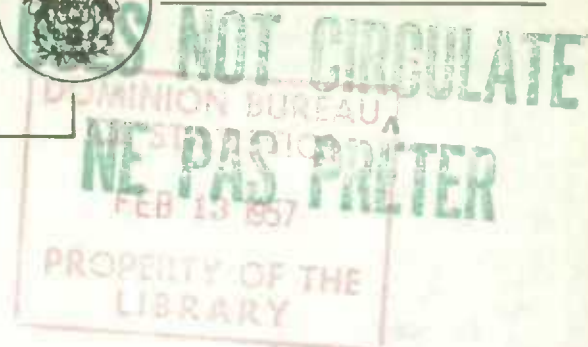


63 007

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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



Vol. 28 - No. 12

\$2.00 a year

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

DECEMBER 1956

New Motor Vehicle Sales

Sales of new passenger cars in December reached a new high level for the month with 25,203 units which sold for a record value of \$71,612,000. These figures accounted for gains of 6 per cent and 5 per cent respectively over the previous high records of 23,809 units retailed for \$68,474,000 in December last year. Total sales for the year 1956 were up 5 per cent in number from 386,962 in 1955 to 406,663 and 10 per cent in value from \$1,023,351,000 to \$1,124,788,000, a record for any year. European-made passenger cars increased their share of total passenger cars sold during 1956 to 8 per cent from 6 per cent in the previous year.

Sales of new commercial vehicles in December rose 18 per cent in number from 4,987 in the same month of 1955 to 5,894 and 30 per cent in value from \$16,868,000 to \$21,967,000. The annual totals for 1956, with 1955 in brackets, were 91,397 units (78,716) sold for \$326,047,000 (\$232,539,000). In 1956, buses accounted for 71 units valued at \$1,512,000 in the month of December and 745 units valued at \$14,806,000 in the twelve month period.

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.

Sales of European-Made Vehicles, 1955 and 1956December

	<u>Number of Units</u>			<u>Retail Value</u>		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
Passenger Cars	1,266	1,803	+ 42.4	2,306	3,488	+ 51.3
Commercial Vehicles	225	375	+ 66.7	493	784	+ 59.0
Total	1,491	2,178	+ 46.1	2,799	4,272	+ 52.6

January to December

Passenger Cars	22,165	33,163	+ 49.6	40,609	61,285	+ 50.9
Commercial Vehicles	2,466	3,604	+ 46.1	5,051	7,693	+ 52.3
Total	24,631	36,765	+ 49.3	45,660	68,978	+ 51.1

(1) Revised

Financing of Sales of New Motor VehiclesNew Vehicles

The financing of new passenger car sales by sales finance and acceptance companies in December 1956 was higher than in any former December. The amount of financing increased to \$23,660,000, 37 per cent above the previous high recorded for December 1955 with financing of \$17,254,000. This amount covered the financing of 10,717 new passenger cars or 31 per cent more than the 8,169 units financed in December 1955 and 6 per cent more than the previous high record of 10,096 established in December 1952. The financing of sales of new commercial vehicles in this period advanced 45 per cent in amount from \$5,234,000 in December 1955 to \$7,617,000 and 32 per cent in number financed from 1,805 to 2,389.

With the close of the year passenger car and commercial vehicle sales financing attained a new peak with an amount of \$512,165,000. This amount was 36 per cent above the previous high level of \$375,997,000 reached in 1955. The number of vehicles financed totalled 221,413 units, 20 per cent more than the 185,127 financed last year and 17 per cent greater than the previous high record of 189,052 financed in 1953.

Used Vehicles

The financing of used passenger cars and commercial vehicles at \$19,258,000 in December this year was down 1 per cent from \$19,464,000 recorded for December 1955. The number of vehicles financed decreased 5 per cent in the same period from 22,277 to 21,195.

The cumulative figures for 1956 showed a rise of 11 per cent in amount of financing from \$343,331,000 in 1955 to \$379,690,000 while the number financed increased 3 per cent from 414,203 to 428,784. Compared with the record year 1953 the number of vehicles financed was smaller by 22,676 but the amount financed was less than 1 per cent below the 1953 total of \$383,298,000.

Sales and Financing of New Vehicles Compared

<u>January to December</u>	<u>Passenger Cars</u>		<u>Commercial Vehicles</u>	
	<u>1955(1)</u>	<u>1956</u>	<u>1955(1)</u>	<u>1956</u>
No. Sold	386,962	406,663	78,716	91,398
No. Financed	156,191	187,255	28,936	34,158
% of Sales Financed	40.4	46.0	36.8	37.4

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

Province	Number			Retail Value		
	1955(1)	1956	% Change, 1956/55	1955(1) \$ '000	1956 \$ '000	% Change, 1956/55
Passenger Cars						
Newfoundland	128	171	+ 33.6	349	460	+ 31.8
Prince Edward Island...	85	65	- 23.5	222	175	- 21.2
Nova Scotia	764	529	- 30.8	2,076	1,392	- 32.9
New Brunswick	506	409	- 19.2	1,399	1,114	- 20.4
Quebec	4,057	5,346	+ 31.8	12,202	15,452	+ 26.6
Ontario	11,505	11,082	- 3.7	32,955	31,996	- 2.9
Manitoba	929	1,261	+ 35.7	2,632	3,546	+ 34.7
Saskatchewan	856	1,129	+ 31.9	2,446	3,123	+ 27.7
Alberta	1,850	2,319	+ 25.4	5,375	6,460	+ 20.2
British Columbia	3,129	2,892	- 7.6	8,818	7,894	- 10.5
Canada	23,809	25,203	+ 5.9	68,474	71,612	+ 4.6
Commercial Vehicles						
Newfoundland	62	113	+ 82.3	155	308	+ 98.7
Prince Edward Island...	31	30	- 3.2	81	79	- 2.5
Nova Scotia	214	168	- 21.5	684	477	- 30.3
New Brunswick	166	153	- 7.8	452	562	+ 24.3
Quebec	909	1,297	+ 42.7	3,284	4,884	+ 48.7
Ontario	1,912	1,895	- 0.9	7,057	7,740	+ 9.7
Manitoba	247	287	+ 16.2	816	1,296	+ 58.8
Saskatchewan	178	368	+106.7	504	1,209	+139.9
Alberta	567	914	+ 61.2	1,685	3,194	+ 89.6
British Columbia	701	669	- 4.6	2,150	2,218	+ 3.2
Canada	4,987	5,894	+ 18.2	16,868	21,967	+ 30.2
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	190	284	+ 49.5	504	768	+ 52.4
Prince Edward Island...	116	95	- 18.1	303	254	- 16.2
Nova Scotia	978	697	- 28.7	2,760	1,869	- 32.3
New Brunswick	672	562	- 16.4	1,851	1,676	- 9.5
Quebec	4,966	6,643	+ 33.8	15,486	20,336	+ 31.3
Ontario	13,417	12,977	- 3.3	40,012	39,736	- 0.7
Manitoba	1,176	1,548	+ 31.6	3,448	4,842	+ 40.4
Saskatchewan	1,034	1,497	+ 44.8	2,950	4,332	+ 46.8
Alberta	2,417	3,233	+ 33.8	7,060	9,654	+ 36.7
British Columbia	3,830	3,561	- 7.0	10,968	10,112	- 7.8
Canada	28,796	31,097	+ 8.0	85,342	93,579	+ 9.7

(1) Revised.

TABLE 2 New Motor Vehicle Sales, by Provinces
January-to-December 1955 and 1956

Province	Number			Retail Value		
	1955(1)	1956	% Change, 1956/55	1955(1)	1956	% Change, 1956/55
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	4,636	5,581	+ 20.4	11,473	14,400	+ 25.5
Prince Edward Island...	1,490	1,566	+ 5.1	3,647	3,998	+ 9.6
Nova Scotia	12,411	13,015	+ 4.9	31,173	33,628	+ 7.9
New Brunswick	9,802	10,791	+ 10.1	25,034	28,731	+ 14.8
Quebec	80,918	92,670	+ 14.5	219,424	263,974	+ 20.3
Ontario	180,888	180,269	- 0.3	479,456	498,455	+ 4.0
Manitoba	16,483	16,166	- 1.9	43,443	44,410	+ 2.2
Saskatchewan	14,812	17,248	+ 16.4	39,147	46,787	+ 19.5
Alberta	27,781	31,750	+ 14.3	73,872	88,507	+ 19.8
British Columbia	37,741	37,607	- 0.4	96,682	101,898	+ 5.4
Canada	386,962	406,663	+ 5.1	1,023,351	1,124,788	+ 9.9
Commercial Vehicles						
Newfoundland	1,645	1,775	+ 7.9	3,977	4,851	+ 22.0
Prince Edward Island...	554	578	+ 4.3	1,275	1,571	+ 23.2
Nova Scotia	3,175	3,263	+ 2.8	7,774	9,437	+ 21.4
New Brunswick	2,846	3,390	+ 19.1	7,604	10,225	+ 34.5
Quebec	16,181	20,795	+ 28.5	53,081	81,774	+ 54.1
Ontario	28,286	31,675	+ 12.0	84,196	116,728	+ 38.6
Manitoba	3,698	3,826	+ 3.5	12,257	12,702	+ 3.6
Saskatchewan	4,608	5,033	+ 9.2	11,408	14,876	+ 30.4
Alberta	8,782	10,998	+ 25.2	25,409	39,503	+ 55.5
British Columbia	8,941	10,065	+ 12.6	25,558	34,440	+ 34.8
Canada	78,716	91,398	+ 16.1	232,539	326,047	+ 40.2
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	6,281	7,356	+ 17.1	15,450	19,251	+ 24.6
Prince Edward Island...	2,044	2,144	+ 4.9	4,922	5,569	+ 13.1
Nova Scotia	15,586	16,278	+ 4.4	38,947	43,065	+ 10.6
New Brunswick	12,648	14,181	+ 12.1	32,638	38,956	+ 19.4
Quebec	97,099	113,465	+ 16.9	272,505	345,688	+ 26.9
Ontario	209,174	211,944	+ 1.3	563,652	615,183	+ 9.1
Manitoba	20,181	19,992	- 0.9	55,700	57,112	+ 2.5
Saskatchewan	19,420	22,281	+ 14.7	50,555	61,663	+ 22.0
Alberta	36,563	42,748	+ 16.9	99,281	128,010	+ 28.9
British Columbia	46,682	47,672	+ 2.1	122,240	136,338	+ 11.5
Canada	465,678	498,061	+ 7.0	1,255,890	1,450,835	+ 15.5

(1) Revised.

**TABLE 3 Financing of Sales of New Motor Vehicles, by Provinces
December 1955 and 1956**

Province	Number of Vehicles			Amount of Financing		
	1955(1)	1956	% Change, 1956/55	1955(1)	1956	% Change, 1956/55
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	515	596	+ 15.7	1,010	1,229	+ 21.7
Quebec	1,629	2,315	+ 42.1	3,652	5,424	+ 48.5
Ontario	3,945	4,929	+ 24.9	8,245	10,523	+ 27.6
Manitoba	383	383	(2)	737	827	+ 12.2
Saskatchewan	261	472	+ 80.8	520	985	+ 89.4
Alberta	672	1,070	+ 59.2	1,412	2,505	+ 77.4
British Columbia	764	952	+ 24.6	1,678	2,167	+ 29.1
Canada	8,169	10,717	+ 31.2	17,254	23,660	+ 37.1
Commercial Vehicles						
Atlantic Provinces	147	160	+ 8.8	327	368	+ 12.5
Quebec	461	668	+ 44.9	1,344	2,320	+ 72.6
Ontario	655	742	+ 13.3	1,940	2,286	+ 17.8
Manitoba	61	107	+ 75.4	178	259	+ 45.5
Saskatchewan	65	136	+109.2	174	393	+125.9
Alberta	217	375	+ 72.8	589	1,243	+111.0
British Columbia	199	201	+ 1.0	682	748	+ 9.7
Canada	1,805	2,389	+ 32.4	5,234	7,617	+ 45.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	662	756	+ 14.2	1,337	1,597	+ 19.4
Quebec	2,090	2,983	+ 42.7	4,996	7,744	+ 55.0
Ontario	4,600	5,671	+ 23.3	10,185	12,809	+ 25.8
Manitoba	444	490	+ 10.4	915	1,086	+ 18.7
Saskatchewan	326	608	+ 86.5	694	1,378	+ 98.8
Alberta	889	1,445	+ 62.5	2,001	3,748	+ 87.3
British Columbia	963	1,153	+ 19.7	2,360	2,915	+ 23.5
Canada	9,974	13,106	+ 31.4	22,488	31,277	+ 39.1

(1) Revised
(2) Unchanged.

TABLE 4 Financing of Sales of New Motor Vehicles, by Provinces
January-to-December 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955(1)	1956	% Change, 1956/55 %	1955(1) \$'000	1956 \$'000	% Change, 1956/55 %
Passenger Cars						
Atlantic Provinces	12,007	13,952	+ 16.2	22,464	27,799	+ 23.7
Quebec	35,541	44,657	+ 25.6	73,497	100,587	+ 36.9
Ontario	72,335	82,972	+ 14.7	137,934	176,504	+ 28.0
Manitoba	5,437	6,054	+ 11.3	10,258	12,550	+ 22.3
Saskatchewan	5,291	6,803	+ 28.6	9,861	13,926	+ 41.2
Alberta	13,316	17,513	+ 31.5	26,092	37,580	+ 44.0
British Columbia	12,264	15,304	+ 24.8	24,963	34,874	+ 39.7
Canada	156,191	187,255	+ 19.9	305,069	403,820	+ 32.4
Commercial Vehicles						
Atlantic Provinces	3,400	3,316	- 2.5	7,187	8,036	+ 11.8
Quebec	6,948	8,819	+ 26.9	17,220	28,089	+ 63.1
Ontario	9,613	10,822	+ 12.6	23,293	34,318	+ 47.3
Manitoba	976	1,040	+ 6.6	2,193	3,016	+ 37.5
Saskatchewan	1,256	1,535	+ 22.2	2,673	4,165	+ 55.8
Alberta	3,534	4,843	+ 37.0	9,075	17,034	+ 87.7
British Columbia	3,209	3,783	+ 17.9	9,287	13,687	+ 47.4
Canada	28,936	34,158	+ 18.0	70,928	108,345	+ 52.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	15,407	17,268	+ 12.1	29,651	35,835	+ 20.9
Quebec	42,489	53,476	+ 25.9	90,717	128,676	+ 41.8
Ontario	81,948	93,794	+ 14.5	161,227	210,822	+ 30.8
Manitoba	6,413	7,094	+ 10.6	12,451	15,566	+ 25.0
Saskatchewan	6,547	8,338	+ 27.4	12,534	18,091	+ 44.3
Alberta	16,850	22,356	+ 32.7	35,167	54,614	+ 55.3
British Columbia	15,473	19,087	+ 23.4	34,250	48,561	+ 41.8
Canada	185,127	221,413	+ 19.6	375,997	512,165	+ 36.2

TABLE 5 Financing of Sales of Used Motor Vehicles, by Provinces
December 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955(1)	1956	% Change, 1956/55	1955(1) \$'000	1956 \$'000	% Change, 1956/55
Passenger Cars						
Atlantic Provinces	1,855	1,581	- 14.8	1,461	1,238	- 15.3
Quebec	3,543	3,611	+ 1.9	3,266	3,524	+ 7.9
Ontario	8,210	7,710	- 6.1	6,726	6,811	+ 1.3
Manitoba	775	718	- 7.4	637	667	+ 4.7
Saskatchewan	721	823	+ 14.1	571	644	+ 12.8
Alberta	1,678	1,780	+ 6.1	1,364	1,596	+ 17.0
British Columbia	1,642	1,790	+ 9.0	1,614	1,809	+ 12.3
Canada	18,424	18,013	- 2.2	15,639	16,289	+ 4.2
Commercial Vehicles						
Atlantic Provinces	554	420	- 24.2	454	306	- 32.6
Quebec	775	616	- 20.5	897	693	- 22.7
Ontario	1,183	919	- 22.3	1,077	796	- 26.1
Manitoba	171	138	- 19.3	171	160	- 6.4
Saskatchewan	231	218	- 5.6	196	162	- 17.3
Alberta	570	465	- 18.4	644	418	- 35.1
British Columbia	369	346	- 6.2	386	434	+ 12.4
Canada	3,853	3,122	- 19.0	3,825	2,969	- 22.4
Total -- Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,409	2,001	- 16.9	1,915	1,544	- 19.4
Quebec	4,318	4,227	- 2.1	4,163	4,217	+ 1.3
Ontario	9,393	8,629	- 8.1	7,803	7,607	- 2.5
Manitoba	946	856	- 9.5	808	827	+ 2.4
Saskatchewan	952	1,041	+ 9.3	767	806	+ 5.1
Alberta	2,248	2,245	- 0.1	2,008	2,014	+ 0.3
British Columbia	2,011	2,136	+ 6.2	2,000	2,243	+ 12.2
Canada	22,277	21,135	- 5.1	19,464	19,258	- 1.1

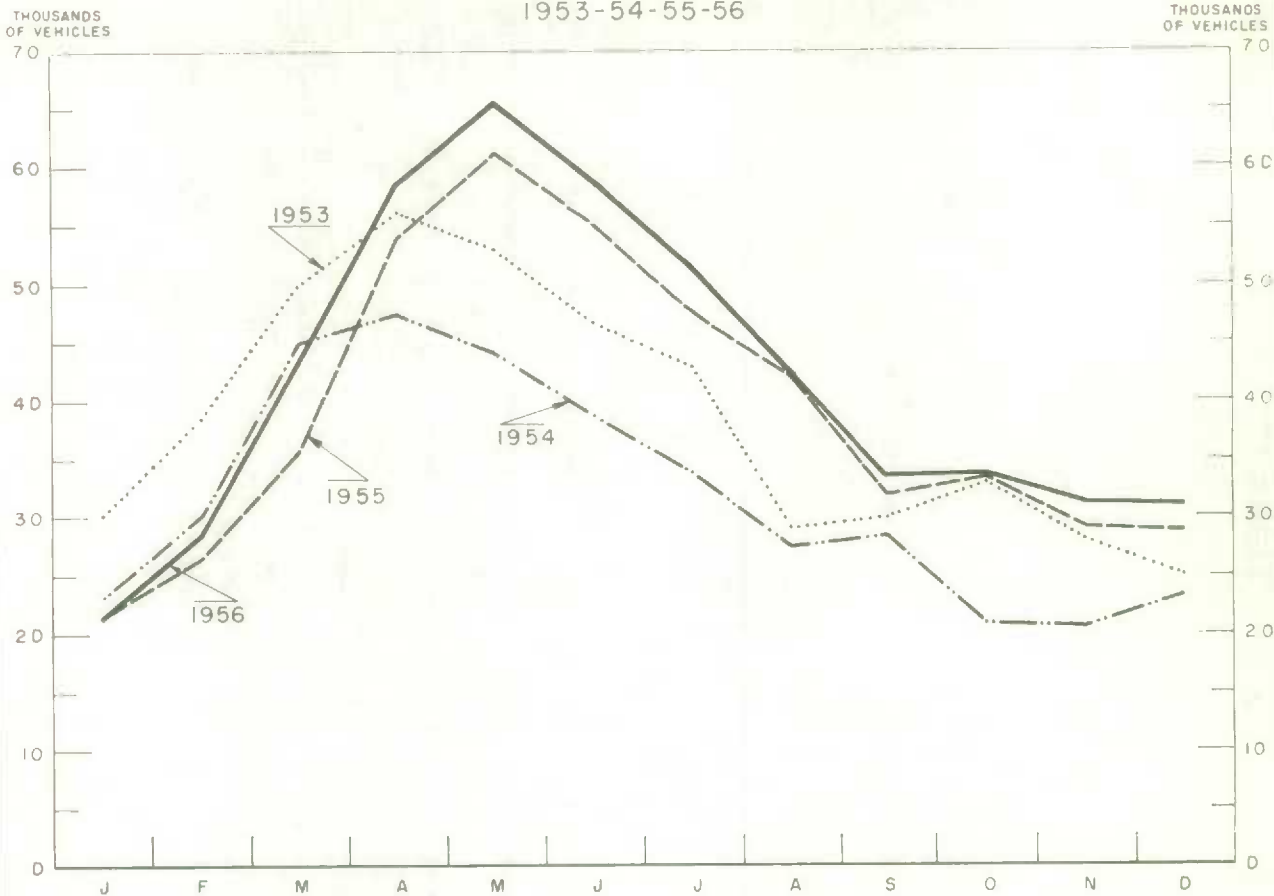
(1) Revised.

TABLE 6 Financing of Sales of Used Motor Vehicles, by Provinces
January-to-December 1955 and 1956

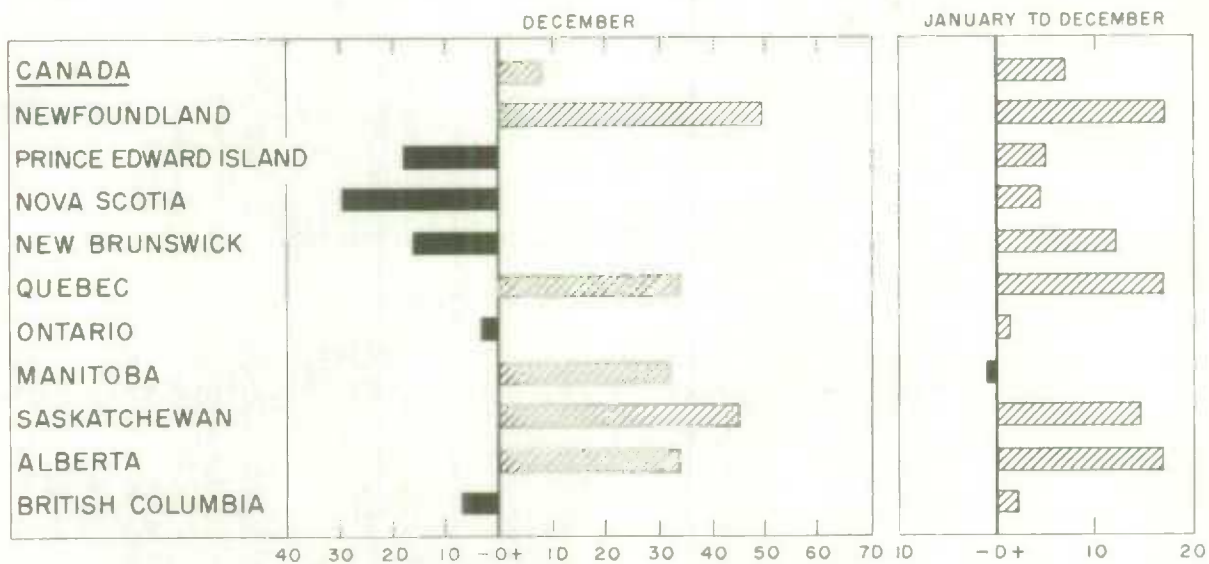
Province	Number of Vehicles			Amount of Financing		
	1955(1)	1956	% Change, 1956/55	1955(1) \$ '000	1956 \$ '000	% Change, 1956/55
Passenger Cars						
Atlantic Provinces	36,674	37,442	+ 2.1	28,954	30,605	+ 5.7
Quebec	69,726	79,471	+ 14.0	61,691	74,058	+ 20.0
Ontario	157,230	159,013	+ 1.1	126,000	139,179	+ 10.5
Manitoba	13,475	13,515	+ 0.3	10,855	11,477	+ 5.7
Saskatchewan	14,655	15,323	+ 4.6	10,939	11,713	+ 7.1
Alberta	32,351	35,437	+ 9.5	26,361	29,926	+ 13.5
British Columbia	31,527	33,239	+ 5.4	29,708	33,004	+ 11.1
Canada	355,638	373,440	+ 5.0	294,508	329,962	+ 12.0
Commercial Vehicles						
Atlantic Provinces	8,979	8,137	- 9.4	6,383	6,027	- 5.6
Quebec	11,374	11,546	+ 1.5	10,284	11,223	+ 9.1
Ontario	17,800	16,171	- 9.2	13,639	14,075	+ 3.2
Manitoba	2,462	2,325	- 5.6	2,126	1,956	- 8.0
Saskatchewan	3,808	3,474	- 8.8	2,751	2,495	- 9.3
Alberta	8,237	7,668	- 6.9	7,381	7,058	- 4.4
British Columbia	5,905	6,023	+ 2.0	6,259	6,894	+ 10.1
Canada	58,565	55,344	- 5.5	48,823	49,728	+ 1.9
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	45,653	45,579	- 0.2	35,337	36,632	+ 3.7
Quebec	81,100	91,017	+ 12.2	71,975	85,281	+ 18.5
Ontario	175,030	175,184	+ 0.1	139,639	153,254	+ 9.8
Manitoba	15,937	15,840	- 0.6	12,981	13,433	+ 3.5
Saskatchewan	18,463	18,797	+ 1.8	13,690	14,208	+ 3.8
Alberta	40,588	43,105	+ 6.2	33,742	36,984	+ 9.6
British Columbia	37,432	39,262	+ 4.9	35,967	39,898	+ 10.9
Canada	414,203	428,784	+ 3.5	343,331	379,690	+ 10.6

(1) Revised.

NUMBER OF NEW MOTOR VEHICLES SOLD 1953-54-55-56



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



STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010768716