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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JUNE 1955

New Motor Vehicle Sales

Compared with May 1955, sales of passenger cars during June decreased and brought total sales of passenger cars and commercial vehicles down to 54,912 from 61,049, a record figure established during the previous month. Commercial vehicle sales increased slightly from 8,770 during May to 8,989 during June. Retail value of all sales for June was \$146,001,000 compared with \$159,987,000 for the previous month. Comparing the current month's figures with June 1954, the dollar value of sales was up about 45%. For the most part, this was due to a considerable increase in the number of cars and commercial vehicles sold.

Cumulative figures for the first half of 1955 reveal that 215,040 new passenger cars and 38,126 commercial vehicles have been sold for a retail value of \$669,595,000. This establishes a record for passenger cars, the previous high being the first half of 1953 when 214,560 cars were sold. The number of commercial vehicles was down about 10% compared with the January-June period in 1954 but the dollar value was down by only one per cent. Some graphical comparisons in connection with both sales and financing will be found in this report.

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.

6505-506-65

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

Sales of Buses, June 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	2	35	54
Quebec	8	19	152	450
Ontario	3	43	9	962
Manitoba	4	4	75	71
Saskatchewan	1	-	29	-
Alberta	1	11	3	320
British Columbia	2	1	68	35
Canada	25	80	371	1,892

(1) Revised.

Sales of European-Made Vehicles, June 1954 and 1955

	Number of Units			Retail Value		% Change
	<u>1954(1)</u>	<u>1955</u>	<u>% Change</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000	
Passenger Cars	2,595	2,525	- 2.7	4,889	4,577	- 6.4
Commercial Vehicles	135	205	+ 51.9	239	414	+ 73.2
Total	2,730	2,730	(2)	5,128	4,991	- 2.7

(1) Revised

(2) Unchanged.

Financing of Motor Vehicle SalesNew Vehicles

Compared with May 1955, there was a small increase in the number and dollar figure of new vehicles financed during the month of June. Comparing June 1955 with June 1954, there was a considerable increase in the number and dollar amount of passenger cars financed in all provinces except Saskatchewan. The financing of commercial vehicles increased in all except the three Prairie Provinces.

Cumulative figures for the first half of 1955 show that 75,120 new passenger cars and 12,717 commercial vehicles, a total of \$173,470,000, have been financed. This dollar figure is about 9% over the 1954 period.

Used Vehicles

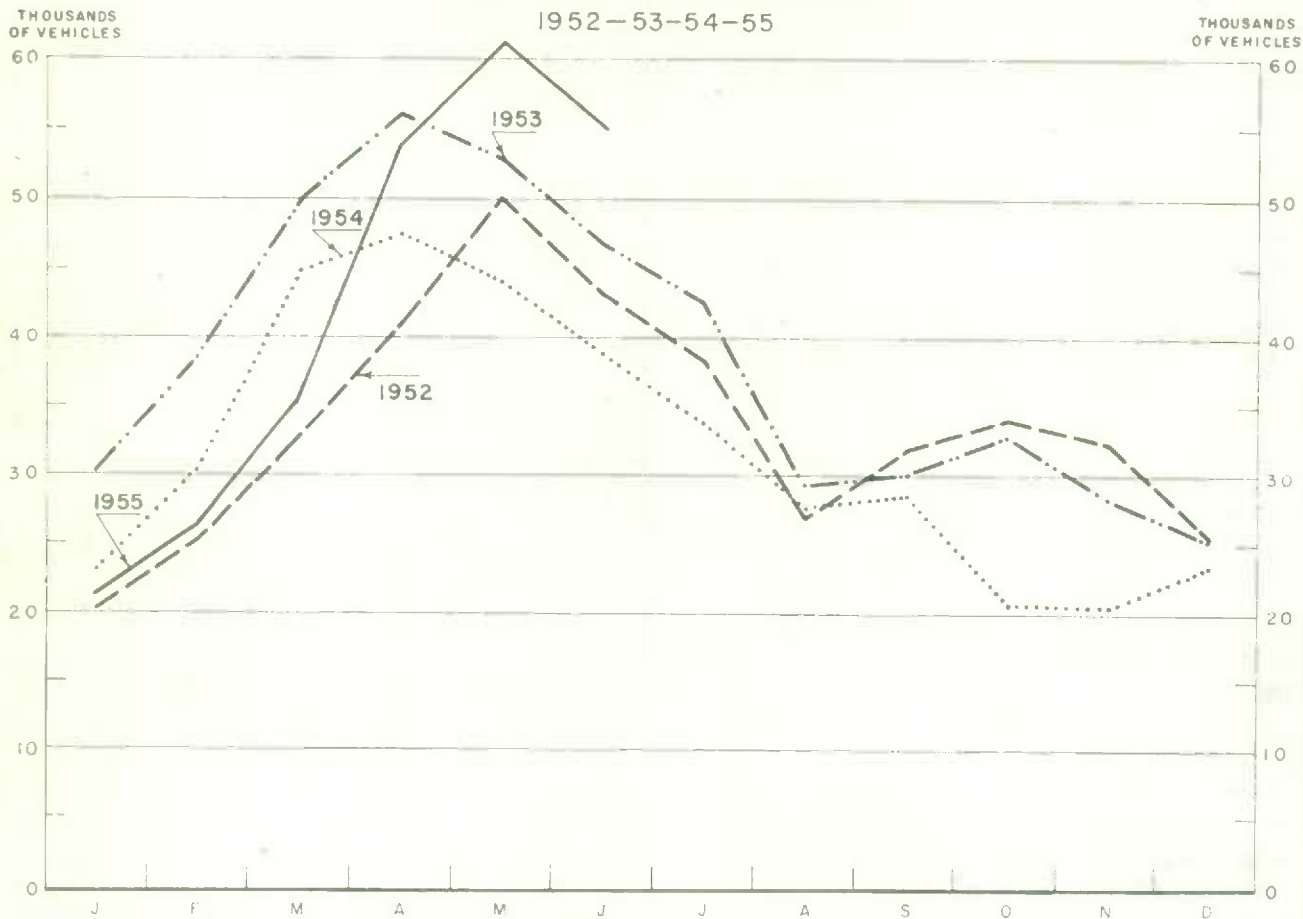
Used vehicle financing followed approximately the same line as new vehicle financing, Ontario being added to provinces reporting a decrease in the financing of commercial vehicles. During the first half of 1955, 174,091 used passenger cars and 28,258 used commercial vehicles, a dollar amount of \$167,531,000, have been financed. This figure is approximately the same as the figure for 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.

NEW MOTOR VEHICLES SALES

1952-53-54-55



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

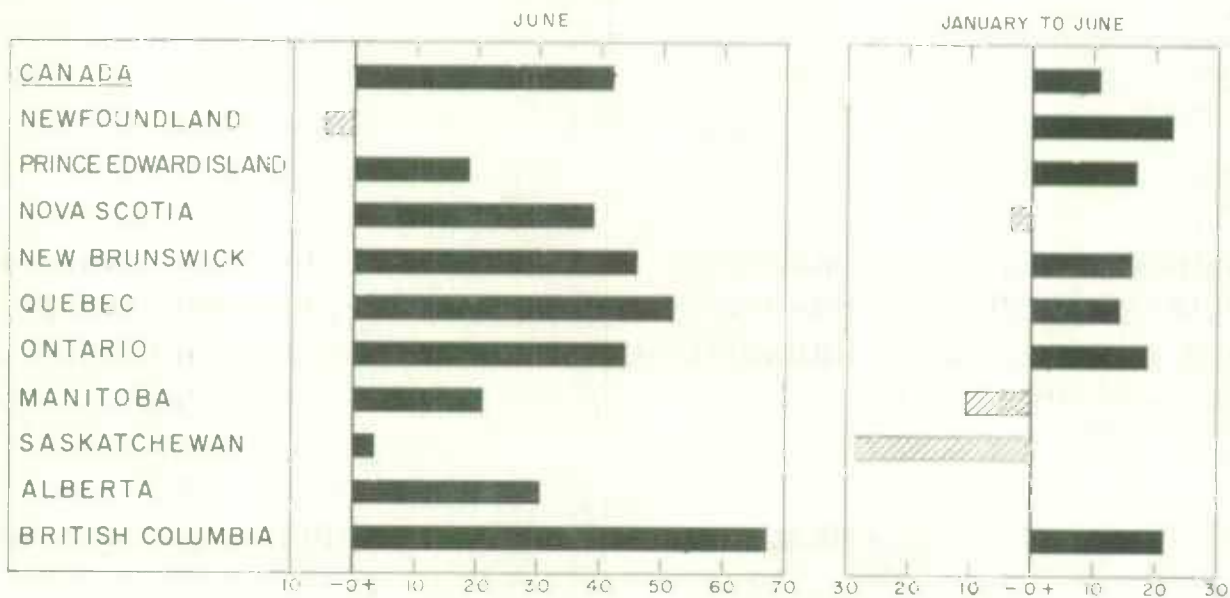


TABLE 1 New Motor Vehicle Sales, by Provinces
June 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	497	459	- 7.6	1,158	1,115	- 3.7
Prince Edward Island...	127	190	+ 49.6	306	451	+ 47.4
Nova Scotia	1,084	1,448	+ 33.6	2,611	3,544	+ 35.7
New Brunswick	890	1,202	+ 35.1	2,231	2,999	+ 34.4
Quebec	6,662	9,952	+ 49.4	17,666	26,514	+ 50.1
Ontario	14,558	21,645	+ 48.7	37,837	56,234	+ 48.6
Manitoba	1,519	1,856	+ 22.2	3,830	4,832	+ 26.2
Saskatchewan	1,663	1,734	+ 4.3	4,284	4,530	+ 5.7
Alberta	2,343	3,152	+ 34.5	6,083	8,414	+ 38.3
British Columbia	2,555	4,285	+ 67.7	6,415	10,883	+ 69.6
Canada	31,898	45,923	+ 44.0	82,421	119,516	+ 45.0
Commercial Vehicles						
Newfoundland	151	157	+ 4.0	343	368	+ 7.3
Prince Edward Island...	85	61	- 28.2	182	144	- 21.9
Nova Scotia	278	441	+ 58.6	622	1,020	+ 64.0
New Brunswick	209	399	+ 90.9	477	998	+109.2
Quebec	1,254	2,054	+ 63.8	3,421	6,176	+ 80.5
Ontario	2,555	2,980	+ 16.6	6,788	9,887	+ 45.7
Manitoba	355	408	+ 14.9	954	1,046	+ 9.6
Saskatchewan	518	516	- 0.4	1,339	1,240	- 7.4
Alberta	806	947	+ 17.5	2,156	2,879	+ 33.5
British Columbia	627	1,026	+ 63.6	1,688	2,727	+ 61.6
Canada	6,838	8,989	+ 31.5	17,970	26,485	+ 47.4
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	648	616	- 4.9	1,501	1,483	- 1.2
Prince Edward Island...	212	251	+ 18.4	488	595	+ 21.9
Nova Scotia	1,362	1,889	+ 38.7	3,233	4,564	+ 41.2
New Brunswick	1,099	1,601	+ 45.7	2,708	3,997	+ 47.6
Quebec	7,916	12,006	+ 51.7	21,087	32,690	+ 55.0
Ontario	17,113	24,625	+ 43.9	44,625	66,121	+ 48.2
Manitoba	1,874	2,264	+ 20.8	4,784	5,878	+ 22.9
Saskatchewan	2,181	2,250	+ 3.2	5,623	5,770	+ 2.6
Alberta	3,149	4,099	+ 30.2	8,239	11,293	+ 37.1
British Columbia	3,182	5,311	+ 66.9	8,103	13,610	+ 68.0
Canada	38,736	54,912	+ 41.8	100,391	146,001	+ 45.4

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
June 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	1,275	1,519	+ 19.1	2,252	2,790	+ 23.9
Quebec	3,247	4,506	+ 38.8	6,365	9,239	+ 45.2
Ontario	6,166	8,271	+ 34.1	11,111	15,365	+ 38.3
Manitoba	564	659	+ 16.8	1,020	1,215	+ 19.1
Saskatchewan	593	595	+ 0.3	1,072	1,064	- 0.7
Alberta	1,024	1,597	+ 56.0	1,890	3,098	+ 63.9
British Columbia	932	1,382	+ 48.3	1,790	2,756	+ 54.0
Canada	13,801	18,529	+ 34.3	25,500	35,527	+ 39.3
Commercial Vehicles						
Atlantic Provinces	358	434	+ 21.2	695	937	+ 34.8
Quebec	624	805	+ 29.0	1,395	2,104	+ 50.8
Ontario	833	1,110	+ 33.3	1,597	2,642	+ 65.4
Manitoba	125	112	- 10.4	263	253	- 3.8
Saskatchewan	192	117	- 39.1	466	250	- 46.4
Alberta	392	378	- 3.6	1,067	1,014	- 5.0
British Columbia	233	380	+ 63.1	611	986	+ 61.4
Canada	2,757	3,336	+ 21.0	6,094	8,186	+ 34.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,633	1,953	+ 19.6	2,947	3,727	+ 26.5
Quebec	3,871	5,311	+ 37.2	7,760	11,343	+ 46.2
Ontario	6,999	9,381	+ 34.0	12,708	18,007	+ 41.7
Manitoba	689	771	+ 11.9	1,283	1,468	+ 14.4
Saskatchewan	785	712	- 9.3	1,538	1,314	- 14.6
Alberta	1,416	1,975	+ 39.5	2,957	4,112	+ 39.1
British Columbia	1,165	1,762	+ 51.2	2,401	3,742	+ 55.9
Canada	16,558	21,865	+ 32.1	31,594	43,713	+ 38.4

(1) Revised

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
June 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	4,004	4,505	+ 12.5	3,046	3,542	+ 16.3
Quebec	7,286	8,502	+ 16.7	6,465	7,307	+ 13.0
Ontario	16,072	16,991	+ 5.7	13,020	13,673	+ 5.0
Manitoba	1,500	1,534	+ 2.3	1,223	1,258	+ 2.9
Saskatchewan	1,995	1,795	- 10.0	1,534	1,342	- 12.5
Alberta	3,006	3,444	+ 14.6	2,468	2,849	+ 15.4
British Columbia	2,891	3,102	+ 7.3	2,619	3,002	+ 14.6
Canada	36,754	39,873	+ 8.5	30,375	32,973	+ 8.6
Commercial Vehicles						
Atlantic Provinces	907	1,022	+ 12.7	637	728	+ 14.3
Quebec	1,814	1,240	+ 4.7	1,054	1,116	+ 5.9
Ontario	1,981	1,860	- 6.1	1,677	1,407	- 16.1
Manitoba	254	240	- 5.5	269	240	- 10.8
Saskatchewan	418	395	- 5.5	379	304	- 19.8
Alberta	813	794	- 2.3	944	783	- 17.1
British Columbia	518	562	+ 8.5	528	620	+ 17.4
Canada	6,075	6,113	+ 0.6	5,488	5,198	- 5.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,911	5,527	+ 12.5	3,683	4,270	+ 15.9
Quebec	8,470	9,742	+ 15.0	7,519	8,423	+ 12.0
Ontario	18,053	18,851	+ 4.4	14,697	15,080	+ 2.6
Manitoba	1,754	1,774	+ 1.1	1,492	1,498	+ 0.4
Saskatchewan	2,413	2,190	- 9.2	1,913	1,646	- 14.0
Alberta	3,819	4,238	+ 11.0	3,412	3,632	+ 6.4
British Columbia	3,409	3,664	+ 7.5	3,147	3,622	+ 15.1
Canada	42,829	45,986	+ 7.4	35,863	38,171	+ 6.4

(1) Revised