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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

OCTOBER 1956

New Motor Vehicle Sales

There were 25,446 new passenger cars sold in October for a retail value of \$68,962,000, a decrease of 3 per cent in number and 5 per cent in value over the 26,135 units sold in October 1955 for \$72,630,000. The number of units sold was down in Manitoba, Ontario and British Columbia. The value of sales decreased in these same provinces and also in Saskatchewan. Among the provinces which registered an increase, Newfoundland was outstanding while significant gains occurred in New Brunswick and Prince Edward Island.

New commercial vehicles sold in October 1956 numbered 8,073, an increase of 11 per cent over the 7,283 sold in the same month last year. The value of sales increased 30 per cent to \$27,695,000 from \$21,356,000 over the same period. Provincially, Manitoba, Nova Scotia and Ontario registered a drop in the number of units sold but the value of sales was down only in Manitoba. Included in the above figures were 41 buses valued at \$456,000.

New passenger cars and commercial vehicles combined were only slightly higher than in October 1955, with 33,519 units retailed for \$96,657,000.

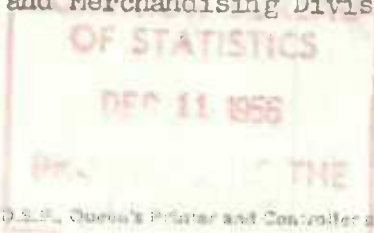
Notes:

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.

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.

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

6502-506-106



Sales of European-Made Vehicles, October 1955 and 1956

	Number of Units			Retail Value		
	1955(1)	1956	% Change	1955(1) \$'000	1956 \$'000	% Change
New Vehicles:						
Passenger Cars	1,474	2,363	+ 60.3	2,669	4,280	+ 60.4
Commercial Vehicles	232	310	+ 33.6	490	661	+ 34.9
Total	1,706	2,673	+ 56.7	3,159	4,941	+ 56.4

(1) Revised.

New Motor Vehicle Sales, January to October 1955 and 1956

New Vehicles:						
Passenger Cars	339,559	356,397	+ 5.0	887,718	985,116	+ 11.0
Commercial Vehicles	68,361	79,408	+ 16.2	199,579	281,773	+ 41.2
Total	407,920	435,805	+ 6.8	1,087,297	1,266,889	+ 16.5

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

In October 1956, sales finance and acceptance companies handled the financing of 15,621 new passenger cars for an amount of \$33,174,000. The number of new passenger cars financed was 27 per cent greater than the 12,266 financed a year ago while the amount financed increased 36 per cent from \$24,338,000. These increases were shared by all ten provinces with British Columbia, Alberta and Quebec in the lead.

Commercial vehicle sales financing in this period amounted to \$10,152,000 and covered 3,294 units. These figures were respectively 60 and 25 per cent greater than their levels in October 1955.

Used Vehicles

The financing of used passenger cars and used commercial vehicles amounted to \$31,350,000, an increase of 21 per cent over the \$25,944,000 reported for October 1955. In the same period the number of used vehicles financed increased 11 per cent to 35,883 units from 32,268 in the previous year. Of these totals, passenger car financing accounted for \$26,973,000 and 30,915 units which were respectively 22 and 13 per cent greater than a year ago.

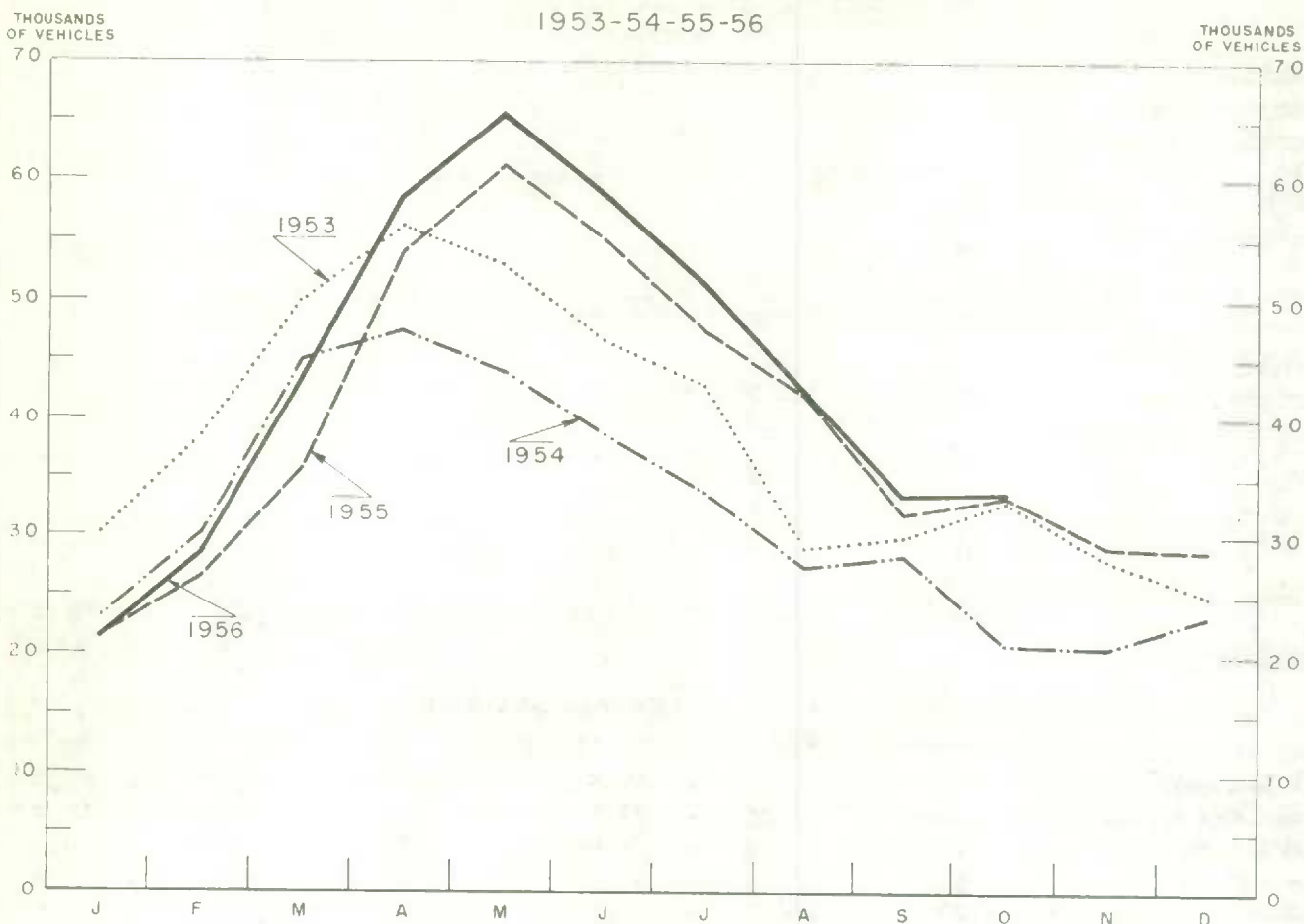
Motor Vehicle Financing, January to October 1955 and 1956

	Number of Units			Amount of Financing		
	1955(1)	1956	% Change	1955(1) \$'000	1956 \$'000	% Change
New Vehicles:						
Passenger Cars	137,884	163,652	+ 18.7	266,728	352,504	+ 32.2
Commercial Vehicles	24,752	28,626	+ 15.7	59,824	90,921	+ 52.0
Total	162,636	192,278	+ 18.2	326,552	443,425	+ 35.8
Used Vehicles:						
Passenger Cars	312,488	329,633	+ 5.5	258,203	291,012	+ 12.7
Commercial Vehicles	50,091	47,978	- 4.2	41,190	42,859	+ 4.1
Total	362,579	377,611	+ 4.1	299,393	333,871	+ 11.5

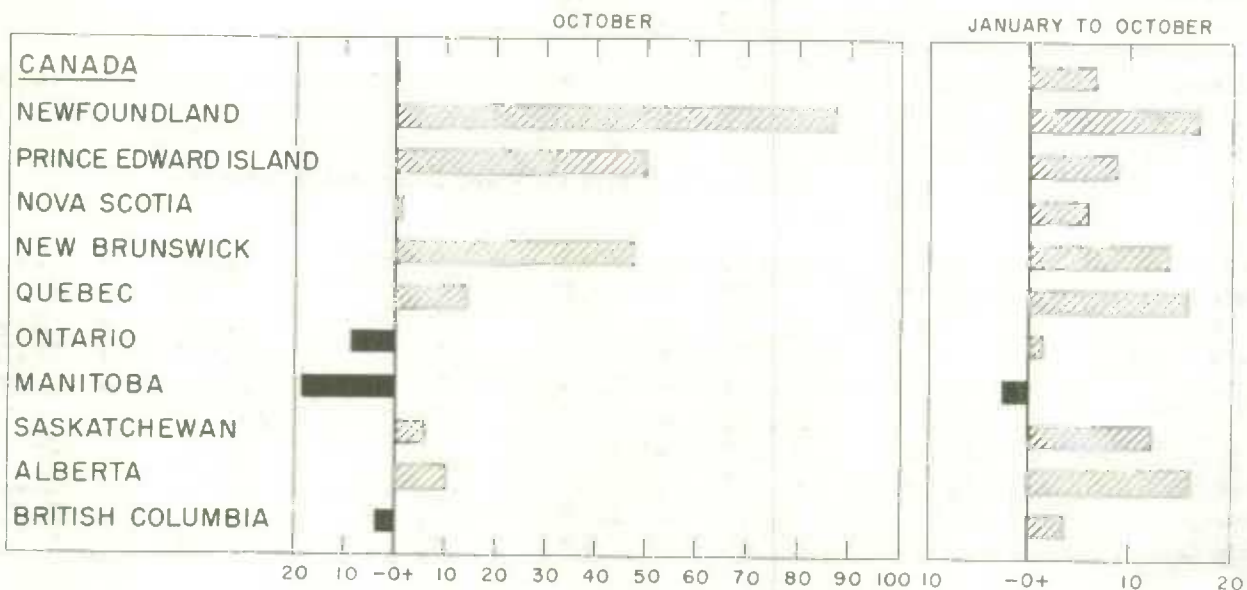
(1) Revised.

# NUMBER OF NEW MOTOR VEHICLES SOLD

1953-54-55-56



## % CHANGE IN NUMBER OF NEW MOTOR VEHICLES SOLD BY PROVINCES 1956/1955



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

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
<b>Passenger Cars</b>						
Newfoundland .....	193	386	+ 100.0	489	969	+ 98.2
Prince Edward Island...	72	102	+ 41.7	198	250	+ 26.3
Nova Scotia .....	769	806	+ 4.8	2,033	2,058	+ 1.2
New Brunswick .....	459	659	+ 43.6	1,231	1,679	+ 36.4
Quebec .....	5,069	5,585	+ 10.2	14,415	15,540	+ 7.8
Ontario .....	13,279	11,913	- 10.3	37,096	32,302	- 12.9
Manitoba .....	1,149	907	- 21.1	3,183	2,412	- 24.2
Saskatchewan .....	1,088	1,106	+ 1.7	2,986	2,965	- 0.7
Alberta .....	1,933	1,976	+ 2.2	5,391	5,440	+ 0.9
British Columbia .....	2,124	2,006	- 5.6	5,608	5,347	- 4.7
<b>Canada</b> .....	<b>26,135</b>	<b>25,446</b>	<b>- 2.6</b>	<b>72,630</b>	<b>68,962</b>	<b>- 5.1</b>
<b>Commercial Vehicles</b>						
Newfoundland .....	96	155	+ 61.5	232	422	+ 81.9
Prince Edward Island...	26	45	+ 73.1	59	125	+ 111.9
Nova Scotia .....	234	214	- 8.5	556	607	+ 9.2
New Brunswick .....	160	255	+ 59.4	711	809	+ 13.8
Quebec .....	1,222	1,631	+ 33.5	4,242	5,878	+ 38.6
Ontario .....	3,226	3,170	- 2.7	9,005	11,005	+ 22.2
Manitoba .....	269	246	- 8.6	991	705	- 28.9
Saskatchewan .....	370	439	+ 18.6	1,032	1,499	+ 45.3
Alberta .....	810	1,043	+ 28.8	2,074	3,821	+ 84.2
British Columbia .....	870	875	+ 0.6	2,454	2,824	+ 15.1
<b>Canada</b> .....	<b>7,283</b>	<b>8,073</b>	<b>+ 10.8</b>	<b>21,356</b>	<b>27,695</b>	<b>+ 29.7</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland .....	289	541	+ 87.2	721	1,391	+ 92.9
Prince Edward Island...	98	147	+ 50.0	257	375	+ 45.9
Nova Scotia .....	1,003	1,020	+ 1.7	2,589	2,665	+ 2.9
New Brunswick .....	619	914	+ 47.7	1,942	2,488	+ 28.1
Quebec .....	6,291	7,216	+ 14.7	18,657	21,418	+ 14.8
Ontario .....	16,505	15,083	- 8.6	46,101	43,307	- 6.1
Manitoba .....	1,418	1,153	- 18.7	4,174	3,117	- 25.3
Saskatchewan .....	1,458	1,545	+ 6.0	4,018	4,464	+ 11.1
Alberta .....	2,743	3,019	+ 10.1	7,465	9,261	+ 24.1
British Columbia .....	2,994	2,881	- 3.8	8,062	8,171	+ 1.4
<b>Canada</b> .....	<b>33,418</b>	<b>33,519</b>	<b>+ 0.3</b>	<b>93,986</b>	<b>96,657</b>	<b>+ 2.8</b>

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	885	1,010	+ 14.1	1,708	1,975	+ 15.6
Quebec .....	2,726	3,491	+ 28.1	5,692	7,801	+ 37.1
Ontario .....	5,584	6,996	+ 25.3	10,842	14,632	+ 35.0
Manitoba .....	428	483	+ 12.9	824	970	+ 17.7
Saskatchewan .....	564	715	+ 26.8	1,077	1,451	+ 34.7
Alberta .....	1,140	1,538	+ 34.9	2,244	3,210	+ 43.0
British Columbia .....	939	1,388	+ 47.8	1,951	3,135	+ 60.7
<b>Canada .....</b>	<b>12,266</b>	<b>15,621</b>	<b>+ 27.4</b>	<b>24,338</b>	<b>33,174</b>	<b>+ 36.3</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	300	309	+ 3.0	637	758	+ 19.0
Quebec .....	627	789	+ 25.8	1,532	2,518	+ 64.4
Ontario .....	878	1,021	+ 16.3	2,032	2,984	+ 46.9
Manitoba .....	83	112	+ 34.9	220	274	+ 24.5
Saskatchewan .....	130	184	+ 41.5	247	458	+ 85.4
Alberta .....	307	481	+ 56.7	736	1,779	+ 141.7
British Columbia .....	304	398	+ 30.9	923	1,381	+ 49.6
<b>Canada .....</b>	<b>2,629</b>	<b>3,294</b>	<b>+ 25.3</b>	<b>6,327</b>	<b>10,152</b>	<b>+ 60.5</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	1,185	1,319	+ 11.3	2,345	2,733	+ 16.5
Quebec .....	3,353	4,280	+ 27.6	7,224	10,319	+ 42.8
Ontario .....	6,462	8,017	+ 24.1	12,874	17,616	+ 36.8
Manitoba .....	511	595	+ 16.4	1,044	1,244	+ 19.2
Saskatchewan .....	694	899	+ 29.5	1,324	1,909	+ 44.2
Alberta .....	1,447	2,019	+ 39.5	2,980	4,989	+ 67.4
British Columbia .....	1,243	1,786	+ 43.7	2,874	4,516	+ 57.1
<b>Canada .....</b>	<b>14,895</b>	<b>18,915</b>	<b>+ 27.0</b>	<b>30,665</b>	<b>43,326</b>	<b>+ 41.3</b>

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

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	2,756	2,919	+ 5.9	2,125	2,360	+ 11.1
Quebec .....	5,289	6,419	+ 21.4	4,496	5,863	+ 30.4
Ontario .....	11,837	13,007	+ 9.9	9,281	11,260	+ 21.3
Manitoba .....	1,167	1,171	+ 0.3	912	948	+ 3.9
Saskatchewan .....	1,397	1,455	+ 4.2	1,021	1,107	+ 8.4
Alberta .....	2,601	3,114	+ 19.7	2,067	2,650	+ 28.2
British Columbia .....	2,412	2,830	+ 17.3	2,190	2,790	+ 27.4
<b>Canada .....</b>	<b>27,459</b>	<b>30,915</b>	<b>+ 12.6</b>	<b>22,092</b>	<b>26,978</b>	<b>+ 22.1</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	748	701	- 6.3	511	489	- 4.3
Quebec .....	889	1,062	+ 19.5	746	992	+ 33.0
Ontario .....	1,417	1,453	+ 2.5	1,097	1,255	+ 14.4
Manitoba .....	219	208	- 5.0	168	141	- 16.1
Saskatchewan .....	338	328	- 3.0	235	242	+ 3.0
Alberta .....	694	675	- 2.7	585	624	+ 6.7
British Columbia .....	504	541	+ 7.3	510	629	+ 23.3
<b>Canada .....</b>	<b>4,809</b>	<b>4,968</b>	<b>+ 3.3</b>	<b>3,852</b>	<b>4,372</b>	<b>+ 13.5</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	3,504	3,620	+ 3.3	2,636	2,849	+ 8.1
Quebec .....	6,178	7,481	+ 21.1	5,242	6,855	+ 30.8
Ontario .....	13,254	14,460	+ 9.1	10,378	12,515	+ 20.6
Manitoba .....	1,386	1,379	- 0.5	1,080	1,089	+ 0.8
Saskatchewan .....	1,735	1,783	+ 2.8	1,256	1,349	+ 7.4
Alberta .....	3,295	3,789	+ 15.0	2,652	3,274	+ 23.5
British Columbia .....	2,916	3,371	+ 15.6	2,700	3,419	+ 26.6
<b>Canada .....</b>	<b>32,268</b>	<b>35,883</b>	<b>+ 11.2</b>	<b>25,944</b>	<b>31,350</b>	<b>+ 20.8</b>

(1) Revised

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