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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

FEBRUARY 1956

New Motor Vehicle Sales

Sales of new passenger cars numbered 23,267 units in February, compared with 16,859 in January, 1956, and 22,084 in February, 1955. Value figures were \$66,968,000 for the current month, compared with \$47,808,000 for the previous month and \$58,041,000 for February, 1955. A comparison of the current month with the same period one year ago shows an increase in sales in all except four provinces.

Sales of new commercial vehicles numbered 5,243 units, compared with 4,447 in January, 1956, and 4,212 in February, 1955. Value figures were \$18,914,000 for the current month, compared with \$15,823,000 for the previous month and \$12,005,000 for February, 1955. Sales of buses amounted to 12 units, value \$231,000 in February and comparable figures for one year ago were 10 units, value \$112,000.

For all of Canada during February combined sales of new passenger cars and commercial vehicles showed an increase over the same period last year of 8.4% in number of units and 22.6% in value of vehicles. For the year to date these figures stand at 4.5% and 17.2% respectively.

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 European-Made Vehicles, February 1955 and 1956

	Number of Units			Retail Value		<u>% Change</u>
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	
New Vehicles:						
Passenger Cars	1,320	2,150	+ 62.9	2,502	3,854	+ 54.0
Commercial Vehicles	149	251	+ 68.5	297	523	+ 76.1
Total	1,469	2,401	+ 63.4	2,799	4,377	+ 56.4

(1) Revised.

New Motor Vehicle Sales, January and February 1955 and 1956

	Number of Units			Retail Value		<u>% Change</u>
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	
New Vehicles:						
Passenger Cars	39,894	40,126	+ 0.6	105,283	114,776	+ 9.0
Commercial Vehicles	7,788	9,690	+ 24.4	22,272	34,737	+ 56.0
Total	47,682	49,816	+ 4.5	127,555	149,513	+ 17.2

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

Financing of new passenger cars covered 8,524 units in February, compared with 7,578 in January, 1956, and 6,911 in February one year ago. The value financed in February, 1956, was \$18,630,000, a figure never exceeded in a previous month of February and approached only in 1953 when the value financed during February reached \$16,066,000. The figure for January, 1956, was \$16,472,000 and for February, 1955, was \$13,140,000.

Commercial vehicle financing covered 1,546 units compared with 1,685 in January, 1956, and 1,280 in February, 1955. The value financed was \$4,636,000 during the current month, compared with \$4,985,000 and \$3,026,000 respectively for January, 1956, and February, 1955.

For all of Canada during February, 1956, financing of total passenger cars and commercial vehicles showed an increase of 22.9% in number of units financed and an increase of 43.9% in the value financed when a comparison is made with February a year ago. For the year to date these figures stand at 25.8% and 48.2%.

Used Vehicles

The number of used passenger cars financed in February was 22,547 compared with 18,384 in January, 1956, and 19,105 in February, 1955. Value financed was \$20,083,000 compared with \$16,147,000 in January, 1956, and \$16,031,000 in February, 1955.

With respect to commercial vehicles, 3,328 units were financed compared with 3,123 in January, 1956, and 3,288 in February, 1955. Value financed was \$2,970,000 in the current month, compared with \$2,850,000 in January, 1956, and \$2,924,000 in February, 1955.

Together used passenger cars and commercial vehicles financed were up in February, 1956, over the same month a year ago by 15.5% in number of units and 21.6% in value financed. For the year to date these figures stand at 14.6% and 20.0% respectively.

Motor Vehicle Financing, January and February 1955 and 1956

	Number of Units			Retail Value		<u>% Change</u>
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	
New Vehicles:						
Passenger Cars	13,874	16,102	+ 16.1	24,335	35,102	+ 44.2
Commercial Vehicles	2,488	3,231	+ 29.9	5,835	9,621	+ 64.9
Total	15,362	19,333	+ 25.8	30,170	44,724	+ 48.2
Used Vehicles:						
Passenger Cars	34,853	40,931	+ 17.4	29,264	36,230	+ 23.8
Commercial Vehicles	6,490	6,451	- 0.6	5,786	5,820	+ 0.6
Total	41,343	47,382	+ 14.6	35,050	42,050	+ 20.0

(1) Revised.

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.

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

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	277	170	- 38.6	700	442	- 36.9
Prince Edward Island...	43	104	+141.9	107	278	+159.8
Nova Scotia	450	665	+ 47.8	1,112	1,754	+ 57.7
New Brunswick	338	524	+ 55.0	864	1,465	+ 69.6
Quebec	4,580	5,548	+ 21.1	12,347	16,800	+ 36.1
Ontario	10,716	10,994	+ 2.6	28,262	31,443	+ 11.3
Manitoba	942	661	- 29.8	2,439	1,917	- 21.4
Saskatchewan	852	629	- 26.2	2,243	1,778	- 20.7
Alberta	1,592	1,482	- 6.9	4,207	4,280	+ 1.7
British Columbia	2,294	2,490	+ 8.5	5,760	6,811	+ 18.2
Canada	22,084	23,267	+ 5.4	58,041	66,968	+ 15.4
Commercial Vehicles						
Newfoundland	91	89	- 2.2	207	256	+ 23.7
Prince Edward Island...	11	22	+100.0	23	60	+160.9
Nova Scotia	165	196	+ 18.8	396	584	+ 47.5
New Brunswick	73	161	+120.5	226	568	+151.3
Quebec	908	1,293	+ 42.4	3,031	4,633	+ 52.9
Ontario	1,740	1,822	+ 4.7	4,778	6,918	+ 44.8
Manitoba	141	179	+ 27.0	384	627	+ 63.3
Saskatchewan	259	256	- 1.2	575	790	+ 37.4
Alberta	395	617	+ 56.2	1,120	2,317	+106.9
British Columbia	429	608	+ 41.7	1,265	2,161	+ 70.8
Canada	4,212	5,243	+ 24.5	12,005	18,914	+ 57.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	368	259	- 29.6	907	698	- 23.0
Prince Edward Island...	54	126	+133.3	130	338	+160.0
Nova Scotia	615	861	+ 40.0	1,508	2,338	+ 55.0
New Brunswick	411	685	+ 66.7	1,090	2,033	+ 86.5
Quebec	5,488	6,841	+ 24.7	15,378	21,433	+ 39.4
Ontario	12,456	12,816	+ 2.9	33,040	38,361	+ 16.1
Manitoba	1,083	840	- 22.4	2,823	2,544	- 9.9
Saskatchewan	1,111	885	- 20.3	2,818	2,568	- 8.9
Alberta	1,987	2,099	+ 5.6	5,327	6,597	+ 23.8
British Columbia	2,723	3,098	+ 13.8	7,025	8,972	+ 27.7
Canada	26,296	28,510	+ 8.4	70,046	85,882	+ 22.6

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
February 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	434	516	+ 18.9	788	1,031	+ 30.8
Quebec	1,604	2,086	+ 30.0	3,240	4,615	+ 42.4
Ontario	3,217	4,117	+ 28.0	5,960	8,971	+ 50.5
Manitoba	234	211	- 9.8	427	467	+ 9.4
Saskatchewan	200	212	+ 6.0	377	449	+ 19.1
Alberta	616	663	+ 7.6	1,194	1,434	+ 20.1
British Columbia	606	719	+ 18.6	1,154	1,663	+ 44.1
Canada	6,911	8,524	+ 23.3	13,140	18,630	+ 41.8
Commercial Vehicles						
Atlantic Provinces	129	122	- 5.4	248	272	+ 9.7
Quebec	312	458	+ 46.8	753	1,391	+ 84.7
Ontario	432	521	+ 20.6	905	1,481	+ 63.6
Manitoba	33	39	+ 18.2	78	138	+ 76.9
Saskatchewan	64	44	- 31.2	121	109	- 9.9
Alberta	165	183	+ 10.9	422	577	+ 36.7
British Columbia	145	179	+ 23.4	499	668	+ 33.9
Canada	1,280	1,546	+ 20.8	3,026	4,636	+ 53.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	563	638	+ 13.3	1,036	1,303	+ 25.8
Quebec	1,916	2,544	+ 32.8	3,993	6,006	+ 50.4
Ontario	3,649	4,638	+ 27.1	6,865	10,452	+ 52.3
Manitoba	267	250	- 6.4	505	605	+ 19.8
Saskatchewan	264	256	- 3.0	498	558	+ 12.0
Alberta	781	846	+ 8.3	1,616	2,011	+ 24.4
British Columbia	751	898	+ 19.6	1,653	2,331	+ 41.0
Canada	8,191	10,070	+ 22.9	16,166	23,266	+ 43.9

(1) Revised

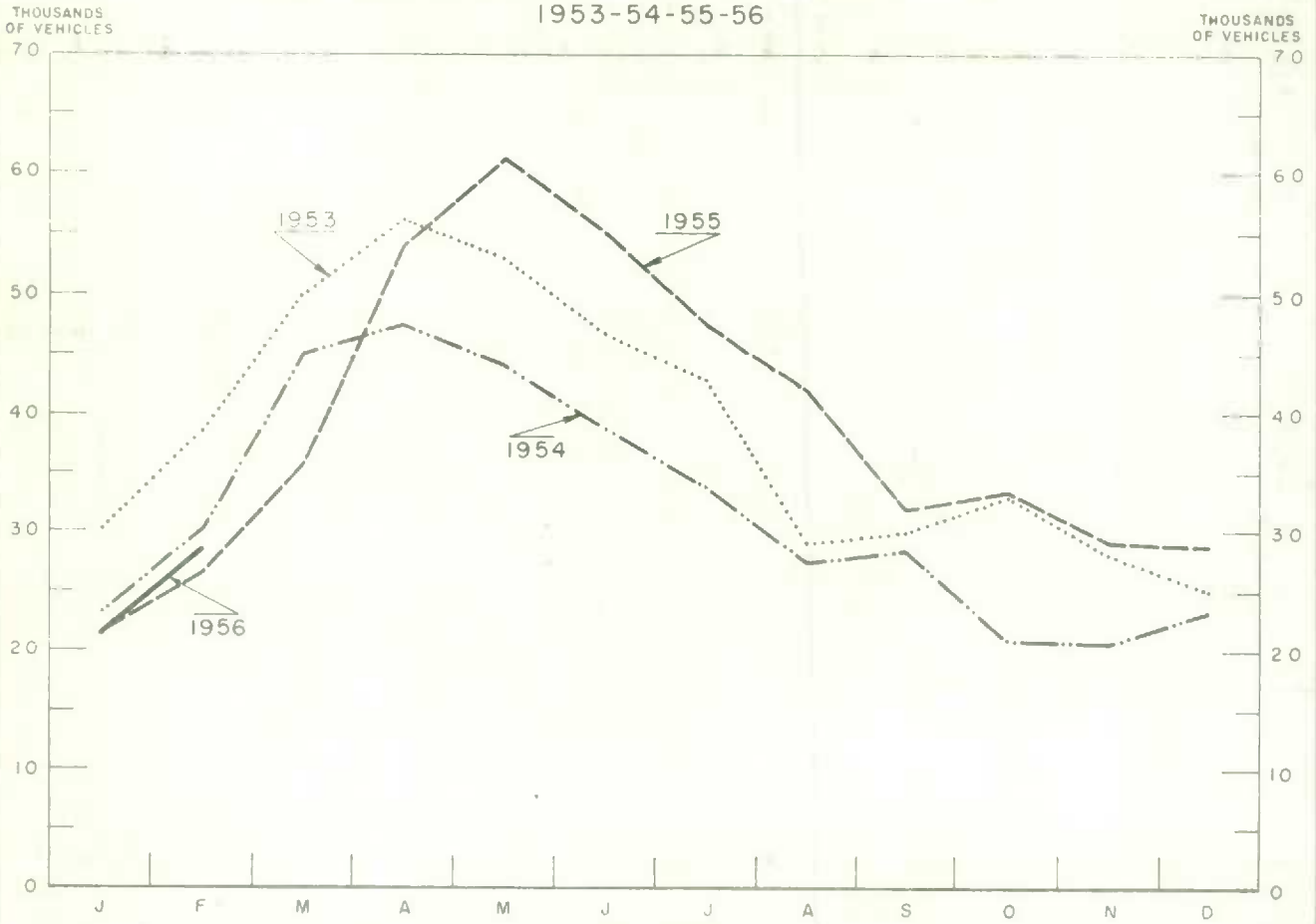
TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
February 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1) \$'000	1956 \$'000	% Change, 1956/1955
Passenger Cars						
Atlantic Provinces	1,623	2,005	+ 23.5	1,290	1,605	+ 24.4
Quebec	3,086	4,885	+ 58.3	2,813	4,638	+ 64.9
Ontario	8,786	10,105	+ 15.0	7,110	8,780	+ 23.5
Manitoba	620	657	+ 6.0	510	601	+ 17.8
Saskatchewan	669	712	+ 6.4	521	592	+ 13.6
Alberta	2,063	2,089	+ 1.3	1,674	1,764	+ 5.4
British Columbia	2,258	2,094	- 7.3	2,113	2,103	- 0.5
Canada	19,105	22,547	+ 18.0	16,031	20,083	+ 25.3
Commercial Vehicles						
Atlantic Provinces	389	462	+ 18.8	268	362	+ 35.1
Quebec	559	652	+ 16.6	513	623	+ 21.4
Ontario	1,035	1,055	+ 1.9	772	852	+ 10.4
Manitoba	155	106	- 31.6	167	101	- 39.5
Saskatchewan	203	166	- 18.2	153	114	- 25.5
Alberta	550	498	- 9.5	568	487	- 14.3
British Columbia	397	389	- 2.0	483	431	- 10.8
Canada	3,288	3,328	+ 1.2	2,924	2,970	+ 1.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,012	2,467	+ 22.6	1,558	1,967	+ 26.3
Quebec	3,645	5,537	+ 51.9	3,326	5,261	+ 58.2
Ontario	9,821	11,160	+ 13.6	7,882	9,632	+ 22.2
Manitoba	775	763	- 1.5	677	702	+ 3.7
Saskatchewan	872	878	+ 0.7	674	706	+ 4.7
Alberta	2,613	2,587	- 1.0	2,242	2,251	+ 0.4
British Columbia	2,655	2,483	- 6.5	2,596	2,534	- 2.4
Canada	22,393	25,875	+ 15.5	18,955	23,053	+ 21.6

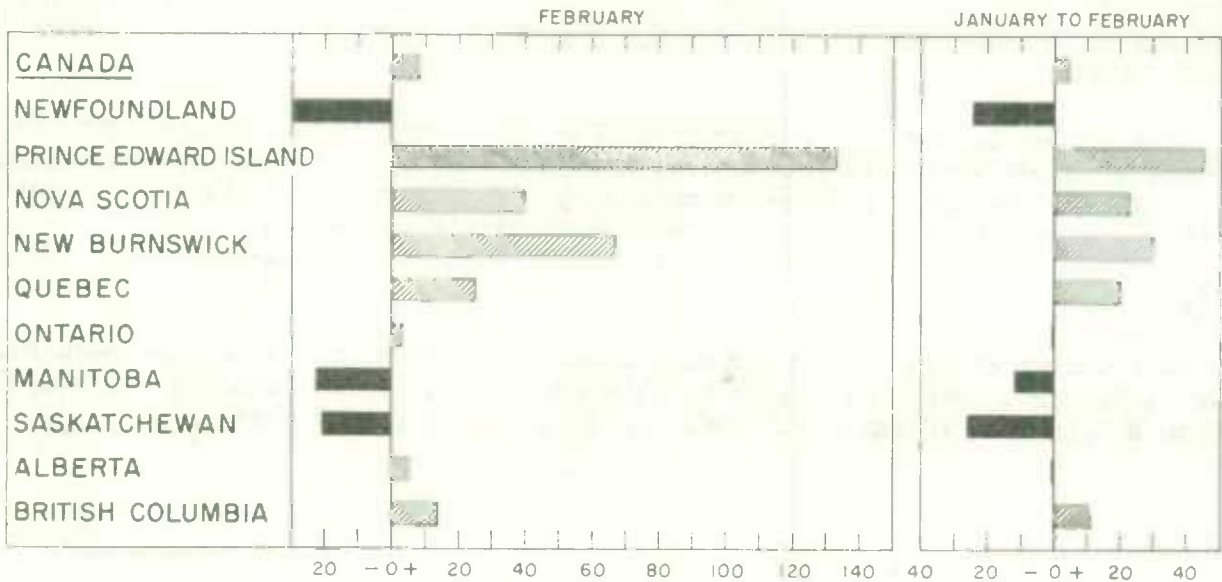
(1) Revised

NUMBER OF NEW MOTOR VEHICLES SOLD

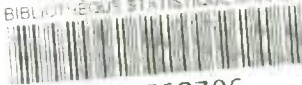
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% CHANGE IN NUMBER OF NEW MOTOR VEHICLES SOLD BY PROVINCES 1956/1955



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