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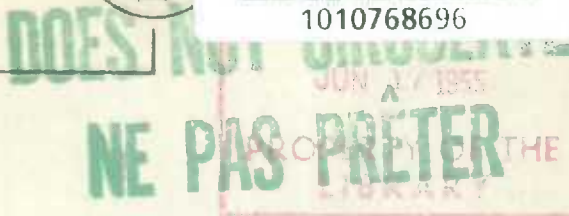
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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

APRIL 1955

New Motor Vehicle Sales

During April, a record in dollar value of new motor vehicle sales was established when 53,910 vehicles were sold for \$143,713,000. Only in April, 1953, were more vehicles sold when 56,261 units realized \$140,674,000, compared with 53,910 units this year. Passenger cars, at 46,002 units for \$121,042,000, contributed largely to this record and made April, 1955, the biggest month to date in passenger car sales according to D.B.S. records.

Commercial vehicle sales did not show as great an increase as passenger cars, gaining 8 per cent in value over April, 1954, with almost 2 per cent fewer vehicles sold. There were fewer commercial vehicles sold in the Prairie Provinces than a year ago while for total passenger and commercial, Saskatchewan recorded the only significant decrease of 21 per cent.

The sales of European vehicles were 4.9 per cent greater in number and 3.1 per cent greater in dollar value over April, 1954. Commercial vehicles contributed largely to this increase.

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.

6505-506-45

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

Sales of Buses, April 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	-	-	-	-
Quebec	18	77	434	1,642
Ontario	10	2	247	25
Manitoba	2	4	42	77
Saskatchewan	3	1	79	4
Alberta	-	2	-	10
British Columbia	1	8	3	221
Canada	34	94	805	1,979

Sales of European-Made Vehicles, April 1954 and 1955

	Number of Units			Retail Value		
	<u>1954</u>	<u>1955</u>	<u>% Change</u>	<u>1954</u> \$'000	<u>1955</u> \$'000	<u>% Change</u>
Passenger Cars	2,420	2,461	+ 1.7	4,526	4,529	+ 0.1
Commercial Vehicles	149	235	+ 57.7	321	468	+ 45.8
Total	2,569	2,696	+ 4.9	4,847	4,997	+ 3.1

Financing of Motor Vehicle SalesNew Vehicles

The financing of new motor vehicles did not keep pace with the sales of new vehicles. There were 16,148 new vehicles financed during April to the extent of \$31,413,000, a decrease of 4.6 per cent in number and a slight increase of 0.5 per cent in value, over the same month last year. There was a considerable reduction in financing of new commercial vehicles in all provinces.

Used Vehicles

Used-car financing in April, 1955, was lower than the amount of financing in the same month of 1954. The decrease in the financing of used commercial vehicles was not as great as the decrease in financing of new commercial vehicles but still contributed largely to the over-all decline of 2.2 per cent in number and 3.8 per cent in amount of financing. Used passenger-car financing showed a nominal decline from a year ago.

Note:

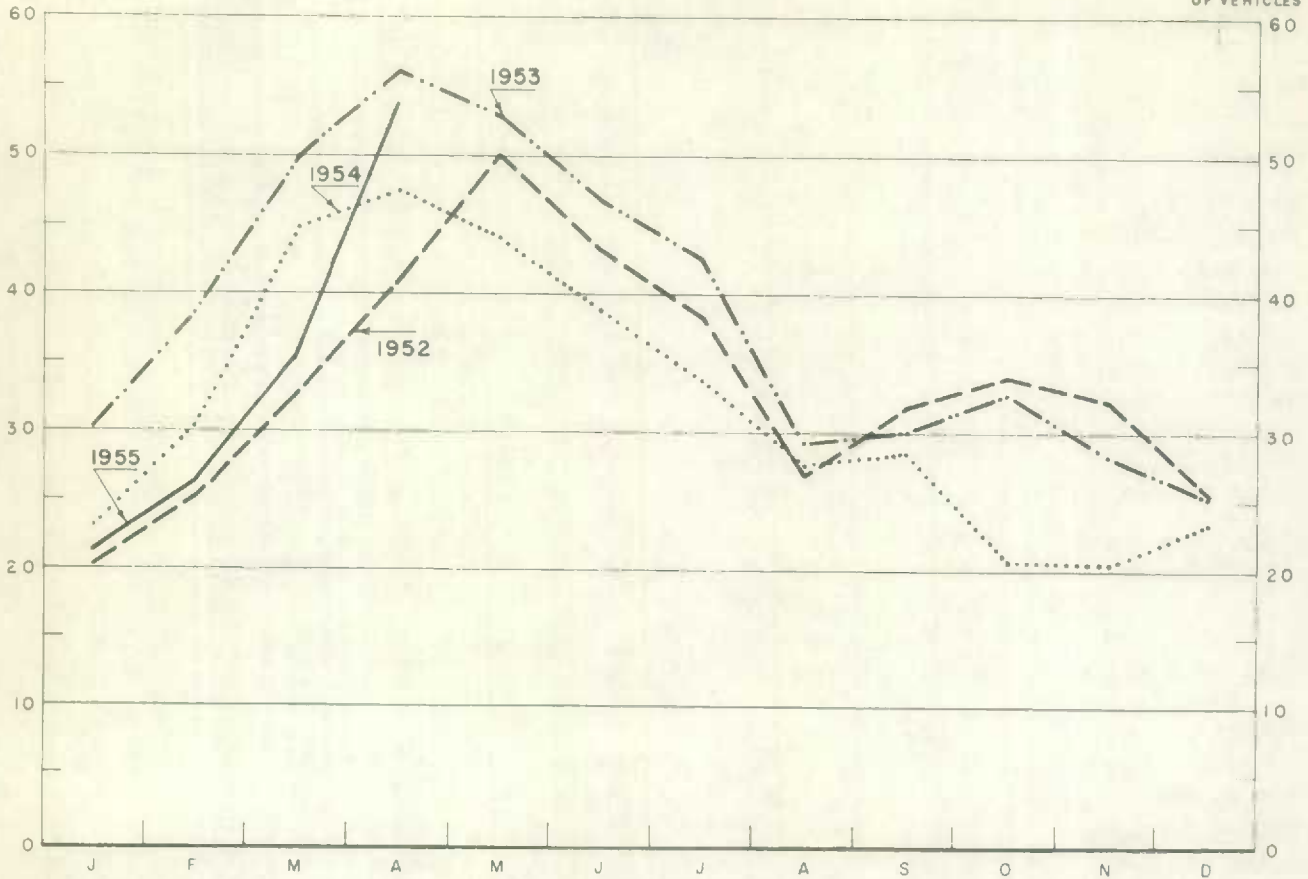
The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

NEW MOTOR VEHICLES SALES

1952-53-54-55

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



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

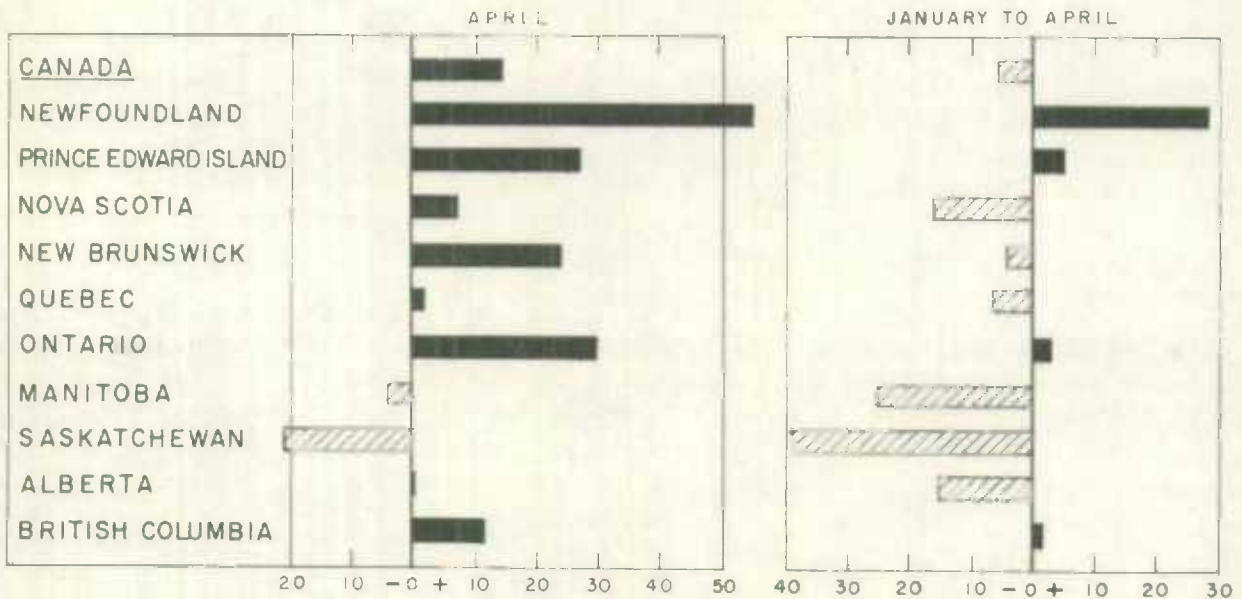


TABLE 1 New Motor Vehicle Sales, by Provinces
April 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	425	646	+ 52.0	1,021	1,574	+ 54.2
Prince Edward Island...	185	220	+ 18.9	457	535	+ 17.1
Nova Scotia	1,366	1,487	+ 8.9	3,418	3,753	+ 9.8
New Brunswick	1,095	1,324	+ 20.9	2,685	3,337	+ 24.3
Quebec	9,363	9,544	+ 1.9	24,728	26,263	+ 6.2
Ontario	17,133	22,580	+ 31.8	43,734	58,711	+ 34.2
Manitoba	2,001	2,105	+ 5.2	5,146	5,765	+ 12.0
Saskatchewan	2,195	1,779	- 19.0	5,740	4,692	- 18.3
Alberta	2,575	3,160	+ 22.7	6,726	8,366	+ 24.4
British Columbia	2,883	3,157	+ 9.5	7,150	8,046	+ 12.5
Canada	39,221	46,002	+ 17.3	100,805	121,042	+ 20.1
Commercial Vehicles						
Newfoundland	163	265	+ 62.6	355	630	+ 77.5
Prince Edward Island...	56	86	+ 53.6	124	197	+ 58.9
Nova Scotia	324	327	+ 0.9	689	743	+ 7.8
New Brunswick	263	359	+ 36.5	572	840	+ 46.9
Quebec	1,703	1,728	+ 1.5	4,833	6,539	+ 35.3
Ontario	2,593	3,050	+ 17.6	7,008	7,872	+ 12.3
Manitoba	502	301	- 40.0	1,220	840	- 31.1
Saskatchewan	741	536	- 27.7	1,805	1,268	- 29.8
Alberta	1,130	554	- 51.0	2,762	1,584	- 42.7
British Columbia	583	702	+ 20.4	1,620	2,158	+ 33.2
Canada	8,058	7,908	- 1.9	20,988	22,671	+ 8.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	588	911	+ 54.9	1,376	2,204	+ 60.2
Prince Edward Island...	241	306	+ 27.0	581	732	+ 26.0
Nova Scotia	1,690	1,814	+ 7.3	4,107	4,496	+ 9.5
New Brunswick	1,358	1,683	+ 23.9	3,257	4,177	+ 28.2
Quebec	11,066	11,272	+ 1.9	29,561	32,802	+ 11.0
Ontario	19,726	25,630	+ 29.9	50,742	66,583	+ 31.2
Manitoba	2,503	2,406	- 3.9	6,366	6,605	+ 3.8
Saskatchewan	2,936	2,315	- 21.2	7,545	5,960	- 21.0
Alberta	3,705	3,714	+ 0.2	9,488	9,950	+ 4.9
British Columbia	3,466	3,859	+ 11.3	8,770	10,204	+ 16.4
Canada	47,279	53,910	+ 14.0	121,793	143,713	+ 18.0

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
April 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	1,261	1,280	+ 1.5	2,154	2,347	+ 9.0
Quebec	3,906	3,429	- 12.2	7,532	6,974	- 7.4
Ontario	5,332	6,357	+ 19.2	9,213	11,923	+ 29.4
Manitoba	567	530	- 6.5	1,001	954	- 4.7
Saskatchewan	707	488	- 31.0	1,234	884	- 28.4
Alberta	1,148	1,096	- 4.5	2,079	2,117	+ 1.8
British Columbia	858	917	+ 6.9	1,630	1,876	+ 15.1
Canada	13,779	14,097	+ 2.3	24,843	27,075	+ 9.0
Commercial Vehicles						
Atlantic Provinces	353	276	- 21.8	653	510	- 21.9
Quebec	818	508	- 37.9	1,759	1,034	- 41.2
Ontario	872	678	- 22.2	1,571	1,477	- 6.0
Manitoba	142	83	- 41.5	268	147	- 45.1
Saskatchewan	260	94	- 63.8	547	189	- 65.4
Alberta	429	216	- 49.7	1,027	559	- 45.6
British Columbia	270	196	- 27.4	600	422	- 29.7
Canada	3,144	2,051	- 34.8	6,425	4,338	- 32.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,614	1,556	- 3.6	2,807	2,857	+ 1.8
Quebec	4,724	3,937	- 16.7	9,291	8,008	- 13.8
Ontario	6,204	7,035	+ 13.4	10,784	13,400	+ 24.3
Manitoba	709	613	- 13.5	1,269	1,101	- 13.2
Saskatchewan	967	582	- 39.8	1,781	1,073	- 39.8
Alberta	1,577	1,312	- 16.8	3,106	2,676	- 13.8
British Columbia	1,128	1,113	- 1.3	2,230	2,298	+ 3.0
Canada	16,923	16,148	- 4.6	31,268	31,413	+ 0.5

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
April 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	3,430	3,431	(2)	2,648	2,723	+ 2.8
Quebec	7,212	6,685	- 7.3	6,465	5,993	- 7.3
Ontario	14,015	14,495	+ 3.4	11,494	11,849	+ 3.1
Manitoba	1,484	1,337	- 9.9	1,284	960	- 25.2
Saskatchewan	1,952	1,456	- 25.4	1,539	1,090	- 29.2
Alberta	2,876	3,183	+ 10.7	2,366	2,545	+ 7.6
British Columbia	2,724	2,695	- 1.1	2,491	2,535	+ 1.8
Canada	33,693	33,282	- 1.2	28,287	27,695	- 2.1
Commercial Vehicles						
Atlantic Provinces	783	788	+ 0.6	528	537	+ 1.7
Quebec	1,162	969	- 16.6	990	840	- 15.2
Ontario	1,678	1,587	- 5.4	1,302	1,152	- 11.5
Manitoba	273	239	- 12.5	201	190	- 5.5
Saskatchewan	470	408	- 13.2	371	292	- 21.3
Alberta	796	806	+ 1.3	795	644	- 19.0
British Columbia	541	456	- 15.7	584	452	- 22.6
Canada	5,703	5,253	- 7.9	4,771	4,107	- 13.9
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,213	4,219	+ 0.1	3,176	3,260	+ 2.6
Quebec	8,374	7,654	- 8.6	7,455	6,833	- 8.3
Ontario	15,693	16,082	+ 2.5	12,796	13,001	+ 1.6
Manitoba	1,757	1,576	- 10.3	1,485	1,150	- 22.6
Saskatchewan	2,422	1,864	- 23.0	1,910	1,382	- 27.6
Alberta	3,672	3,989	+ 8.6	3,161	3,189	+ 0.9
British Columbia	3,265	3,151	- 3.5	3,075	2,987	- 2.9
Canada	39,396	38,535	- 2.2	33,058	31,802	- 3.8

(1) Revised
(2) Unchanged