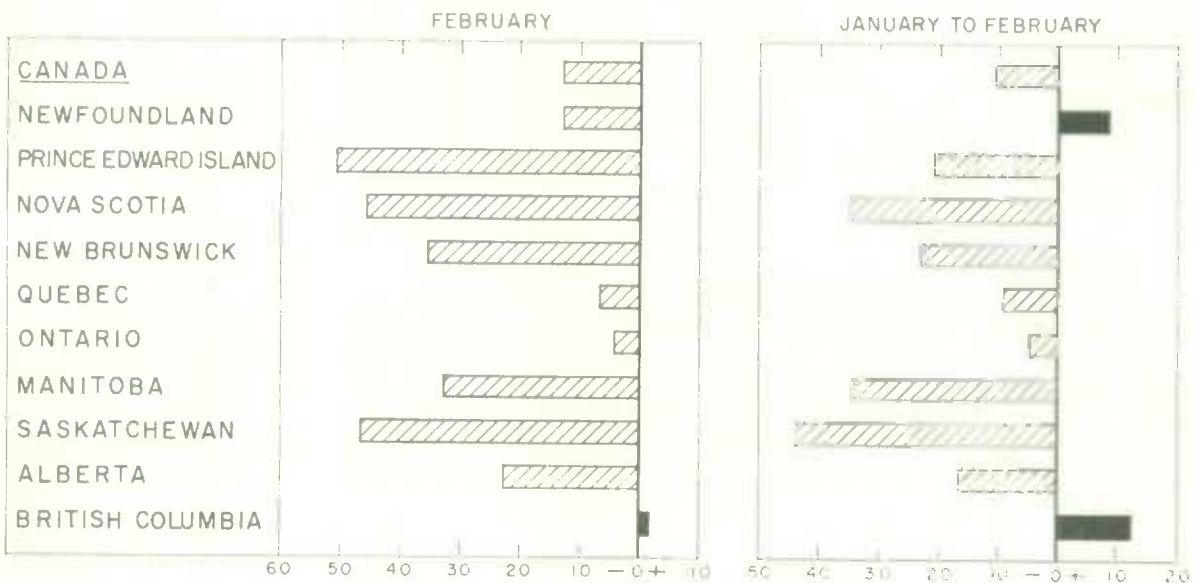


TABLE 1 New Motor Vehicle Sales, by Provinces
February 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/1954	1954 (1) \$'000	1955 \$'000	% Change, 1955/1954
Passenger Cars						
Newfoundland	296	277	- 6.4	690	700	+ 1.4
Prince Edward Island...	61	43	-29.5	156	107	- 31.4
Nova Scotia	830	450	-45.8	2,045	1,112	- 45.6
New Brunswick	482	338	-29.9	1,214	864	- 28.8
Quebec	4,700	4,580	- 2.6	12,231	12,347	+ 0.9
Ontario	10,625	10,716	+ 0.9	26,721	28,262	+ 5.8
Manitoba	1,291	942	-27.0	3,324	2,439	- 26.6
Saskatchewan	1,499	852	-43.2	3,983	2,243	- 43.7
Alberta	1,850	1,592	-13.9	4,856	4,207	- 13.4
British Columbia	2,154	2,294	+ 6.5	5,330	5,760	+ 8.1
Canada	23,788	22,084	- 7.2	60,550	58,041	- 4.1
Commercial Vehicles						
Newfoundland	125	91	-27.2	264	207	- 21.6
Prince Edward Island...	48	11	-77.1	102	23	- 77.5
Nova Scotia	303	165	-45.5	642	396	- 38.3
New Brunswick	153	73	-52.3	340	226	- 33.5
Quebec	1,182	908	-23.2	3,134	3,031	- 3.3
Ontario	2,346	1,740	-25.8	6,369	4,778	- 25.0
Manitoba	318	141	-55.7	827	384	- 53.6
Saskatchewan	572	259	-54.7	1,363	575	- 57.8
Alberta	723	393	-45.6	1,785	1,110	- 37.8
British Columbia	524	429	-18.1	1,488	1,265	- 15.0
Canada	6,294	4,210	-33.1	16,314	11,995	- 26.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	421	368	-12.6	954	907	- 4.9
Prince Edward Island...	109	54	-50.5	258	130	- 49.6
Nova Scotia	1,133	615	-45.7	2,687	1,508	- 43.9
New Brunswick	635	411	-35.3	1,554	1,090	- 29.9
Quebec	5,882	5,488	- 6.7	15,365	15,378	+ 0.1
Ontario	12,971	12,456	- 4.0	33,090	33,040	- 0.2
Manitoba	1,609	1,083	-32.7	4,151	2,823	- 32.0
Saskatchewan	2,071	1,111	-46.4	5,346	2,818	- 47.3
Alberta	2,573	1,985	-22.9	6,641	5,317	- 19.9
British Columbia	2,678	2,723	+ 1.7	6,818	7,025	+ 3.0
Canada	30,082	26,294	-12.6	76,864	70,036	- 8.9

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	539	434	- 19.5	948	788	- 16.9
Quebec	1,649	1,603	- 2.8	3,090	3,238	+ 4.8
Ontario	3,641	3,176	- 12.8	6,115	5,915	- 3.3
Manitoba	381	229	- 39.9	686	419	- 38.9
Saskatchewan	468	200	- 57.3	814	377	- 53.7
Alberta	782	607	- 22.4	1,464	1,171	- 20.0
British Columbia	605	593	- 2.0	1,110	1,133	+ 2.1
Canada	8,065	6,842	- 15.2	14,227	13,041	- 8.3
Commercial Vehicles						
Atlantic Provinces	208	129	- 38.0	386	248	- 35.8
Quebec	492	310	- 37.0	1,211	743	- 38.6
Ontario	676	432	- 36.1	1,484	905	- 39.0
Manitoba	103	33	- 68.0	196	78	- 60.2
Saskatchewan	170	64	- 62.4	314	121	- 61.5
Alberta	324	161	- 50.3	810	416	- 48.6
British Columbia	167	145	- 13.2	363	499	+ 37.5
Canada	2,140	1,274	- 40.5	4,764	3,010	- 37.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	747	563	- 24.6	1,334	1,036	- 22.3
Quebec	2,141	1,913	- 10.6	4,301	3,981	- 7.4
Ontario	4,317	3,608	- 16.4	7,599	6,820	- 10.3
Manitoba	484	262	- 45.9	882	497	- 43.7
Saskatchewan	638	264	- 58.6	1,128	498	- 55.9
Alberta	1,106	768	- 30.6	2,274	1,587	- 30.2
British Columbia	772	738	- 4.4	1,473	1,632	+ 10.8
Canada	10,205	8,116	- 20.5	18,991	16,051	- 15.5

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	1,439	1,623	+ 12.8	1,132	1,290	+ 14.0
Quebec	2,862	3,042	+ 6.3	2,630	2,773	+ 5.4
Ontario	8,920	8,621	- 3.4	7,263	6,960	- 4.2
Manitoba	936	621	- 33.7	861	510	- 40.8
Saskatchewan	1,028	666	- 35.2	834	518	- 37.9
Alberta	1,818	1,991	+ 9.5	1,537	1,623	+ 5.6
British Columbia	1,718	2,136	+ 24.3	1,571	1,993	+ 26.9
Canada	18,721	18,700	- 0.1	15,828	15,667	- 1.0
Commercial Vehicles						
Atlantic Provinces	392	389	- 0.8	299	268	- 10.4
Quebec	594	556	- 6.4	575	506	- 12.0
Ontario	1,103	1,033	- 6.3	950	771	- 18.8
Manitoba	180	155	- 13.9	142	167	+ 17.6
Saskatchewan	281	203	- 27.8	221	153	- 30.8
Alberta	492	549	+ 11.6	506	567	+ 12.1
British Columbia	311	391	+ 25.7	298	463	+ 55.4
Canada	3,353	3,276	- 2.3	2,991	2,895	- 3.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,831	2,012	+ 9.9	1,431	1,558	+ 8.9
Quebec	3,456	3,598	+ 4.1	3,205	3,279	+ 2.3
Ontario	10,023	9,654	- 3.7	8,213	7,731	- 5.9
Manitoba	1,116	776	- 30.5	1,003	677	- 32.5
Saskatchewan	1,309	869	- 33.6	1,055	671	- 36.4
Alberta	2,310	2,540	+ 10.0	2,043	2,190	+ 7.2
British Columbia	2,029	2,527	+ 24.5	1,869	2,456	+ 31.4
Canada	22,074	21,976	- 0.4	18,819	18,562	- 1.4

(1) Revised