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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

AUGUST 1955

New Motor Vehicle Sales

Passenger car sales were down 6,547 units from last month and commercial vehicle sales were up 1,161 units, to bring the value of sales of vehicles in August to \$111,249,000, compared with \$126,378,000 the previous month. Comparing August, 1955, with the same month last year, a substantial increase took place in the number of vehicles sold and the value of sales. A comparison with other years reveals that the current month establishes a record for sales during the month of August.

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.

6505-506.85

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

2.

Sales of Buses, August 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	2	-	7	-
Quebec	4	4	42	112
Ontario	30	4	266	53
Manitoba	3	43	43	939
Saskatchewan	14	21	40	96
Alberta	16	49	204	252
British Columbia	18	1	59	7
Canada	87	122	661	1,459

(1) Revised

Sales of European-Made Vehicles, August 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	1,546	1,742	+ 12.7	2,876	3,254	+ 13.1
Commercial Vehicles	123	162	+ 31.7	251	321	+ 27.9
Total	1,669	1,904	+ 14.1	3,127	3,575	+ 14.3

(1) Revised

Financing of Motor Vehicle SalesNew Vehicles

The number of vehicles financed and the amount of financing were up slightly in August compared with July, 1955. Comparing the current month with the same month a year ago, a marked increase occurred. As in the case of sales, financing of new vehicles during the current month was a larger figure than during any previous August.

Used Vehicles

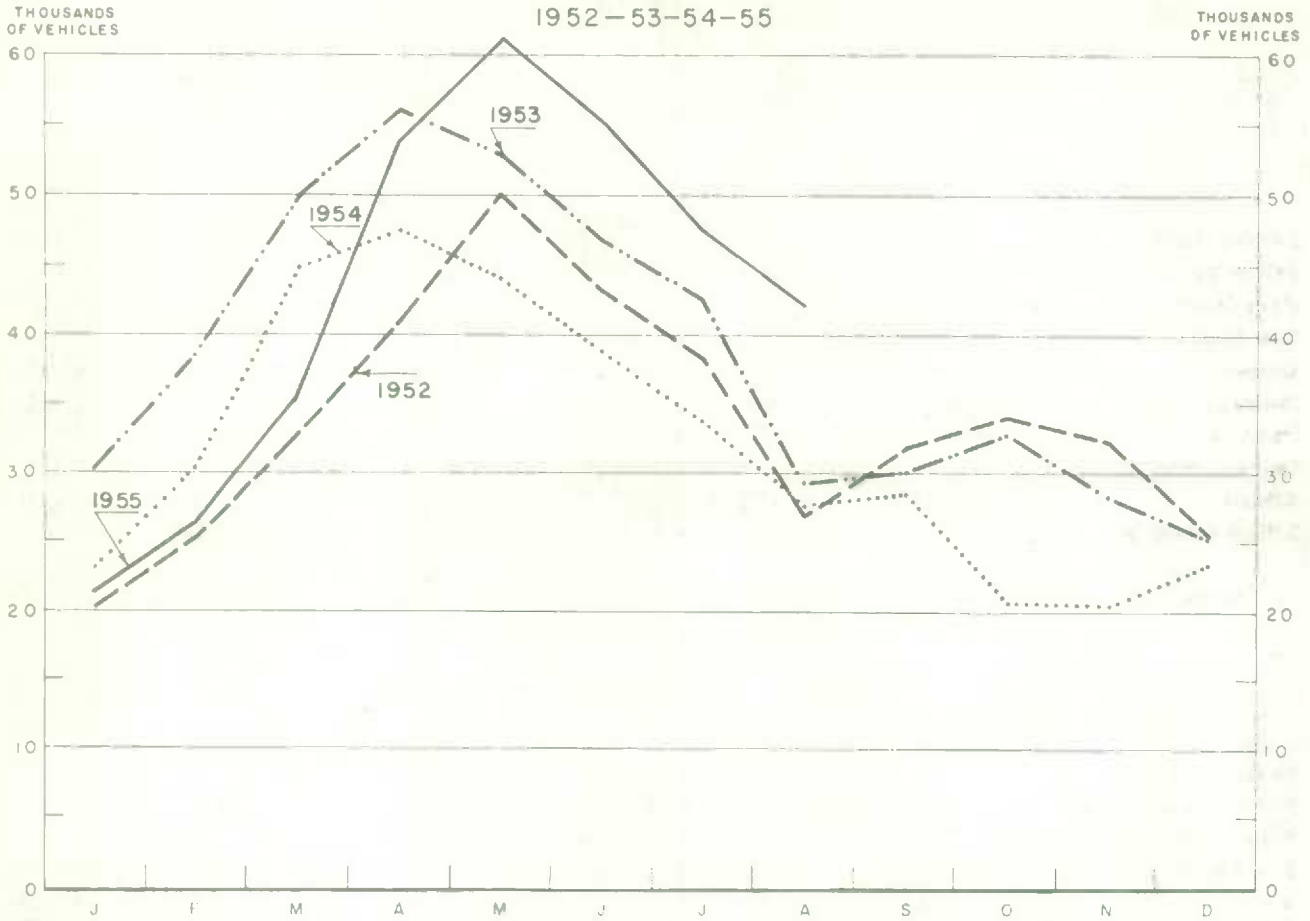
Compared with one month ago, not much change took place in the financing of used vehicles. Comparing August, 1955, with August a year ago, an increase of 15.5% is recorded. In no previous month of August did used car financing reach this magnitude.

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

AUGUST

JANUARY TO AUGUST

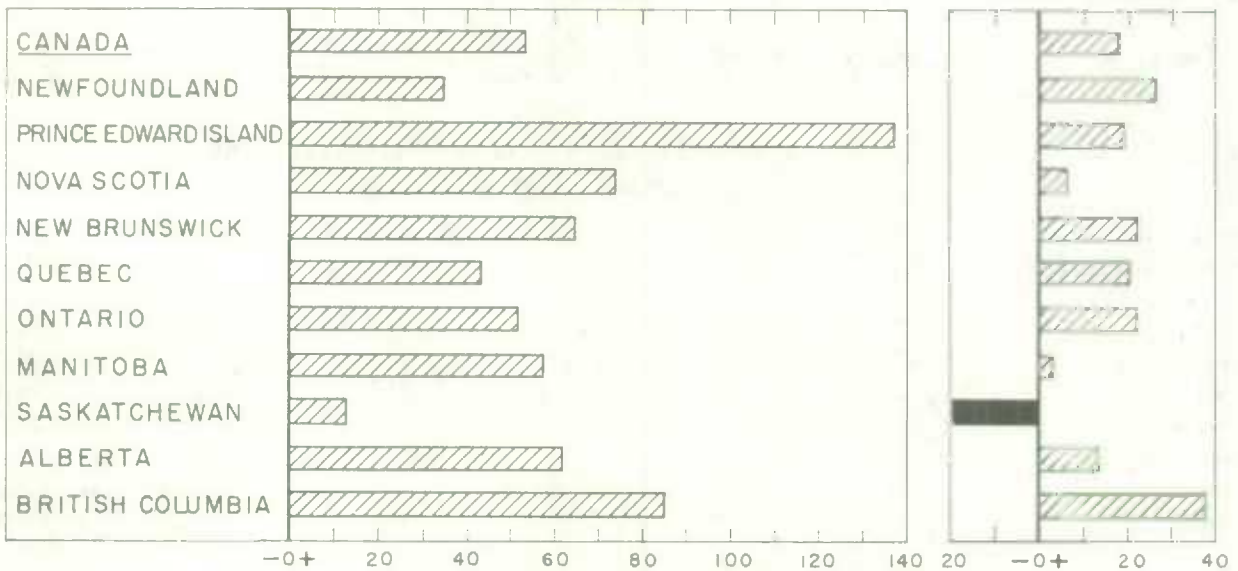


TABLE 1 New Motor Vehicle Sales, by Provinces
August 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	290	370	+ 27.6	679	909	+ 33.9
Prince Edward Island...	78	197	+ 152.6	191	472	+ 147.1
Nova Scotia	666	1,235	+ 85.4	1,640	3,058	+ 86.5
New Brunswick	540	873	+ 61.7	1,328	2,205	+ 66.0
Quebec	4,357	6,121	+ 40.5	11,570	16,489	+ 42.5
Ontario	10,423	15,946	+ 53.0	26,455	41,282	+ 56.0
Manitoba	997	1,565	+ 57.0	2,545	4,043	+ 58.9
Saskatchewan	962	1,171	+ 21.7	2,429	3,012	+ 24.0
Alberta	1,337	2,333	+ 74.5	3,512	6,071	+ 72.9
British Columbia	1,918	3,642	+ 89.9	4,691	9,132	+ 94.7
Canada	21,568	33,453	+ 55.1	55,040	86,673	+ 57.5
Commercial Vehicles						
Newfoundland	99	154	+ 55.6	235	368	+ 56.6
Prince Edward Island...	41	85	+ 107.3	90	192	+ 113.3
Nova Scotia	241	336	+ 39.4	535	834	+ 55.9
New Brunswick	179	308	+ 72.1	405	816	+ 101.5
Quebec	1,021	1,569	+ 53.7	2,640	4,787	+ 81.3
Ontario	2,122	3,050	+ 43.7	5,303	8,261	+ 55.8
Manitoba	289	456	+ 57.8	723	1,960	+ 171.1
Saskatchewan	534	516	- 3.4	1,201	1,334	+ 11.1
Alberta	753	1,046	+ 38.9	2,006	3,117	+ 55.4
British Columbia	633	1,075	+ 69.8	1,690	2,907	+ 72.0
Canada	5,912	8,595	+ 45.4	14,828	24,576	+ 65.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	389	524	+ 34.7	914	1,277	+ 39.7
Prince Edward Island...	119	282	+ 137.0	281	664	+ 136.3
Nova Scotia	907	1,571	+ 73.2	2,175	3,892	+ 78.9
New Brunswick	719	1,181	+ 64.3	1,733	3,021	+ 74.3
Quebec	5,378	7,690	+ 43.0	14,210	21,276	+ 49.7
Ontario	12,545	18,996	+ 51.4	31,758	49,543	+ 56.0
Manitoba	1,286	2,021	+ 57.2	3,268	6,003	+ 83.7
Saskatchewan	1,496	1,687	+ 12.8	3,630	4,346	+ 19.7
Alberta	2,090	3,379	+ 61.7	5,518	9,188	+ 66.5
British Columbia	2,551	4,717	+ 84.9	6,381	12,039	+ 88.7
Canada	27,480	42,048	+ 53.0	69,868	111,249	+ 59.2

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54 %	1954 (1) \$ '000	1955 \$ '000	% Change, 1955/54 %
Passenger Cars						
Atlantic Provinces	1,061	1,458	+ 37.4	1,920	2,752	+ 43.3
Quebec	2,517	3,792	+ 50.7	4,953	7,866	+ 58.8
Ontario	4,526	7,385	+ 63.2	8,310	14,380	+ 73.0
Manitoba	460	551	+ 19.8	834	1,053	+ 26.3
Saskatchewan	491	576	+ 17.3	897	1,065	+ 18.7
Alberta	886	1,396	+ 57.6	1,652	2,723	+ 64.8
British Columbia	831	1,409	+ 69.6	1,691	2,906	+ 71.9
Canada	10,772	16,567	+ 53.8	20,257	32,745	+ 61.6
Commercial Vehicles						
Atlantic Provinces	304	458	+ 50.7	600	1,048	+ 74.7
Quebec	481	732	+ 52.2	1,098	1,824	+ 66.1
Ontario	694	1,053	+ 51.7	1,376	2,575	+ 87.1
Manitoba	85	124	+ 45.9	171	258	+ 50.9
Saskatchewan	167	154	- 7.8	363	340	- 6.3
Alberta	284	443	+ 56.0	718	1,259	+ 75.3
British Columbia	251	362	+ 44.2	638	1,042	+ 63.3
Canada	2,266	3,326	+ 46.8	4,964	8,346	+ 68.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,365	1,916	+ 40.4	2,520	3,800	+ 50.8
Quebec	2,998	4,524	+ 50.9	6,051	9,690	+ 60.1
Ontario	5,220	8,438	+ 61.6	9,686	16,955	+ 75.0
Manitoba	545	675	+ 23.9	1,005	1,311	+ 30.4
Saskatchewan	658	730	+ 10.9	1,260	1,405	+ 11.5
Alberta	1,170	1,839	+ 57.2	2,370	3,982	+ 68.0
British Columbia	1,082	1,771	+ 63.7	2,329	3,948	+ 69.5
Canada	13,038	19,893	+ 52.6	25,221	41,091	+ 62.9

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
August 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	3,261	4,170	+ 27.9	2,440	3,285	+ 34.6
Quebec	5,864	7,023	+ 19.8	5,165	6,147	+ 19.0
Ontario	12,938	15,050	+ 16.3	10,339	12,108	+ 17.1
Manitoba	1,224	1,443	+ 17.9	956	1,146	+ 19.9
Saskatchewan	1,621	1,503	- 7.3	1,212	1,080	- 10.9
Alberta	2,956	3,204	+ 8.4	2,378	2,658	+ 11.8
British Columbia	2,825	3,420	+ 21.1	2,668	3,182	+ 19.3
Canada	30,689	35,813	+ 16.7	25,158	29,606	+ 17.7
Commercial Vehicles						
Atlantic Provinces	813	965	+ 18.7	578	679	+ 17.5
Quebec	985	1,098	+ 11.5	857	930	+ 8.5
Ontario	1,618	1,620	+ 0.1	1,230	1,176	- 4.4
Manitoba	226	244	+ 8.0	183	193	+ 5.5
Saskatchewan	460	441	- 4.1	355	311	- 12.4
Alberta	723	766	+ 5.9	651	671	+ 3.1
British Columbia	580	573	- 1.2	587	607	+ 3.4
Canada	5,405	5,707	+ 5.6	4,441	4,567	+ 2.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,074	5,135	+ 26.0	3,018	3,964	+ 31.3
Quebec	6,849	8,121	+ 18.6	6,022	7,077	+ 17.5
Ontario	14,556	16,670	+ 14.5	11,569	13,284	+ 14.8
Manitoba	1,450	1,687	+ 16.3	1,139	1,339	+ 17.6
Saskatchewan	2,081	1,944	- 6.6	1,567	1,391	- 11.2
Alberta	3,679	3,970	+ 7.9	3,029	3,329	+ 9.9
British Columbia	3,405	3,993	+ 17.3	3,255	3,789	+ 16.4
Canada	36,094	41,520	+ 15.0	29,599	34,173	+ 15.5

(1) Revised