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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MAY 1955

New Motor Vehicle Sales

The up-swing in new motor vehicle sales, evident in April, continued in May when a record number of new vehicles was sold. The 61,049 new vehicles, sold for \$159,987,000, established an all-time high according to D.B.S. records of Canadian sales. The previous high in number was April 1953 when 56,261 units were sold and the previous record value was April 1955 when 53,910 units sold for \$143,713,000.

New passenger car sales increased approximately 45% in both number and value over May last year and contributed largely to the record set this May. Commercial vehicle sales gained 9.5% in number and 19.0% in value over last year. Saskatchewan recorded decreased sales this year while Nova Scotia showed nominal gains. Sales in the other provinces advanced to a greater extent with the number of total vehicles ranging from an increase of 13.3% in Manitoba to 55.6% in both New Brunswick and Quebec.

The gain in European vehicles was most noticeable in commercial vehicles. The over-all increases of 20.6% in number and 16.9% in value were substantially below the gains in Canadian-American 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.

6505-506-55

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

2.

Sales of Buses, May 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	-	-	-	-
Quebec	7	25	113	723
Ontario	1	21	11	643
Manitoba	2	-	39	-
Saskatchewan	7	-	202	-
Alberta	9	2	164	9
British Columbia	1	2	3	8
Canada	27	50	532	1,393

(1) Revised.

Sales of European-Made Vehicles, May 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	2,621	3,034	+ 15.8	4,981	5,543	+ 11.3
Commercial Vehicles	178	342	+ 92.1	345	682	+ 97.7
Total	2,799	3,376	+ 20.6	5,326	6,225	+ 16.9

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

The financing of new motor vehicle sales did not show the large gain over last year as did sales. There were 21,297 new vehicles financed to the extend of \$42,320,000 representing gains of 25.5% and 30.9% respectively over May 1954. Consistent with sales, financing was considerably less in Saskatchewan this year as compared with last year.

Used Vehicles

Financing of used vehicles in May 1955 showed only moderate gains over 1954. Gains in passenger car financing contributed largely to the total with an increase of 8.1% in number and 6.6% in amount of financing. Decreased financing was evident in Manitoba and Saskatchewan.

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

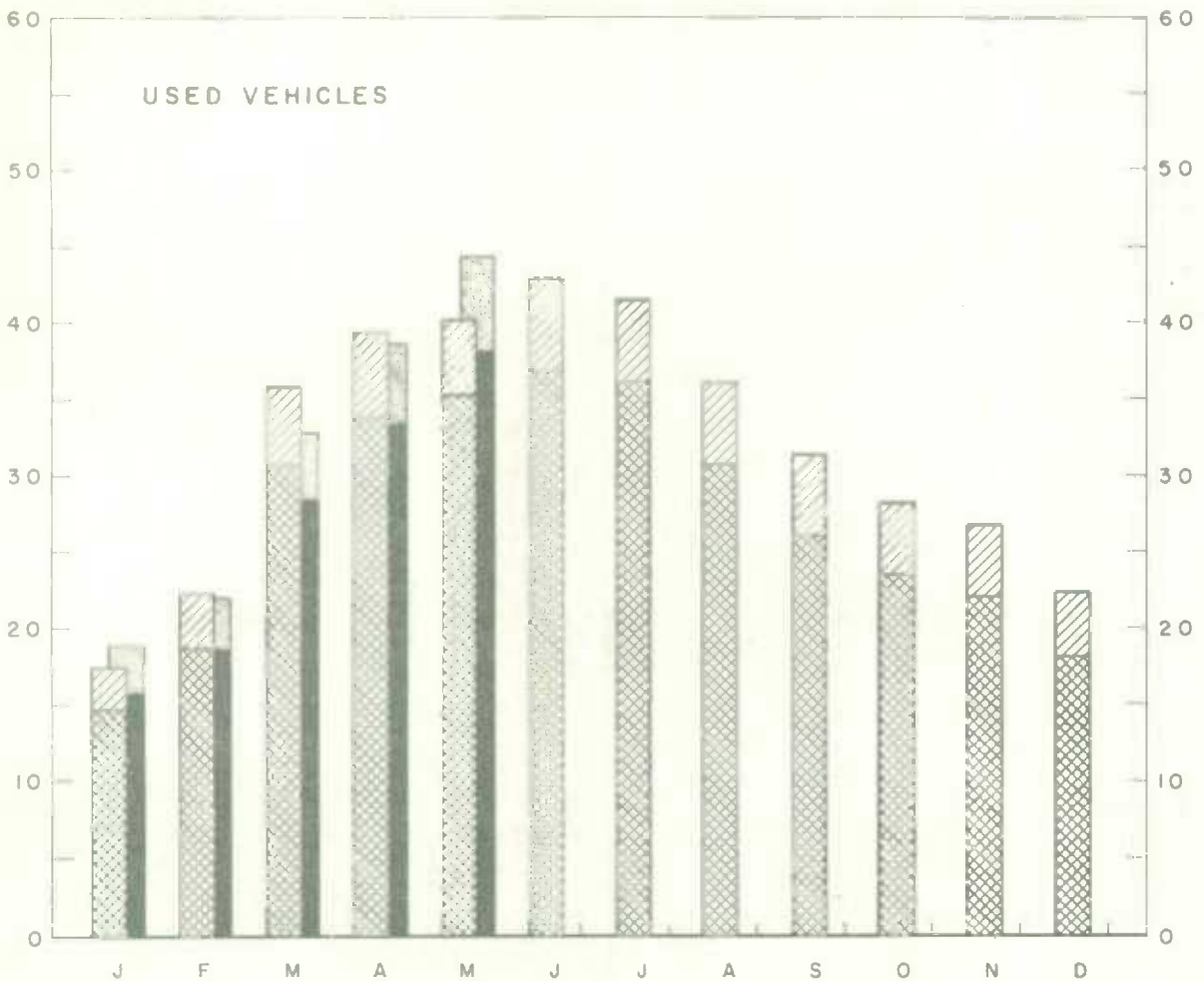
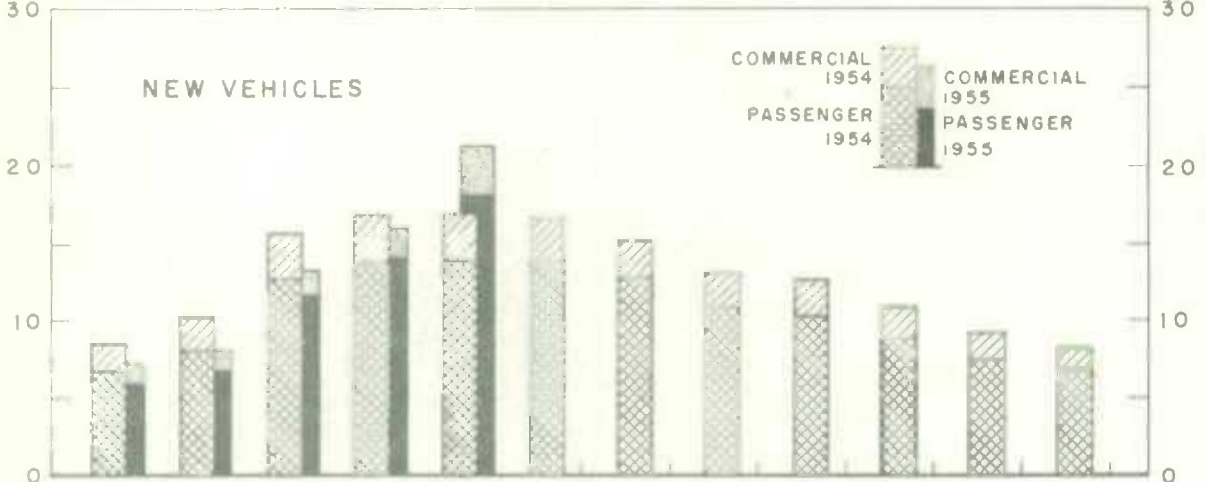


TABLE 1 New Motor Vehicle Sales, by Provinces
May 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	422	611	+ 44.8	977	1,530	+ 56.6
Prince Edward Island...	140	200	+ 42.9	345	492	+ 42.6
Nova Scotia	1,684	1,683	(2)	4,125	4,152	+ 0.7
New Brunswick	871	1,410	+ 61.9	2,170	3,562	+ 64.1
Quebec	7,452	12,070	+ 62.0	19,909	32,231	+ 61.9
Ontario	16,972	25,398	+ 49.6	43,505	65,841	+ 51.3
Manitoba	1,775	2,065	+ 16.3	4,526	5,272	+ 16.5
Saskatchewan	1,911	1,758	- 8.0	5,082	4,564	- 10.2
Alberta	2,290	3,113	+ 35.9	6,046	8,126	+ 34.4
British Columbia	2,581	3,971	+ 53.9	6,470	9,975	+ 54.2
Canada	36,098	52,279	+ 44.8	93,155	135,745	+ 45.7
Commercial Vehicles						
Newfoundland	155	166	+ 7.1	350	371	+ 6.0
Prince Edward Island...	62	97	+ 56.5	124	217	+ 75.0
Nova Scotia	462	496	+ 7.3	959	1,175	+ 22.5
New Brunswick	292	400	+ 37.0	666	969	+ 45.5
Quebec	1,513	1,881	+ 24.3	4,118	5,852	+ 42.1
Ontario	2,709	2,913	+ 7.5	6,916	8,297	+ 20.0
Manitoba	414	415	+ 0.2	1,039	1,123	+ 8.1
Saskatchewan	807	543	- 32.7	2,082	1,291	- 38.0
Alberta	893	940	+ 5.3	2,264	2,552	+ 12.7
British Columbia	703	919	+ 30.7	1,861	2,395	+ 28.7
Canada	8,010	8,770	+ 9.5	20,379	24,242	+ 19.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	577	777	+ 34.7	1,327	1,901	+ 43.3
Prince Edward Island...	202	297	+ 47.0	469	709	+ 51.2
Nova Scotia	2,146	2,179	+ 1.5	5,084	5,327	+ 4.8
New Brunswick	1,163	1,810	+ 55.6	2,836	4,531	+ 59.8
Quebec	8,965	13,951	+ 55.6	24,027	38,083	+ 58.5
Ontario	19,681	28,311	+ 43.8	50,421	74,138	+ 47.0
Manitoba	2,189	2,480	+ 13.3	5,565	6,395	+ 14.9
Saskatchewan	2,718	2,301	- 15.3	7,164	5,855	- 18.3
Alberta	3,183	4,053	+ 27.3	8,310	10,678	+ 28.5
British Columbia	3,284	4,890	+ 48.9	8,331	12,370	+ 48.4
Canada	44,108	61,049	+ 38.4	113,534	159,987	+ 40.9

(1) Revised

(2) Less than 0.05%

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
May 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	1,262	1,409	+ 11.6	2,227	2,597	+ 16.6
Quebec	3,513	4,476	+ 27.4	6,837	9,087	+ 32.9
Ontario	6,235	8,321	+ 33.5	11,053	15,480	+ 40.1
Manitoba	571	651	+ 14.0	988	1,210	+ 22.5
Saskatchewan	593	500	- 15.7	1,052	906	- 13.9
Alberta	1,008	1,408	+ 39.7	1,873	2,708	+ 44.6
British Columbia	788	1,342	+ 70.3	1,541	2,534	+ 64.4
Canada	13,970	18,107	+ 29.6	25,571	34,522	+ 35.0
Commercial Vehicles						
Atlantic Provinces	412	380	- 7.8	828	814	- 1.7
Quebec	720	767	+ 6.5	1,597	1,889	+ 18.3
Ontario	892	1,087	+ 21.9	1,803	2,656	+ 47.3
Manitoba	116	102	- 12.1	248	207	- 16.5
Saskatchewan	218	152	- 30.3	529	387	- 26.8
Alberta	414	370	- 10.6	1,078	982	- 8.9
British Columbia	234	332	+ 41.8	669	863	+ 29.0
Canada	3,006	3,190	+ 6.1	6,752	7,798	+ 15.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,674	1,789	+ 6.9	3,055	3,411	+ 11.7
Quebec	4,233	5,243	+ 23.9	8,434	10,976	+ 30.1
Ontario	7,127	9,408	+ 32.0	12,856	18,136	+ 41.1
Manitoba	687	753	+ 9.6	1,236	1,417	+ 14.6
Saskatchewan	811	652	- 19.6	1,581	1,293	- 18.2
Alberta	1,422	1,778	+ 25.0	2,951	3,690	+ 25.0
British Columbia	1,022	1,674	+ 63.8	2,210	3,397	+ 53.7
Canada	16,976	21,297	+ 25.5	32,323	42,320	+ 30.9

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
May 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	3,690	3,988	+ 8.1	2,864	3,153	+ 10.1
Quebec	7,454	8,092	+ 8.6	6,728	6,902	+ 2.6
Ontario	15,171	16,990	+ 12.0	12,486	13,713	+ 9.8
Manitoba	1,478	1,361	- 7.9	1,206	1,094	- 9.3
Saskatchewan	1,882	1,376	- 26.9	1,506	1,051	- 30.2
Alberta	2,797	3,022	+ 8.0	2,362	2,504	+ 6.0
British Columbia	2,699	3,183	+ 17.9	2,298	2,965	+ 29.0
Canada	35,171	38,012	+ 8.1	29,450	31,382	+ 6.6
Commercial Vehicles						
Atlantic Provinces	852	957	+ 12.3	631	690	+ 9.4
Quebec	1,149	1,226	+ 6.7	1,033	1,032	- 0.1
Ontario	1,952	1,971	+ 1.0	1,576	1,573	- 0.2
Manitoba	244	267	+ 9.4	219	204	- 6.8
Saskatchewan	473	315	- 33.4	366	227	- 38.0
Alberta	794	834	+ 5.0	794	776	- 2.3
British Columbia	465	586	+ 26.0	484	611	+ 26.2
Canada	5,929	6,156	+ 3.8	5,103	5,113	+ 0.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,542	4,945	+ 8.9	3,495	3,843	+ 10.0
Quebec	8,603	9,318	+ 8.3	7,761	7,934	+ 2.2
Ontario	17,123	18,961	+ 10.7	14,062	15,286	+ 8.7
Manitoba	1,722	1,628	- 5.5	1,425	1,298	- 8.9
Saskatchewan	2,355	1,691	- 28.2	1,872	1,278	- 31.7
Alberta	3,591	3,856	+ 7.4	3,156	3,280	+ 3.9
British Columbia	3,164	3,769	+ 19.1	2,782	3,576	+ 28.5
Canada	41,100	44,168	+ 7.5	34,553	36,495	+ 5.6

(1) Revised