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DOMINION BUREAU OF STATISTICS  
OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce



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Vol. 27 - No. 9

\$2.00 a year

## NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

SEPTEMBER 1955

### New Motor Vehicle Sales

The retail value figure of \$64,376,000 for sales of passenger cars set a record for the month of September. The closest approach to this was September, 1950, when 28,216 cars were sold for \$60,049,000. Sales of commercial vehicles exceeded sales in September, 1954, but the large numbers sold in prior years was not reached. Changes in value figures, which at first glance appear out of line, were due to large buses and trucks of inordinate price entering the calculations.

Cumulative figures for the January - September, 1955 period reveal that the number of vehicles sold and their value increased by approximately 18% and 22% respectively over the comparable period in 1954.

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### 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.

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

Sales of Buses, September 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	8	-	191	-
Quebec	6	10	18	216
Ontario	23	2	232	12
Manitoba	6	53	134	942
Saskatchewan	5	3	13	17
Alberta	13	44	189	536
British Columbia	5	1	33	6
Canada	66	113	810	1,729

(1) Revised

Sales of European-Made Vehicles, September 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	1,263	1,771	+ 40.2	2,360	3,166	+ 34.2
Commercial Vehicles	131	228	+ 74.0	273	482	+ 76.6
Total	1,394	1,999	+ 43.4	2,633	3,648	+ 38.5

(1) Revised

Financing of Motor Vehicle SalesNew Vehicles

New passenger car financing established a record for the month of September, with 13,993 new cars being financed. Commercial vehicle financing was above September, 1954, but, like sales, did not reach the high figures of previous years.

Cumulative figures for the year so far show an increase in the number of passenger cars financed of 19%, a decrease in the number of commercial vehicles of 3.4%, giving a combined result of 21.9% increase in dollar amount of financing over the comparable 1954 period.

Used Vehicles

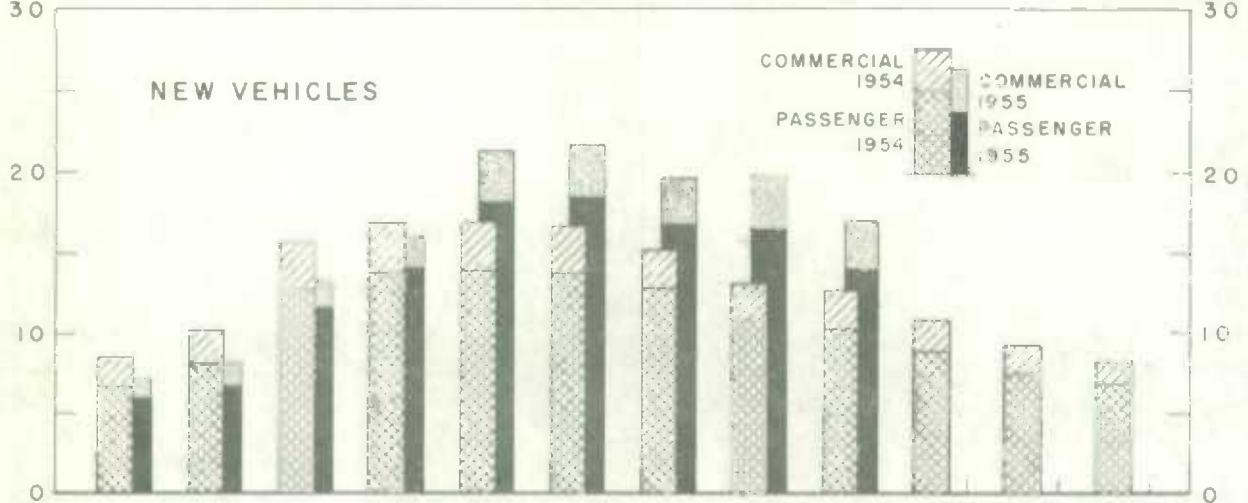
The number of used vehicles financed was up over any previous month of September. Cumulative figures to date show an increase of 3.1% in the dollar amount of financing of used vehicles over the corresponding 1954 period. Passenger car financing was up about 5% in dollar value while commercial vehicle financing decreased by a like percentage.

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.

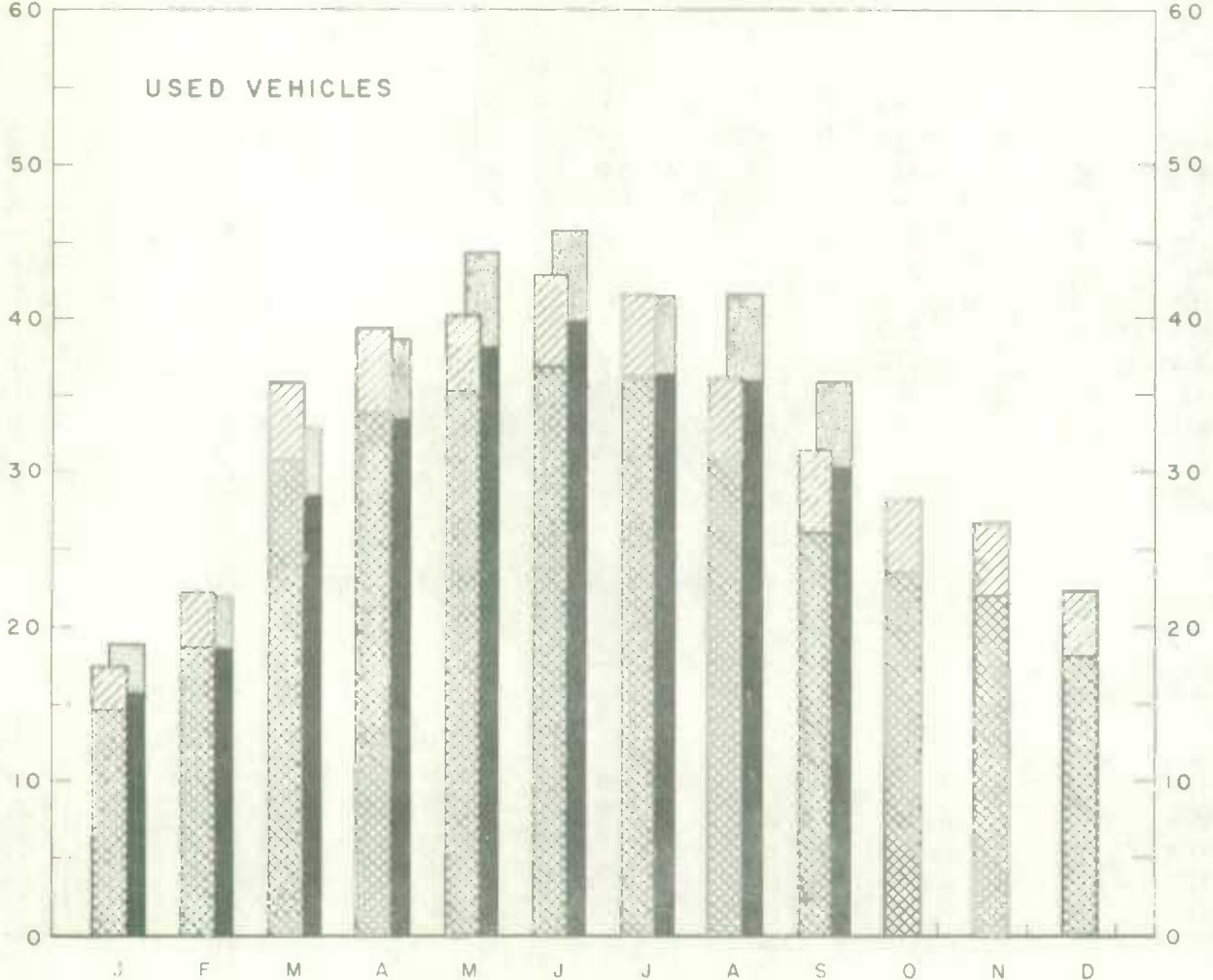
## FINANCING OF MOTOR VEHICLE SALES IN CANADA 1954 (REVISED)-1955

THOUSANDS  
OF VEHICLES  
30

THOUSANDS  
OF VEHICLES  
30



60



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

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$'000	%
<b>Passenger Cars</b>						
Newfoundland .....	262	311	+ 18.7	629	759	+ 20.7
Prince Edward Island...	70	77	+ 10.0	167	182	+ 9.0
Nova Scotia .....	690	715	+ 3.6	1,674	1,735	+ 3.6
New Brunswick .....	447	529	+ 18.3	1,089	1,358	+ 24.7
Quebec .....	4,230	4,955	+ 17.1	11,047	13,079	+ 18.4
Ontario .....	12,371	11,541	- 6.7	30,940	29,844	- 3.5
Manitoba .....	997	1,140	+ 14.3	2,482	2,945	+ 18.7
Saskatchewan .....	815	1,007	+ 23.6	2,132	2,599	+ 21.9
Alberta .....	1,398	1,899	+ 35.8	3,612	4,970	+ 37.6
British Columbia .....	1,936	2,732	+ 41.1	4,837	6,905	+ 42.8
<b>Canada .....</b>	<b>23,216</b>	<b>24,906</b>	<b>+ 7.3</b>	<b>58,609</b>	<b>64,376</b>	<b>+ 9.8</b>
<b>Commercial Vehicles</b>						
Newfoundland .....	113	150	+ 32.7	243	370	+ 52.3
Prince Edward Island...	46	37	- 19.6	98	83	- 15.3
Nova Scotia .....	242	202	- 16.5	693	524	- 24.4
New Brunswick .....	205	207	+ 1.0	481	541	+ 12.5
Quebec .....	1,031	1,315	+ 27.5	2,729	4,319	+ 58.3
Ontario .....	1,876	2,439	+ 30.0	4,862	7,407	+ 52.3
Manitoba .....	217	421	+ 94.0	622	1,878	+ 201.9
Saskatchewan .....	294	409	+ 39.1	681	1,047	+ 53.7
Alberta .....	593	931	+ 57.0	1,587	2,988	+ 88.3
British Columbia .....	522	790	+ 51.3	1,276	2,259	+ 77.0
<b>Canada .....</b>	<b>5,139</b>	<b>6,901</b>	<b>+ 34.3</b>	<b>13,272</b>	<b>21,416</b>	<b>+ 61.4</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland .....	375	461	+ 22.9	872	1,129	+ 29.5
Prince Edward Island...	116	114	- 1.7	265	265	(2)
Nova Scotia .....	932	917	- 1.6	2,367	2,259	- 4.6
New Brunswick .....	652	736	+ 12.9	1,570	1,899	+ 21.0
Quebec .....	5,261	6,270	+ 19.2	13,776	17,398	+ 26.3
Ontario .....	14,247	13,980	- 1.9	35,802	37,251	+ 4.0
Manitoba .....	1,214	1,561	+ 28.6	3,104	4,823	+ 55.4
Saskatchewan .....	1,109	1,416	+ 27.7	2,813	3,646	+ 29.6
Alberta .....	1,991	2,830	+ 42.1	5,199	7,958	+ 53.1
British Columbia .....	2,458	3,522	+ 43.3	6,113	9,164	+ 49.9
<b>Canada .....</b>	<b>28,355</b>	<b>31,807</b>	<b>+ 12.2</b>	<b>71,881</b>	<b>85,792</b>	<b>+ 19.4</b>

(1) Revised  
(2) Unchanged

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

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1) \$'000	1955 \$'000	% Change, 1955/54
<b>Passenger Cars</b>						
Atlantic Provinces .....	806	1,109	+ 37.6	1,415	2,108	+ 49.0
Quebec .....	2,328	3,133	+ 34.6	4,632	6,540	+ 41.2
Ontario .....	4,985	6,228	+ 24.9	8,863	12,083	+ 36.3
Manitoba .....	364	501	+ 37.6	678	986	+ 45.4
Saskatchewan .....	372	592	+ 59.1	681	1,106	+ 62.4
Alberta .....	735	1,189	+ 61.8	1,414	2,388	+ 68.9
British Columbia .....	719	1,241	+ 72.6	1,438	2,580	+ 79.4
<b>Canada .....</b>	<b>10,309</b>	<b>13,993</b>	<b>+ 35.7</b>	<b>19,121</b>	<b>27,791</b>	<b>+ 45.3</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	298	331	+ 11.1	554	716	+ 29.2
Quebec .....	554	735	+ 32.7	1,202	1,834	+ 52.6
Ontario .....	703	917	+ 30.4	1,534	2,132	+ 39.0
Manitoba .....	72	137	+ 90.3	140	284	+ 102.9
Saskatchewan .....	111	138	+ 24.3	212	257	+ 21.2
Alberta .....	279	345	+ 23.7	750	876	+ 16.8
British Columbia .....	253	377	+ 49.0	619	1,179	+ 90.5
<b>Canada .....</b>	<b>2,270</b>	<b>2,980</b>	<b>+ 31.3</b>	<b>5,011</b>	<b>7,278</b>	<b>+ 45.2</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	1,104	1,440	+ 30.4	1,969	2,824	+ 43.4
Quebec .....	2,882	3,868	+ 34.2	5,834	8,374	+ 43.5
Ontario .....	5,688	7,145	+ 25.6	10,397	14,215	+ 36.7
Manitoba .....	436	638	+ 46.3	818	1,270	+ 55.3
Saskatchewan .....	483	730	+ 51.1	893	1,363	+ 52.6
Alberta .....	1,014	1,534	+ 51.3	2,164	3,264	+ 50.8
British Columbia .....	972	1,618	+ 66.5	2,057	3,759	+ 82.7
<b>Canada .....</b>	<b>12,579</b>	<b>16,973</b>	<b>+ 34.9</b>	<b>24,132</b>	<b>35,069</b>	<b>+ 45.3</b>

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	2,931	3,394	+ 15.8	2,240	2,699	+ 20.5
Quebec .....	4,897	5,822	+ 18.9	4,297	5,006	+ 16.5
Ontario .....	11,120	13,019	+ 17.1	8,662	10,248	+ 18.3
Manitoba .....	1,079	1,303	+ 20.8	875	1,053	+ 20.3
Saskatchewan .....	1,174	1,364	+ 16.2	890	1,013	+ 13.8
Alberta .....	2,476	2,723	+ 10.0	2,026	2,191	+ 8.1
British Columbia .....	2,394	2,691	+ 12.4	2,261	2,430	+ 7.5
<b>Canada .....</b>	<b>26,071</b>	<b>30,316</b>	<b>+ 16.3</b>	<b>21,251</b>	<b>24,640</b>	<b>+ 15.9</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	896	946	+ 5.6	608	651	+ 7.1
Quebec .....	965	1,177	+ 22.0	820	903	+ 10.1
Ontario .....	1,606	1,620	+ 0.9	1,211	1,142	- 5.7
Manitoba .....	216	227	+ 5.1	164	168	+ 2.4
Saskatchewan .....	350	388	+ 10.9	278	273	- 1.8
Alberta .....	691	689	- 0.3	638	549	- 13.9
British Columbia .....	552	578	+ 4.7	508	532	+ 4.7
<b>Canada .....</b>	<b>5,276</b>	<b>5,625</b>	<b>+ 6.6</b>	<b>4,227</b>	<b>4,218</b>	<b>- 0.2</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	3,827	4,340	+ 13.4	2,848	3,350	+ 17.6
Quebec .....	5,862	6,999	+ 19.4	5,117	5,909	+ 15.5
Ontario .....	12,726	14,639	+ 15.0	9,873	11,390	+ 15.4
Manitoba .....	1,295	1,530	+ 18.1	1,039	1,221	+ 17.5
Saskatchewan .....	1,524	1,752	+ 15.0	1,168	1,286	+ 10.1
Alberta .....	3,167	3,412	+ 7.7	2,664	2,740	+ 2.9
British Columbia .....	2,946	3,269	+ 11.0	2,769	2,962	+ 7.0
<b>Canada .....</b>	<b>31,347</b>	<b>35,941</b>	<b>+ 14.7</b>	<b>25,478</b>	<b>28,858</b>	<b>+ 13.3</b>

(1) Revised