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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JULY 1955

New Motor Vehicle Sales

Not as many passenger cars and commercial vehicles were sold during the month of July as during the previous month of June, but a record for sales in July (at 47,434 units) was established. Only twice before did sales during the month of July reach the forty thousand mark. In July 1950, units sold numbered 43,914 and, in July 1953, these numbered 42,801. Only once before did the dollar figure for July reach one hundred million dollars. In 1953, new motor vehicle sales amounted to \$106,789,000 compared with \$126,378,000 in July this year.

Both the total number of units and the dollar value were up substantially from the July 1954 figures in all provinces except Prince Edward Island. Saskatchewan showed the smallest change in commercial 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.

6505-506-75

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

2.

Sales of Buses, July 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	7	4	44	124
Quebec	5	51	57	1,116
Ontario	2	6	7	184
Manitoba	5	3	72	56
Saskatchewan	4	3	37	11
Alberta	5	10	67	222
British Columbia	2	-	12	-
Canada	30	77	296	1,713

(1) Revised

Sales of European-Made Vehicles, July 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	2,421	2,260	- 6.7	4,607	4,070	- 11.7
Commercial Vehicles	162	226	+39.5	324	448	+ 38.3
Total	2,583	2,486	- 3.8	4,931	4,518	- 8.4

(1) Revised

Financing of Motor Vehicle SalesNew Vehicles

In line with increased sales, both the number of vehicles financed and the amount of financing showed an increase this month over July 1954 in all parts of Canada except two of the Prairie Provinces.

Used Vehicles

Comparing July 1955 with a year ago, one or two substantial changes in financing occurred in the western provinces. For the country as a whole, the position was barely changed.

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

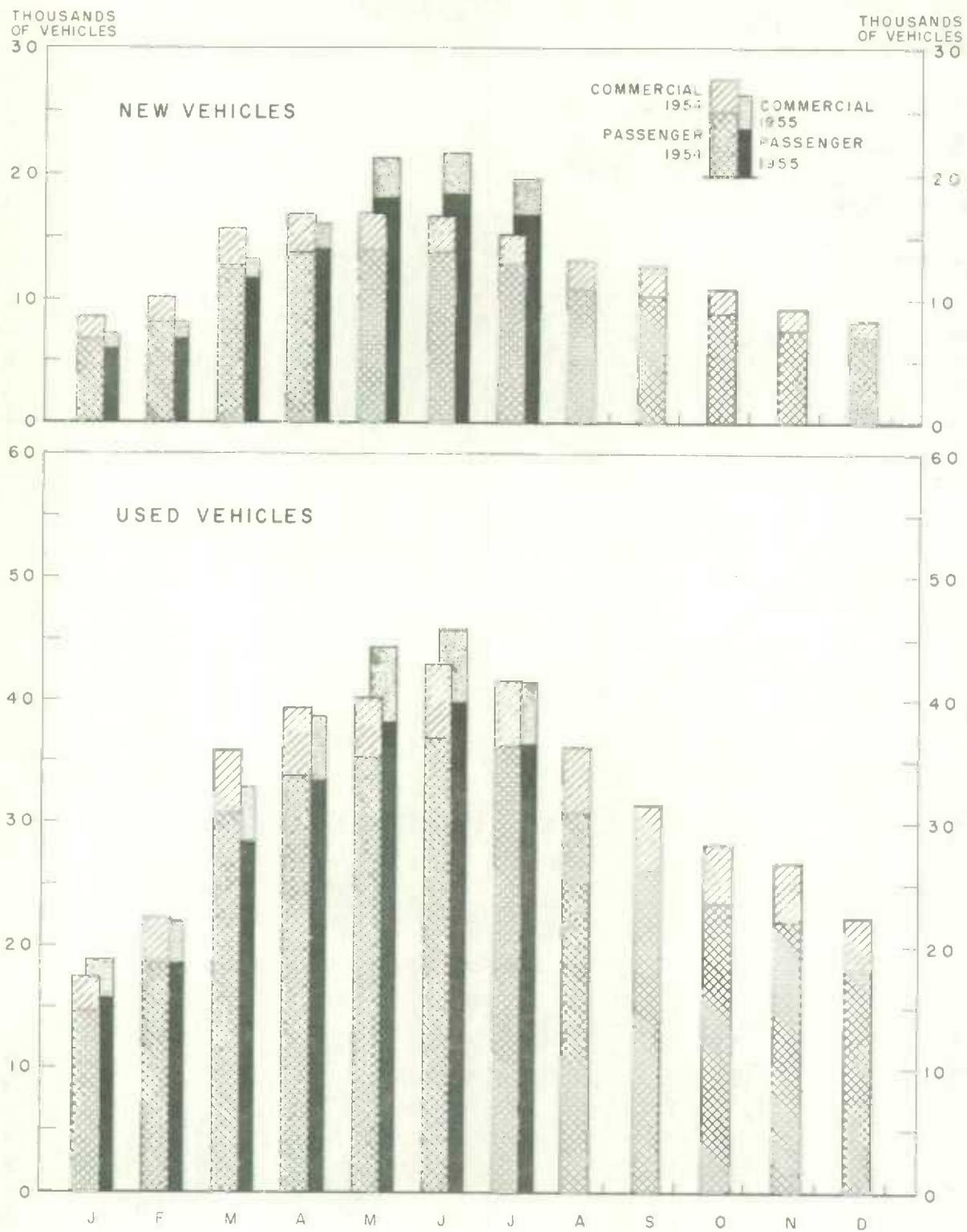


TABLE 1 New Motor Vehicle Sales, by Provinces
July 1954 and 1955

Province	Number			Retail Value		
	1954(1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	443	648	+ 46.3	1,088	1,562	+ 43.6
Prince Edward Island...	156	125	- 19.9	374	290	- 22.5
Nova Scotia	996	1,372	+ 37.8	2,454	3,423	+ 39.5
New Brunswick	877	1,134	+ 29.3	2,160	2,843	+ 31.6
Quebec.....	5,486	8,232	+ 50.1	14,383	21,727	+ 51.1
Ontario	13,052	15,931	+ 22.1	33,220	41,814	+ 25.9
Manitoba	1,260	2,043	+ 62.1	3,198	5,236	+ 63.7
Saskatchewan	1,381	1,848	+ 33.8	3,594	4,777	+ 32.9
Alberta.....	1,915	3,470	+ 81.2	5,054	8,848	+ 75.1
British Columbia	2,452	5,197	+111.9	5,946	13,160	+121.3
Canada.....	28,018	40,000	+ 42.8	71,471	103,680	+ 45.1
Commercial Vehicles						
Newfoundland	160	216	+ 35.0	343	613	+ 78.7
Prince Edward Island...	76	41	- 46.1	161	93	- 42.2
Nova Scotia	231	256	+ 10.8	517	659	+ 27.5
New Brunswick	244	308	+ 26.2	562	852	+ 51.6
Quebec.....	1,076	1,541	+ 43.2	2,931	5,452	+ 86.0
Ontario	1,908	2,203	+ 15.5	4,889	7,156	+ 46.4
Manitoba	251	447	+ 78.1	671	1,154	+ 72.0
Saskatchewan	492	485	- 1.4	1,178	1,151	- 2.3
Alberta.....	665	879	+ 32.2	1,748	2,631	+ 50.5
British Columbia	605	1,058	+ 74.9	1,448	2,937	+102.8
Canada.....	5,708	7,434	+ 30.2	14,448	22,698	+ 57.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	603	864	+ 43.3	1,431	2,175	+ 52.0
Prince Edward Island...	232	166	- 28.4	535	383	- 28.4
Nova Scotia	1,227	1,628	+ 32.7	2,971	4,082	+ 37.4
New Brunswick	1,121	1,442	+ 28.6	2,722	3,695	+ 35.7
Quebec.....	6,562	9,773	+ 48.9	17,314	27,179	+ 57.0
Ontario	14,960	18,134	+ 21.2	38,109	48,970	+ 28.5
Manitoba	1,511	2,490	+ 64.8	3,869	6,390	+ 65.2
Saskatchewan	1,873	2,333	+ 24.6	4,772	5,928	+ 24.2
Alberta.....	2,580	4,349	+ 68.6	6,802	11,479	+ 68.8
British Columbia	3,057	6,255	+104.6	7,394	16,097	+117.7
Canada.....	33,726	47,434	+ 40.6	85,919	126,378	+ 47.1

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces

July 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954(1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	1,131	1,328	+ 17.4	1,991	2,486	+ 24.9
Quebec	3,175	4,030	+ 26.9	6,294	8,334	+ 32.4
Ontario	5,363	7,716	+ 43.9	9,686	14,780	+ 52.6
Manitoba	617	578	- 6.3	1,127	1,108	- 1.7
Saskatchewan	575	581	+ 1.0	1,039	1,069	+ 2.9
Alberta	1,081	1,469	+ 35.9	2,066	2,882	+ 39.5
British Columbia	933	1,265	+ 35.6	1,820	2,640	+ 45.1
Canada	12,875	16,967	+ 31.8	24,023	33,299	+ 38.6
Commercial Vehicles						
Atlantic Provinces	309	385	+ 24.6	590	856	+ 45.1
Quebec	524	702	+ 34.0	1,161	1,821	+ 56.8
Ontario	711	929	+ 30.7	1,440	2,112	+ 46.7
Manitoba	102	79	- 22.5	244	184	- 24.6
Saskatchewan	164	117	- 28.7	387	289	- 25.3
Alberta	294	319	+ 8.5	784	817	+ 4.2
British Columbia	215	328	+ 52.6	561	1,017	+ 81.3
Canada	2,319	2,859	+ 23.3	5,167	7,096	+ 37.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,440	1,713	+ 19.0	2,581	3,342	+ 29.5
Quebec	3,699	4,732	+ 27.9	7,455	10,155	+ 36.2
Ontario	6,074	8,645	+ 42.3	11,126	16,892	+ 51.8
Manitoba	719	657	- 8.6	1,371	1,292	- 5.8
Saskatchewan	739	698	- 5.5	1,426	1,358	- 4.8
Alberta	1,375	1,788	+ 30.0	2,850	3,699	+ 29.8
British Columbia	1,148	1,593	+ 38.8	2,381	3,657	+ 53.6
Canada	15,194	19,826	+ 30.5	29,190	40,395	+ 38.4

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1954(1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
		%	\$'000	\$'000	%	
Passenger Cars						
Atlantic Provinces	3,775	4,051	+ 7.3	2,810	3,179	+ 13.1
Quebec	7,132	7,383	+ 3.5	6,329	6,426	+ 1.5
Ontario	16,252	15,622	- 3.9	12,852	12,492	- 2.8
Manitoba	1,430	1,466	+ 2.5	1,192	1,193	+ 0.1
Saskatchewan	1,865	1,621	- 13.1	1,447	1,211	- 16.3
Alberta	2,842	3,190	+ 12.2	2,388	2,607	+ 9.2
British Columbia	2,742	2,995	+ 9.2	2,566	2,805	+ 9.3
Canada	36,038	36,328	+ 0.8	29,584	29,913	+ 1.1
Commercial Vehicles						
Atlantic Provinces	905	889	- 1.8	644	696	+ 8.1
Quebec	1,024	1,058	+ 3.3	847	859	+ 1.4
Ontario	1,602	1,530	- 4.5	1,265	1,137	- 10.1
Manitoba	211	225	+ 6.6	182	180	- 1.1
Saskatchewan	400	294	- 26.5	324	198	- 38.9
Alberta	697	619	- 11.2	696	524	- 24.7
British Columbia	509	589	+ 15.7	505	680	+ 34.7
Canada	5,348	5,204	- 2.7	4,463	4,274	- 4.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,680	4,940	+ 5.6	3,454	3,875	+ 12.2
Quebec	8,156	8,441	+ 3.5	7,176	7,285	+ 1.5
Ontario	17,854	17,152	- 3.9	14,117	13,629	- 3.5
Manitoba	1,641	1,691	+ 3.0	1,374	1,373	- 0.1
Saskatchewan	2,265	1,915	- 15.5	1,771	1,409	- 20.4
Alberta	3,539	3,809	+ 7.6	3,084	3,131	+ 1.5
British Columbia	3,251	3,584	+ 10.2	3,071	3,485	+ 13.5
Canada	41,386	41,532	+ 0.4	34,047	34,187	+ 0.4

(1) Revised