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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING
MARCH 1955

New Motor Vehicle Sales

Sales of new motor vehicles in March, as would be expected, exceeded February sales to a considerable extent but were much lower than sales in March, 1954. The 35,627 vehicles sold in March were 20.7% lower than the 44,944 sold in March a year ago and the retail value showed a decrease of 21.0%.

The sales of commercial vehicles contributed to this overall decrease to a greater extent than did passenger car sales. Their decrease was 44.8% in number and 38.5% in value while passenger cars sold showed a drop of 15.1% and 16.8% in value. Total sales of passenger and commercial vehicles for the first three months of 1955, with 1954 in brackets, amounted to 83,295 (98,176) and the value \$219,894,000 (\$253,029,000).

The number of European-made vehicles sold was 30.2% lower in March 1955 than 1954 and the retail value of sales showed a decrease of 32.1%. These decreases were entirely attributed to passenger car sales.

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, March 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	-	30	-
Quebec	22	3	631	9
Ontario	12	32	187	662
Manitoba	2	5	36	72
Saskatchewan	2	2	32	32
Alberta	1	1	3	28
British Columbia	-	2	-	7
Canada	41	45	919	810

Financing of Motor Vehicle SalesNew Vehicles

A considerable reduction occurred during March in the financing of new commercial vehicles; the number financed was 43.8% lower than a year ago and the amount of financing was approximately 40% below the previous year's level. Passenger car financing, however, showed lesser decreases in both number and amount. The financing for the first three months of 1955, passenger and commercial vehicles combined, showed a decrease of 17.3% in number and 12.6% in amount.

Used Vehicles

The number of used vehicles financed, while below the level of March 1954, was not as severe as the amount of financing. Both passenger cars and commercial vehicles showed considerable declines in the amount financed with the total 13.0% below the amount financed in March 1954.

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

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OF VEHICLES
30

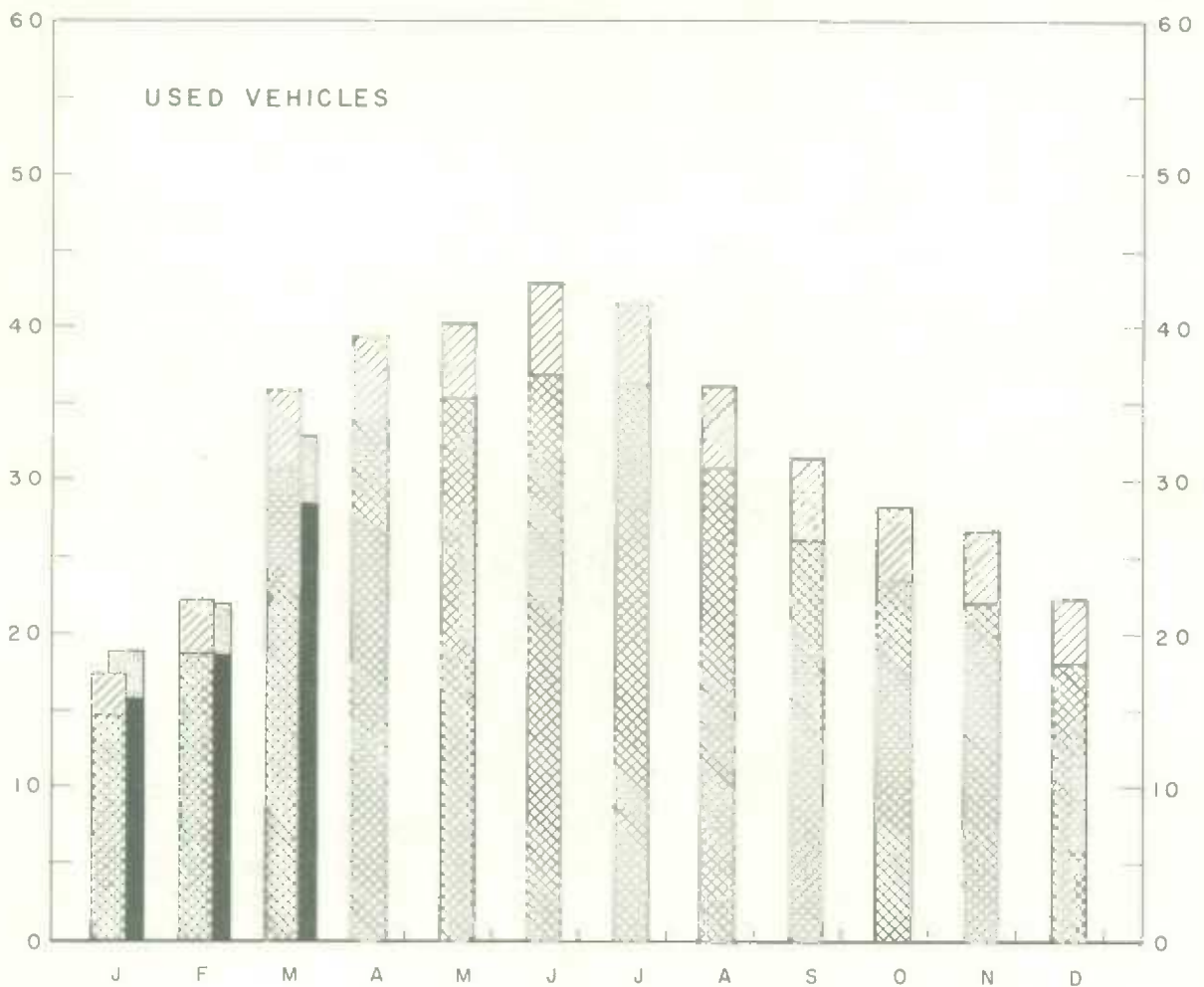
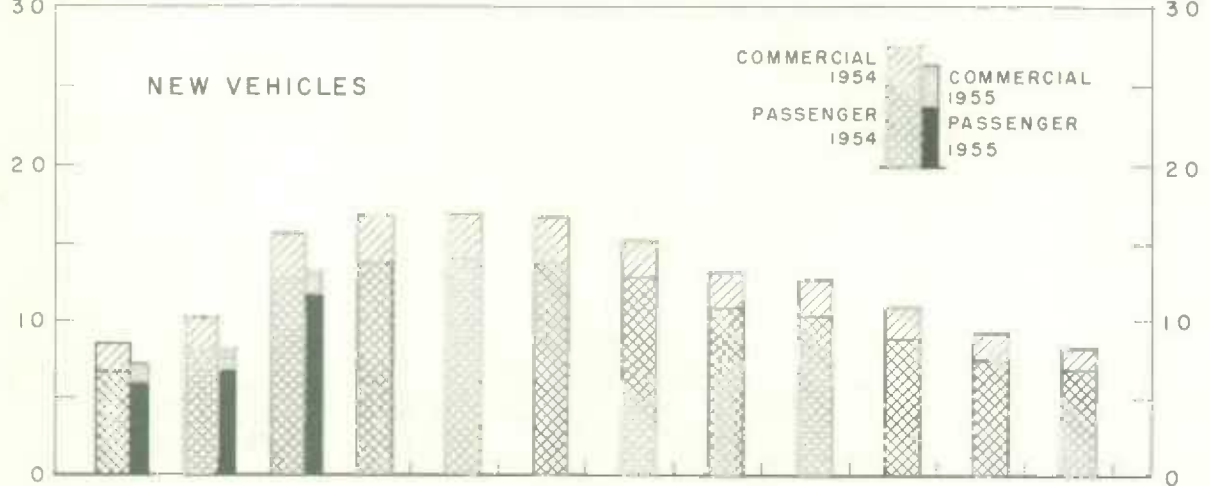


TABLE 1 New Motor Vehicle Sales, by Provinces
March 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	297	418	+ 40.7	756	1,009	+ 33.5
Prince Edward Island...	92	123	+ 33.7	229	296	+ 29.3
Nova Scotia	1,469	1,267	- 13.8	3,582	3,105	- 13.3
New Brunswick	1,077	967	- 10.2	2,700	2,407	- 10.9
Quebec	9,043	8,309	- 8.1	24,017	21,076	- 12.2
Ontario	13,926	12,265	- 11.9	36,383	31,622	- 13.1
Manitoba	2,103	1,315	- 37.5	5,403	3,351	- 38.0
Saskatchewan	2,245	1,136	- 49.4	5,832	2,906	- 50.2
Alberta	2,744	2,162	- 21.2	7,036	5,536	- 21.3
British Columbia	3,463	2,980	- 13.9	8,678	7,370	- 15.1
Canada	36,459	30,942	- 15.1	94,616	78,678	- 16.8
Commercial Vehicles						
Newfoundland	135	110	- 18.5	288	251	- 12.8
Prince Edward Island...	62	30	- 51.6	128	67	- 47.7
Nova Scotia	366	226	- 38.3	758	509	- 32.8
New Brunswick	290	179	- 38.3	719	428	- 40.5
Quebec	1,883	1,172	- 37.8	5,594	3,446	- 38.4
Ontario	2,794	1,375	- 50.8	7,513	4,619	- 38.5
Manitoba	391	250	- 36.1	1,003	960	- 4.3
Saskatchewan	797	345	- 56.7	1,881	826	- 56.1
Alberta	1,081	581	- 46.3	2,663	1,483	- 44.3
British Columbia	686	417	- 39.2	1,798	1,147	- 36.2
Canada	8,485	4,685	- 44.8	22,345	13,736	- 38.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	432	528	+ 22.2	1,044	1,260	+ 20.7
Prince Edward Island...	154	153	- 0.6	357	363	+ 1.7
Nova Scotia	1,835	1,493	- 18.6	4,340	3,614	- 16.7
New Brunswick	1,367	1,146	- 16.2	3,419	2,835	- 17.1
Quebec	10,926	9,481	- 13.2	29,611	24,522	- 17.2
Ontario	16,720	13,640	- 18.4	43,896	36,241	- 17.4
Manitoba	2,494	1,565	- 37.2	6,406	4,311	- 32.7
Saskatchewan	3,042	1,481	- 51.3	7,713	3,732	- 51.6
Alberta	3,825	2,743	- 28.3	9,699	7,019	- 27.6
British Columbia	4,149	3,397	- 18.1	10,476	8,517	- 19.7
Canada	44,944	35,627	- 20.7	116,961	92,414	- 21.0

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/1954 %	1954 (1) \$'000	1955 \$'000	% Change, 1955/1954 %
Passenger Cars						
Atlantic Provinces	1,068	914	- 14.4	1,791	1,686	- 5.9
Quebec	3,264	2,775	- 15.0	6,135	5,551	- 9.5
Ontario	5,005	5,555	+ 11.0	9,050	10,592	+ 17.0
Manitoba	579	353	- 39.0	1,003	646	- 35.6
Saskatchewan	686	306	- 55.4	1,186	580	- 51.1
Alberta	1,196	862	- 27.9	2,180	1,626	- 25.4
British Columbia	966	814	- 15.7	1,809	1,679	- 7.2
Canada	12,764	11,579	- 9.3	23,154	22,360	- 3.4
Commercial Vehicles						
Atlantic Provinces	293	180	- 38.6	495	324	- 34.5
Quebec	719	421	- 41.4	1,483	922	- 37.8
Ontario	910	598	- 34.3	1,748	1,219	- 30.3
Manitoba	129	51	- 60.5	228	102	- 55.3
Saskatchewan	242	54	- 77.7	463	101	- 78.2
Alberta	398	158	- 60.3	974	396	- 59.3
British Columbia	259	195	- 24.7	609	546	- 10.3
Canada	2,950	1,657	- 43.8	6,000	3,610	- 39.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,361	1,094	- 19.6	2,286	2,010	- 12.1
Quebec	3,983	3,196	- 19.8	7,618	6,473	- 15.0
Ontario	5,915	6,153	+ 4.0	10,798	11,811	+ 9.4
Manitoba	708	404	- 42.9	1,231	748	- 39.2
Saskatchewan	928	360	- 61.2	1,649	681	- 58.7
Alberta	1,594	1,020	- 36.0	3,154	2,022	- 35.9
British Columbia	1,225	1,009	- 17.6	2,418	2,225	- 8.0
Canada	15,714	13,236	- 15.8	29,154	25,970	- 10.9

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
March 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	3,024	2,875	- 4.9	2,316	2,241	- 3.2
Quebec	5,989	5,370	- 10.3	5,493	4,790	- 12.8
Ontario	12,649	13,384	+ 5.8	10,309	10,127	- 1.8
Manitoba	1,395	804	- 42.4	1,202	660	- 45.1
Saskatchewan	1,737	1,051	- 39.5	1,376	800	- 41.9
Alberta	3,078	2,576	- 16.3	2,579	2,126	- 17.6
British Columbia	2,727	2,414	- 11.5	2,565	2,265	- 11.7
Canada	30,599	28,474	- 6.9	25,840	23,009	- 11.0
Commercial Vehicles						
Atlantic Provinces	707	641	- 9.3	481	417	- 13.3
Quebec	826	756	- 8.5	766	664	- 13.3
Ontario	1,593	1,452	- 8.9	1,271	1,047	- 17.6
Manitoba	234	142	- 39.3	197	129	- 34.5
Saskatchewan	447	247	- 44.7	410	172	- 58.0
Alberta	808	593	- 26.6	764	521	- 32.8
British Columbia	559	430	- 23.1	642	461	- 28.2
Canada	5,174	4,261	- 17.6	4,531	3,411	- 24.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,731	3,516	- 5.8	2,797	2,658	- 5.0
Quebec	6,815	6,126	- 10.1	6,259	5,454	- 12.9
Ontario	14,242	14,836	+ 4.2	11,580	11,174	- 3.5
Manitoba	1,629	946	- 41.9	1,399	789	- 43.6
Saskatchewan	2,184	1,298	- 40.6	1,786	972	- 45.6
Alberta	3,886	3,169	- 18.5	3,343	2,647	- 20.8
British Columbia	3,286	2,844	- 13.5	3,207	2,726	- 15.0
Canada	35,773	32,735	- 8.5	30,371	26,420	- 13.0

(1) Revised