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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. 28 - No. 11

\$2.00 a year

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

NOVEMBER 1956

New Motor Vehicle Sales

Sales of new passenger cars in November numbered 25,063 units and sold for \$68,060,000. Sales advanced 6 per cent in number and 1 per cent in value as compared to the 23,594 units sold for \$67,159,000 in the corresponding 1955 period and outranked any other month of November for number and amount of sales. Provincially, Nova Scotia lead with increases of 21 per cent in number and 15 per cent in value of sales while Prince Edward Island trailed with decreases of 16 and 23 per cent respectively for number and amount.

New commercial vehicles sold numbered 6,096 and retailed for \$22,307,000. The value of sales constituted a record for a month of November but the number of units sold ranked fifth after 1950, 1951, 1952 and 1953. Compared to November 1955, sales advanced 14 per cent in number and 39 per cent in amount. Included in the above figures were 38 buses valued at \$531,000.

The combined sales of new passenger cars and new commercial vehicles totalled 31,159 units and \$90,367,000 in amount; each figure accounted for an increase of 8 per cent over November of last year.

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.

6805-506-115

Sales of European-Made Vehicles, November 1955 and 1956

	Number of Units			Retail Value		
	1955(1)	1956	% Change	1955(1) \$'000	1956 \$'000	% Change
New Vehicles:						
Passenger Cars	1,623	2,510	+ 54.7	2,981	4,640	+ 55.7
Commercial Vehicles	200	354	+ 77.0	428	742	+ 73.4
Total	1,823	2,864	+ 57.1	3,409	5,382	+ 57.9
(1) Revised.						

New Motor Vehicle Sales, January to November 1955 and 1956

New Vehicles:						
Passenger Cars	363,153	381,460	+ 5.0	954,877	1,053,176	+ 10.3
Commercial Vehicles	73,729	85,504	+ 16.0	215,671	304,080	+ 41.0
Total	436,882	466,964	+ 6.9	1,170,548	1,357,256	+ 16.0
(1) Revised.						

Financing of Motor Vehicle Sales

New Vehicles - In November 1956 the financing of new passenger car sales through sales finance and acceptance companies showed substantial gains over last year in all Canadian provinces. These gains ranged from 17 to 57 per cent as regards the number of units financed and from 19 to 63 per cent in the case of the amount financed - Manitoba accounted for the highs and the Atlantic Provinces the lows. The Canada totals increased 27 per cent in number from 10,138 to 12,886 and 31 per cent in value of sales financed from \$21,087,000 to \$27,656,000. These levels eclipsed those of any other month of November on record.

The financing of new commercial vehicle sales rose 32 per cent in number during the period under review to 3,143 units from 2,379 units in November 1955 and 67 per cent in amount of financing to \$9,807,000 from \$5,870,000. Increases were evident in all regions particularly in Quebec, Saskatchewan and Alberta.

Used Vehicles - The financing of used passenger car sales in November 1956 amounted to \$22,661,000 and covered 25,794 units. These figures were respectively 10 and 4 per cent greater than their levels a year ago. The number of used commercial vehicles financed at 4,244 units was 8 per cent below that of a year ago but the amount involved was 2 per cent above at \$3,900,000.

Motor Vehicle Financing, January to November 1955 and 1956

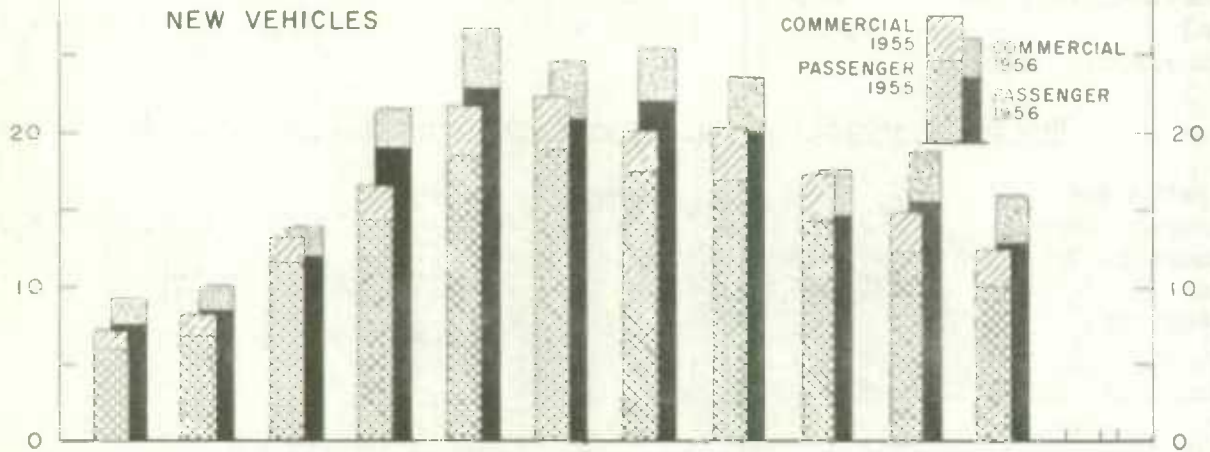
	Number of Units			Amount of Financing		
	1955(1)	1956	% Change	1955(1) \$'000	1956 \$'000	% Change
New Vehicles:						
Passenger Cars	148,022	176,538	+ 19.3	287,815	380,160	+ 32.1
Commercial Vehicles	27,131	31,769	+ 17.1	65,694	100,728	+ 53.3
Total	175,153	208,307	+ 18.9	353,509	480,888	+ 36.0
Used Vehicles:						
Passenger Cars	337,214	355,427	+ 5.4	278,869	313,673	+ 12.5
Commercial Vehicles	54,712	52,222	- 4.6	44,998	46,759	+ 3.9
Total	391,926	407,649	+ 4.0	323,867	360,432	+ 11.3

(1) Revised.

NUMBER OF MOTOR VEHICLES FINANCED IN CANADA 1955(REVISED)-1956

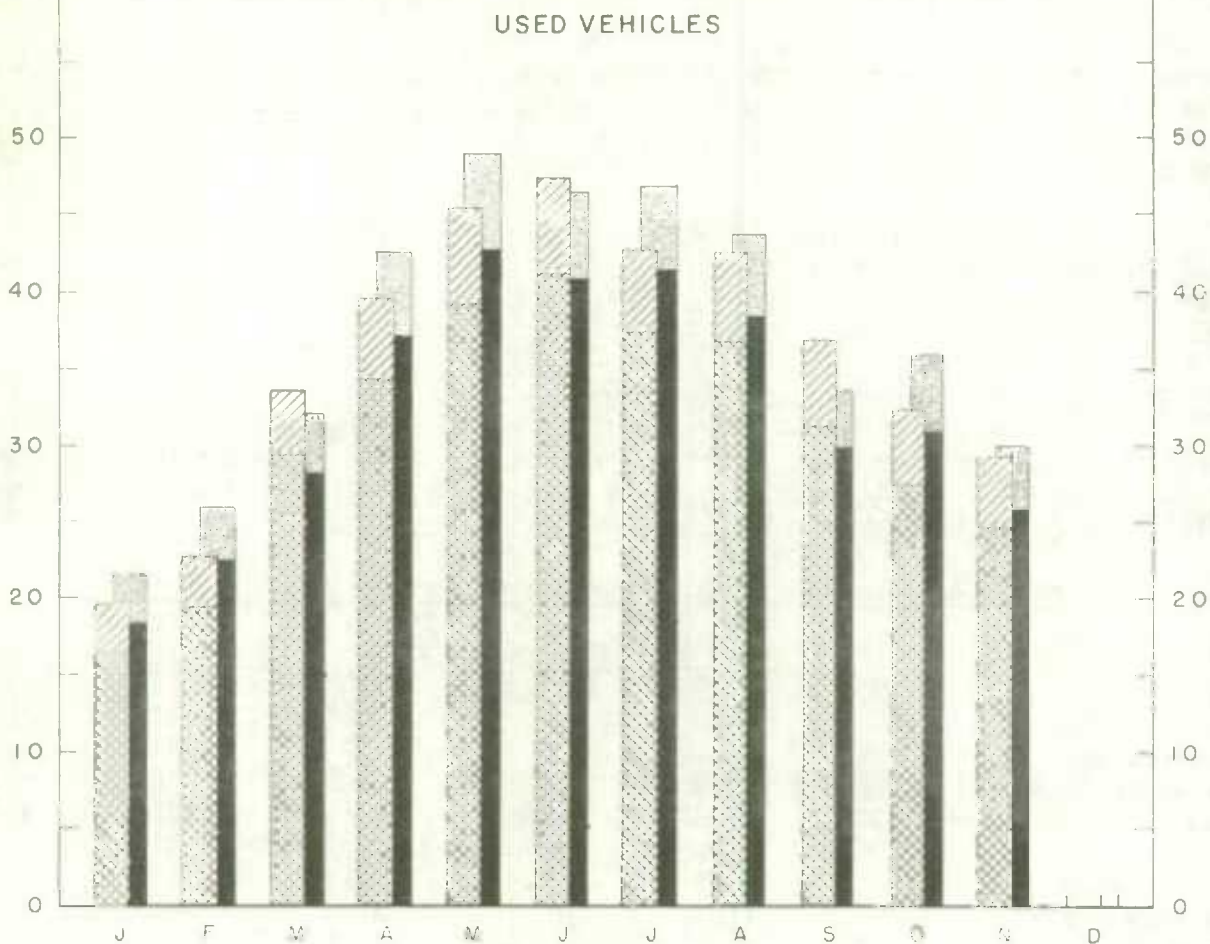
THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30



60

60



0

0

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

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1) \$ '000	1956 \$ '000	% Change, 1956/1955
Passenger Cars						
Newfoundland	312	309	- 1.0	817	810	- 0.9
Prince Edward Island...	91	76	- 16.5	235	180	- 23.4
Nova Scotia	684	826	+ 20.8	1,852	2,125	+ 14.7
New Brunswick	693	713	+ 2.9	1,883	1,865	- 1.0
Quebec	4,791	5,525	+ 15.3	13,953	15,388	+ 10.3
Ontario	11,266	11,924	+ 5.8	32,392	32,191	- 0.6
Manitoba	817	722	- 11.6	2,286	1,957	- 14.4
Saskatchewan	876	1,061	+ 21.1	2,488	2,830	+ 13.7
Alberta	1,795	1,928	+ 7.4	5,122	5,318	+ 3.8
British Columbia	2,269	1,979	- 12.8	6,131	5,396	- 12.0
Canada	23,594	25,063	+ 6.2	67,159	68,060	+ 1.3
Commercial Vehicles						
Newfoundland	120	148	+ 23.3	289	422	+ 46.0
Prince Edward Island...	36	14	- 61.1	91	41	- 54.9
Nova Scotia	194	195	+ 0.5	481	589	+ 22.5
New Brunswick	174	245	+ 40.8	472	719	+ 52.3
Quebec	1,128	1,561	+ 38.4	3,415	5,732	+ 67.0
Ontario	1,969	1,806	- 8.3	5,963	7,126	+ 19.5
Manitoba	239	230	- 3.8	811	798	- 1.6
Saskatchewan	272	362	+ 33.1	725	1,068	+ 47.3
Alberta	666	843	+ 26.6	1,945	3,410	+ 75.3
British Columbia	570	692	+ 21.4	1,900	2,402	+ 26.4
Canada	5,368	6,096	+ 13.6	16,092	22,307	+ 38.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	432	457	+ 5.8	1,106	1,232	+ 11.4
Prince Edward Island...	127	90	- 29.1	326	221	- 32.2
Nova Scotia	878	1,021	+ 16.3	2,333	2,714	+ 16.3
New Brunswick	867	958	+ 10.5	2,355	2,584	+ 9.7
Quebec	5,919	7,086	+ 19.7	17,368	21,120	+ 21.6
Ontario	13,235	13,730	+ 3.7	38,355	39,317	+ 2.6
Manitoba	1,056	952	- 9.8	3,097	2,755	- 11.0
Saskatchewan	1,148	1,423	+ 24.0	3,213	3,898	+ 21.3
Alberta	2,461	2,771	+ 12.6	7,067	8,728	+ 23.5
British Columbia	2,839	2,671	- 5.9	8,031	7,798	- 2.9
Canada	28,962	31,159	+ 7.6	83,251	90,367	+ 8.5

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	737	860	+ 16.7	1,439	1,708	+ 18.7
Quebec	2,156	3,093	+ 43.5	4,706	6,963	+ 48.0
Ontario	4,882	5,775	+ 18.3	10,037	12,172	+ 21.3
Manitoba	261	410	+ 57.1	521	850	+ 63.1
Saskatchewan	380	511	+ 34.5	760	1,030	+ 35.5
Alberta	962	1,175	+ 22.1	2,014	2,489	+ 23.6
British Columbia	760	1,062	+ 39.7	1,610	2,444	+ 51.8
Canada	10,138	12,886	+ 27.1	21,087	27,656	+ 31.2
Commercial Vehicles						
Atlantic Provinces	247	248	+ 0.4	510	553	+ 8.4
Quebec	566	877	+ 54.9	1,387	3,007	+116.8
Ontario	812	936	+ 15.3	2,070	2,867	+ 38.5
Manitoba	81	95	+ 17.3	200	274	+ 37.0
Saskatchewan	120	161	+ 34.2	219	445	+103.2
Alberta	331	483	+ 45.9	809	1,661	+105.3
British Columbia	222	343	+ 54.5	675	1,000	+ 48.1
Canada	2,379	3,143	+ 32.1	5,870	9,807	+ 67.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	984	1,108	+ 12.6	1,949	2,261	+ 16.0
Quebec	2,722	3,970	+ 45.8	6,093	9,970	+ 63.6
Ontario	5,694	6,711	+ 17.9	12,107	15,039	+ 24.2
Manitoba	342	505	+ 47.7	721	1,124	+ 55.9
Saskatchewan	500	672	+ 34.4	979	1,475	+ 50.7
Alberta	1,293	1,658	+ 28.2	2,823	4,150	+ 47.0
British Columbia	982	1,405	+ 43.1	2,285	3,444	+ 50.7
Canada	12,517	16,029	+ 28.1	26,957	37,463	+ 39.0

(1) Revised

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

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	2,565	2,378	- 7.3	2,076	1,911	- 7.9
Quebec	4,871	5,408	+ 11.0	4,330	5,089	+ 17.5
Ontario	11,170	11,087	- 0.7	9,158	9,609	+ 4.9
Manitoba	806	885	+ 9.8	664	755	+ 13.7
Saskatchewan	1,053	1,138	+ 8.1	774	845	+ 9.2
Alberta	2,315	2,537	+ 9.6	1,864	2,125	+ 14.0
British Columbia	1,946	2,361	+ 21.3	1,800	2,327	+ 29.3
Canada	24,726	25,794	+ 4.3	20,666	22,661	+ 9.7
Commercial Vehicles						
Atlantic Provinces	675	564	- 16.4	463	396	- 14.5
Quebec	950	937	- 1.4	864	1,053	+ 21.9
Ontario	1,367	1,140	- 16.6	1,066	1,006	- 5.6
Manitoba	196	169	- 13.8	190	129	- 32.1
Saskatchewan	334	297	- 11.1	224	199	- 11.2
Alberta	674	646	- 4.2	559	601	+ 7.5
British Columbia	425	491	+ 15.5	442	516	+ 16.7
Canada	4,621	4,244	- 8.2	3,808	3,900	+ 2.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,240	2,942	- 9.2	2,539	2,307	- 9.1
Quebec	5,821	6,345	+ 9.0	5,194	6,142	+ 18.3
Ontario	12,537	12,227	- 2.5	10,224	10,615	+ 3.8
Manitoba	1,002	1,054	+ 5.2	854	884	+ 3.5
Saskatchewan	1,387	1,435	+ 3.5	998	1,044	+ 4.6
Alberta	2,989	3,183	+ 6.5	2,423	2,726	+ 12.5
British Columbia	2,371	2,852	+ 20.3	2,242	2,843	+ 26.8
Canada	29,347	30,038	+ 2.4	24,474	26,561	+ 8.5

(1) Revised

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