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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JANUARY 1956

New Motor Vehicle Sales

Sales of passenger cars were down to 16,859 units in January from the December figure of 17,810 units. January sales also showed a moderate drop from sales one year ago, when the number of units sold was 17,810. Comparing the dollar value of sales in January, 1956, with January, 1955, little change is recorded.

Sales of commercial vehicles were down to 4,447 units from 4,987 in December, 1955. Sales were up from 3,576 units in January, 1955, and the dollar value of sales increased more than 50%.

Taking passenger cars and commercial vehicles together, there was a negligible change in number of units sold and the value of sales was up about 10%.

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.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division

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Sales of Buses, January 1955 and 1956

Province	Number of Units		Retail Value	
	<u>1955</u>	<u>1956</u>	<u>1955</u> \$'000	<u>1956</u> \$'000
Atlantic Provinces	1	-	3	-
Quebec	4	4	53	43
Ontario	4	1	32	8
Manitoba	-	-	-	-
Saskatchewan	2	-	6	-
Alberta	11	6	74	34
British Columbia	2	2	11	11
Canada	24	13	179	96

Sales of European-Made Vehicles, January 1955 and 1956

	Number of Units			Retail Value		
	<u>1955</u>	<u>1956</u>	<u>% Change</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
Passenger Cars	1,109	2,067	+ 86.4	2,112	3,724	+ 76.3
Commercial Vehicles	87	332	+ 282.6	177	717	+ 305.1
Total	1,196	2,399	+ 100.6	2,289	4,441	+ 94.0

Financing of Motor Vehicle SalesNew Vehicles

There were 7,578 passenger cars financed in January, down somewhat from the December figure of 8,003, but well above 5,963 units financed one year ago. The value financed was higher than in any previous January at \$16,472,000. The number of passenger cars financed in a month of January was exceeded only in January, 1953, when 8,821 units were financed.

Commercial vehicles financed were up to 1,685 units from 1,208 a year previous and only slightly below the December figure of 1,782 units. The dollar value was up from a year ago by over 77%. The total picture for financing new vehicles showed a substantial increase from January, 1955, and only a small decrease from December, 1955.

Used Vehicles

The financing of used passenger cars was up sharply from last January. There were 18,384 units financed, compared with 15,748 a year previous and 17,923 units in December, 1955. The change in commercial vehicle financing was small when a comparison is made with January, 1955, and the total increase in value financed was 18%, all accounted for by passenger car financing.

Note: The financing shown herein represents only that business done by sales and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

TABLE 1 New Motor Vehicle Sales, by Provinces
January 1955 and 1956

Province	Number			Retail Value		
	1955	1956	% Change, 1956/1955	1955	1956	% Change, 1956/1955
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	263	185	- 29.7	660	485	- 26.5
Prince Edward Island...	67	51	- 23.9	167	131	- 21.6
Nova Scotia	539	484	- 10.2	1,337	1,243	- 7.0
New Brunswick	364	322	- 11.5	933	835	- 10.5
Quebec	3,238	3,574	+ 10.4	9,107	10,401	+ 14.2
Ontario	8,817	8,042	- 8.8	23,405	23,385	- 0.1
Manitoba	550	528	- 4.0	1,442	1,501	+ 4.1
Saskatchewan	708	437	- 38.3	1,897	1,266	- 33.3
Alberta	1,315	1,191	- 9.4	3,410	3,350	- 1.8
British Columbia	1,949	2,045	+ 4.9	4,884	5,211	+ 6.7
Canada	17,810	16,859	- 5.3	47,242	47,808	+ 1.2
Commercial Vehicles						
Newfoundland	58	78	+ 34.5	123	219	+ 78.0
Prince Edward Island...	13	17	+ 30.8	28	44	+ 57.1
Nova Scotia	84	170	+ 102.4	193	486	+ 151.8
New Brunswick	113	148	+ 31.0	299	500	+ 67.2
Quebec	754	978	+ 29.7	2,538	3,726	+ 46.8
Ontario	1,429	1,807	+ 26.5	3,894	6,844	+ 75.8
Manitoba	104	162	+ 55.8	294	528	+ 79.6
Saskatchewan	177	153	- 13.6	406	409	+ 0.7
Alberta	465	467	+ 0.4	1,346	1,525	+ 13.3
British Columbia	379	467	+ 23.2	1,146	1,542	+ 34.6
Canada	3,576	4,447	+ 24.4	10,267	15,823	+ 54.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	321	263	- 18.1	783	704	- 10.1
Prince Edward Island...	80	68	- 15.0	195	175	- 10.3
Nova Scotia	623	654	+ 5.0	1,530	1,729	+ 13.0
New Brunswick	477	470	- 1.5	1,232	1,335	+ 8.4
Quebec	3,992	4,552	+ 14.0	11,645	14,127	+ 21.3
Ontario	10,246	9,849	- 3.9	27,299	30,229	+ 10.7
Manitoba	654	690	+ 5.5	1,736	2,029	+ 16.9
Saskatchewan	885	590	- 33.3	2,303	1,675	- 27.3
Alberta	1,780	1,658	- 6.9	4,756	4,875	+ 2.5
British Columbia	2,328	2,512	+ 7.9	6,030	6,753	+ 12.0
Canada	21,386	21,306	- 0.4	57,509	63,631	+ 10.6

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
January 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955	1956	% Change, 1956/1955	1955	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	419	494	+ 17.9	753	990	+ 31.5
Quebec	1,145	1,725	+ 50.7	2,316	3,940	+ 70.1
Ontario	2,727	3,497	+ 28.2	4,982	7,467	+ 49.9
Manitoba	183	193	+ 5.5	329	414	+ 25.8
Saskatchewan	244	230	- 5.7	442	476	+ 7.7
Alberta	602	658	+ 9.3	1,154	1,418	+ 22.9
British Columbia	643	781	+ 21.5	1,219	1,767	+ 45.1
Canada	5,963	7,578	+ 27.1	11,195	16,472	+ 47.1
Commercial Vehicles						
Atlantic Provinces	133	149	+ 12.0	260	341	+ 31.2
Quebec	279	419	+ 50.2	665	1,284	+ 93.0
Ontario	386	616	+ 59.6	933	1,792	+ 92.1
Manitoba	30	57	+ 90.0	70	166	+ 137.1
Saskatchewan	47	70	+ 48.9	91	184	+ 102.2
Alberta	198	229	+ 15.7	457	684	+ 49.7
British Columbia	135	145	+ 7.4	333	534	+ 60.4
Canada	1,208	1,685	+ 39.5	2,809	4,985	+ 77.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	552	643	+ 16.5	1,013	1,331	+ 31.4
Quebec	1,424	2,144	+ 50.6	2,981	5,224	+ 75.2
Ontario	3,113	4,113	+ 32.1	5,915	9,259	+ 56.5
Manitoba	213	250	+ 17.4	399	580	+ 45.4
Saskatchewan	291	300	+ 3.1	533	660	+ 23.8
Alberta	800	887	+ 10.9	1,611	2,102	+ 30.5
British Columbia	778	926	+ 19.0	1,552	2,301	+ 48.3
Canada	7,171	9,263	+ 29.2	14,004	21,457	+ 53.2

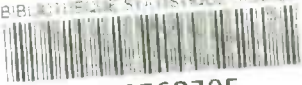
TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
January 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955	1956	% Change, 1956/1955	1955	1956	% Change, 1956/1955
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	1,461	1,788	+ 22.4	1,179	1,463	+ 24.1
Quebec	2,343	3,248	+ 38.6	2,154	3,040	+ 41.1
Ontario	7,303	8,676	+ 18.8	5,917	7,548	+ 27.6
Manitoba	588	594	+ 1.0	493	516	+ 4.7
Saskatchewan	672	646	- 3.9	482	472	- 2.1
Alberta	1,660	1,722	+ 3.7	1,403	1,467	+ 4.6
British Columbia	1,721	1,710	- 0.6	1,605	1,641	+ 2.2
Canada	15,748	18,384	+ 16.7	13,233	16,147	+ 22.0
Commercial Vehicles						
Atlantic Provinces	405	415	+ 2.5	289	312	+ 8.0
Quebec	542	586	+ 8.1	663	536	- 19.2
Ontario	1,062	1,064	+ 0.2	866	959	+ 10.7
Manitoba	138	132	- 4.3	116	113	- 2.6
Saskatchewan	220	140	- 36.4	189	107	- 43.4
Alberta	507	434	- 14.4	427	420	- 1.6
British Columbia	328	352	+ 7.3	312	403	+ 29.2
Canada	3,202	3,123	- 2.5	2,862	2,850	- 0.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,866	2,203	+ 18.1	1,468	1,775	+ 20.9
Quebec	2,885	3,834	+ 32.9	2,817	3,576	+ 26.9
Ontario	8,365	9,740	+ 16.4	6,783	8,507	+ 25.4
Manitoba	726	726	(a)	609	629	+ 3.3
Saskatchewan	892	786	- 11.9	671	579	- 13.7
Alberta	2,167	2,156	- 0.5	1,830	1,887	+ 3.1
British Columbia	2,049	2,062	+ 0.6	1,917	2,044	+ 6.6
Canada	18,950	21,507	+ 13.5	16,095	18,997	+ 18.0

(a) Unchanged

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