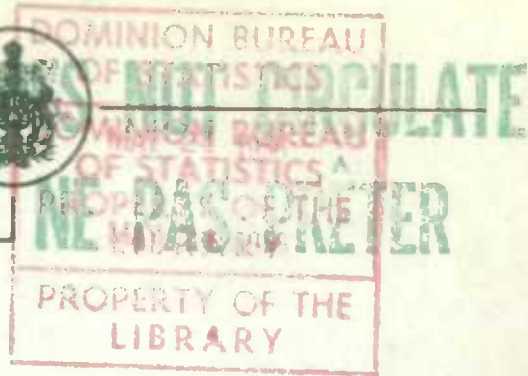


63 007

## DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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



Vol. 28 - No. 3

\$2.00 a year

## NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MARCH 1956

New Motor Vehicle Sales

There were 36,551 new passenger cars sold in March, compared with 23,267 in February, 1956 and 30,937 in March, 1955. The value of sales was \$102,896,000 in the current month, compared with \$66,968,000 in February, 1956 and \$78,690,000 for the month of March a year ago. The dollar value of sales sets a record for the month of March but the number of cars sold was exceeded in March, 1951 and 1953. In the latter month 39,607 cars were sold for a total value of \$99,475,000.

Sales of new commercial vehicles numbered 6,783 units, compared with 5,243 in February, 1956 and 4,687 in March, 1955. The value of these sales was \$25,356,000 for March, compared with \$18,914,000 for February, 1956 and \$13,745,000 for March, 1955. Sales of buses amounted to 45 units with a value of \$1,288,000 in March and comparable figures for one year ago were 47 units, value \$819,000.

For all of Canada during March combined sales of new passenger cars and commercial vehicles showed an increase over the same period last year of 21.6% in number of units and 38.7% in value of vehicles. For the year to date these figures stand at 11.8% and 26.3% 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.

6505-506-36

Sales of European-Made Vehicles, March 1955 and 1956

	Number of Units			Retail Value		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	1,590	3,111	+ 95.7	2,928	5,663	+ 93.4
Commercial Vehicles	175	315	+ 80.0	351	679	+ 93.4
Total	1,765	3,426	+ 94.1	3,279	6,342	+ 93.4

(1) Revised.

New Motor Vehicle Sales, January to March 1955 and 1956

	Number of Units			Retail Value		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	70,831	76,677	+ 8.3	183,973	217,672	+ 18.3
Commercial Vehicles	12,475	16,473	+ 32.0	36,017	60,093	+ 66.8
Total	83,306	93,150	+ 11.8	219,990	277,765	+ 26.3

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

Financing of new passenger cars covered 12,146 units in the current month, compared with 8,524 in February, 1956 and 11,763 in March 1955. The amount of financing in March was \$26,309,000 which sets a record for the spring month. In March, 1953, 14,112 cars were financed for an amount of \$23,717,000 which is the next highest figure on record for a month of March.

Commercial vehicle financing covered 1,906 units, compared with 1,546 units in February, 1956 and 1,668 units in March, 1955. The amount of financing was \$5,986,000 in the current month, compared with \$4,636,000 in February, 1956 and \$3,655,000 in March a year ago.

For Canada during March, financing of total passenger cars and commercial vehicles showed an increase of 4.6% in number of units and 22.9% in the amount of financing when a comparison is made with March, 1955. For the year to date these figures stand at 15.9% and 36.5% respectively.

Used Vehicles

The number of used passenger cars financed was 28,190 in March, compared with 22,547 in February, 1956 and 29,305 in March, 1955. The amount of financing was \$24,667,000, compared with \$20,083,000 in February, 1956 and \$23,763,000 in March, 1955.

With respect to commercial vehicles 3,957 units were financed, compared with 3,328 in February, 1956 and 4,315 in March, 1955. The amount of financing was \$3,448,000 compared with \$2,970,000 in February, 1956 and \$3,474,000 in March, 1955.

Together used passenger cars and commercial vehicles financed were down 4.4% in the number of units but up 3.2% in the amount of financing. For the year to date these figures stand at increases of 6.1% and 12.6% respectively.

Motor Vehicle Financing, January to March 1955 and 1956

	Number of Units			Amount of Financing		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
<b>New Vehicles:</b>						
Passenger Cars	24,637	28,248	+ 14.7	46,951	61,411	+ 30.8
Commercial Vehicles	4,156	5,137	+ 23.6	9,490	15,607	+ 64.5
Total	28,793	33,385	+ 15.9	56,441	77,018	+ 36.5
<b>Used Vehicles:</b>						
Passenger Cars	64,158	69,121	+ 7.7	53,027	60,897	+ 14.8
Commercial Vehicles	10,805	10,408	- 3.7	9,260	9,268	+ 0.1
Total	74,963	79,529	+ 6.1	62,287	70,165	+ 12.6

(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  
March 1955 and 1956

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1) \$ '000	1956 \$ '000	% Change, 1956/1955
Passenger Cars						
Newfoundland .....	418	676	+ 61.7	1,009	1,761	+ 74.5
Prince Edward Island...	123	126	+ 2.4	296	325	+ 9.8
Nova Scotia .....	1,265	1,364	+ 7.8	3,098	3,565	+ 15.1
New Brunswick .....	970	1,079	+ 11.2	2,420	2,891	+ 19.5
Quebec .....	8,309	10,198	+ 22.7	21,083	29,546	+ 40.1
Ontario .....	12,258	15,520	+ 26.6	31,606	43,649	+ 38.1
Manitoba .....	1,315	1,211	- 7.9	3,352	3,319	- 1.0
Saskatchewan .....	1,135	918	- 19.1	2,902	2,521	- 13.1
Alberta .....	2,170	2,458	+ 13.3	5,579	6,873	+ 23.2
British Columbia .....	2,974	3,001	+ 0.9	7,345	8,446	+ 15.0
<b>Canada .....</b>	<b>30,937</b>	<b>36,551</b>	<b>+ 18.1</b>	<b>78,690</b>	<b>102,896</b>	<b>+ 30.8</b>
Commercial Vehicles						
Newfoundland .....	110	186	+ 69.1	251	497	+ 98.0
Prince Edward Island...	30	38	+ 26.7	67	97	+ 44.8
Nova Scotia .....	226	266	+ 17.7	509	773	+ 51.9
New Brunswick .....	179	277	+ 54.7	428	767	+ 79.2
Quebec .....	1,172	1,672	+ 42.7	3,446	6,289	+ 82.5
Ontario .....	1,375	2,576	+ 87.3	4,619	10,270	+122.3
Manitoba .....	250	225	- 10.0	960	794	- 17.3
Saskatchewan .....	347	237	- 31.7	835	702	- 15.9
Alberta .....	581	693	+ 19.3	1,483	2,819	+ 90.1
British Columbia .....	417	613	+ 47.0	1,147	2,348	+104.7
<b>Canada .....</b>	<b>4,687</b>	<b>6,783</b>	<b>+ 44.7</b>	<b>13,745</b>	<b>25,356</b>	<b>+ 84.5</b>
Total - Passenger Cars and Commercial Vehicles						
Newfoundland .....	528	862	+ 63.3	1,260	2,258	+ 79.2
Prince Edward Island...	153	164	+ 7.2	363	422	+ 16.3
Nova Scotia .....	1,491	1,630	+ 9.3	3,607	4,338	+ 20.3
New Brunswick .....	1,149	1,356	+ 18.0	2,848	3,658	+ 28.4
Quebec .....	9,481	11,870	+ 25.2	24,529	35,835	+ 46.1
Ontario .....	13,633	18,096	+ 32.7	36,225	53,919	+ 48.8
Manitoba .....	1,565	1,436	- 8.2	4,312	4,113	- 4.6
Saskatchewan .....	1,482	1,155	- 22.1	3,737	3,223	- 13.8
Alberta .....	2,751	3,151	+ 14.5	7,062	9,692	+ 37.2
British Columbia .....	3,391	3,614	+ 6.6	8,492	10,794	+ 27.1
<b>Canada .....</b>	<b>35,624</b>	<b>43,334</b>	<b>+ 21.6</b>	<b>92,435</b>	<b>128,252</b>	<b>+ 38.7</b>

(1) Revised

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces**  
**March 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 .....	914	853	- 6.7	1,686	1,694	+ 0.5
Quebec .....	2,781	3,127	+ 12.4	5,562	6,931	+ 24.6
Ontario .....	5,690	5,781	+ 1.6	10,769	12,411	+ 15.2
Manitoba .....	353	307	- 13.0	646	661	+ 2.3
Saskatchewan .....	306	271	- 11.4	580	583	+ 0.5
Alberta .....	883	900	+ 1.9	1,658	1,947	+ 17.4
British Columbia .....	836	907	+ 8.5	1,715	2,082	+ 21.4
<b>Canada .....</b>	<b>11,763</b>	<b>12,146</b>	<b>+ 3.3</b>	<b>22,616</b>	<b>26,309</b>	<b>+ 16.3</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	180	164	- 8.9	324	371	+ 14.5
Quebec .....	421	545	+ 29.5	922	1,671	+ 81.2
Ontario .....	600	736	+ 22.7	1,245	2,248	+ 80.6
Manitoba .....	51	39	- 23.5	102	163	+ 59.8
Saskatchewan .....	54	45	- 16.7	101	102	+ 1.0
Alberta .....	165	185	+ 12.1	406	614	+ 51.2
British Columbia .....	197	192	- 2.5	555	817	+ 47.2
<b>Canada .....</b>	<b>1,668</b>	<b>1,906</b>	<b>+ 14.3</b>	<b>3,655</b>	<b>5,986</b>	<b>+ 63.8</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	1,094	1,017	- 7.0	2,010	2,065	+ 2.7
Quebec .....	3,202	3,672	+ 14.7	6,484	8,602	+ 32.7
Ontario .....	6,290	6,517	+ 3.6	12,014	14,659	+ 22.0
Manitoba .....	404	346	- 14.4	748	824	+ 10.2
Saskatchewan .....	360	316	- 12.2	681	685	+ 0.6
Alberta .....	1,048	1,085	+ 3.5	2,064	2,561	+ 24.1
British Columbia .....	1,033	1,099	+ 6.4	2,270	2,899	+ 27.7
<b>Canada .....</b>	<b>13,431</b>	<b>14,052</b>	<b>+ 4.6</b>	<b>26,271</b>	<b>32,295</b>	<b>+ 22.9</b>

(1) Revised

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

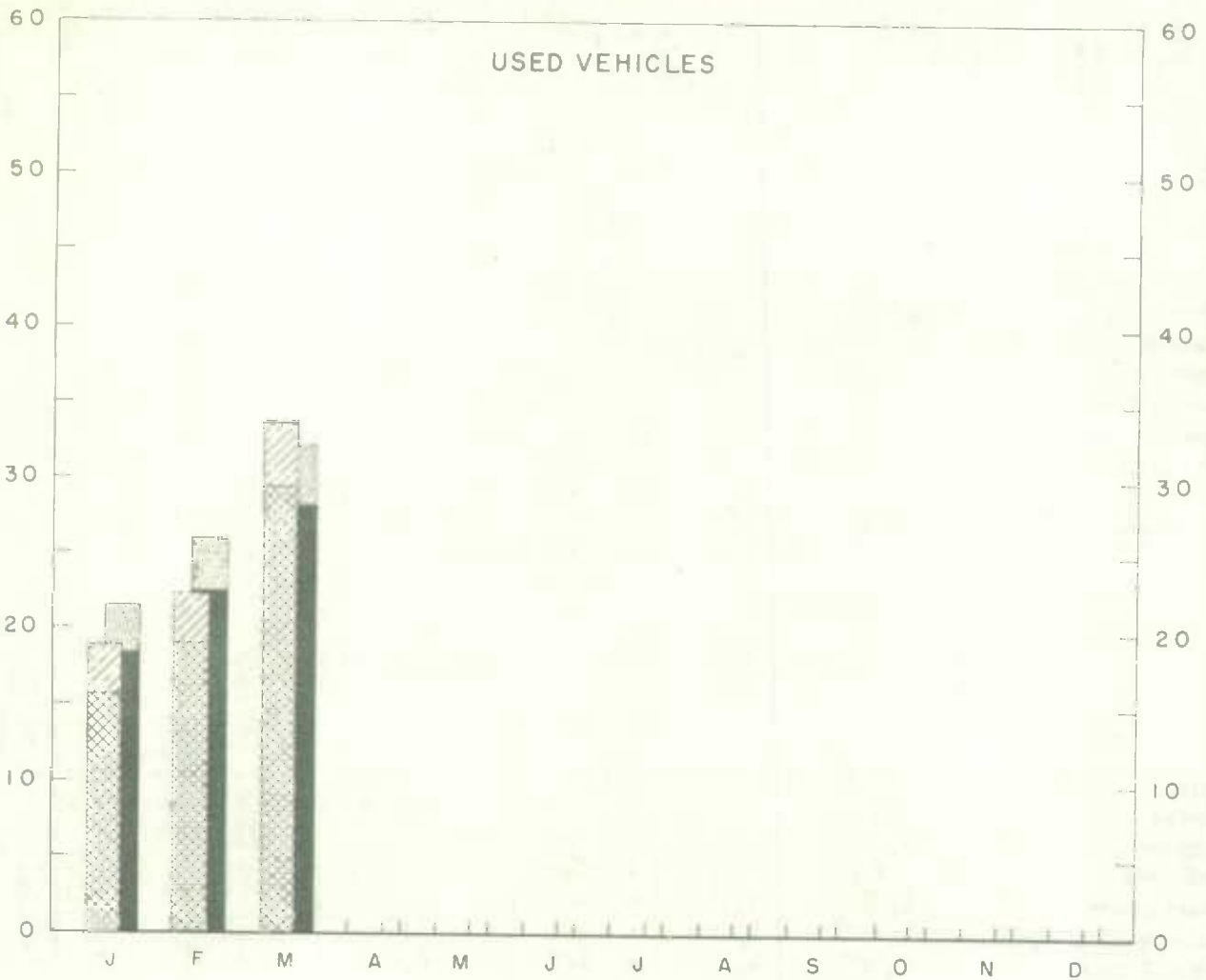
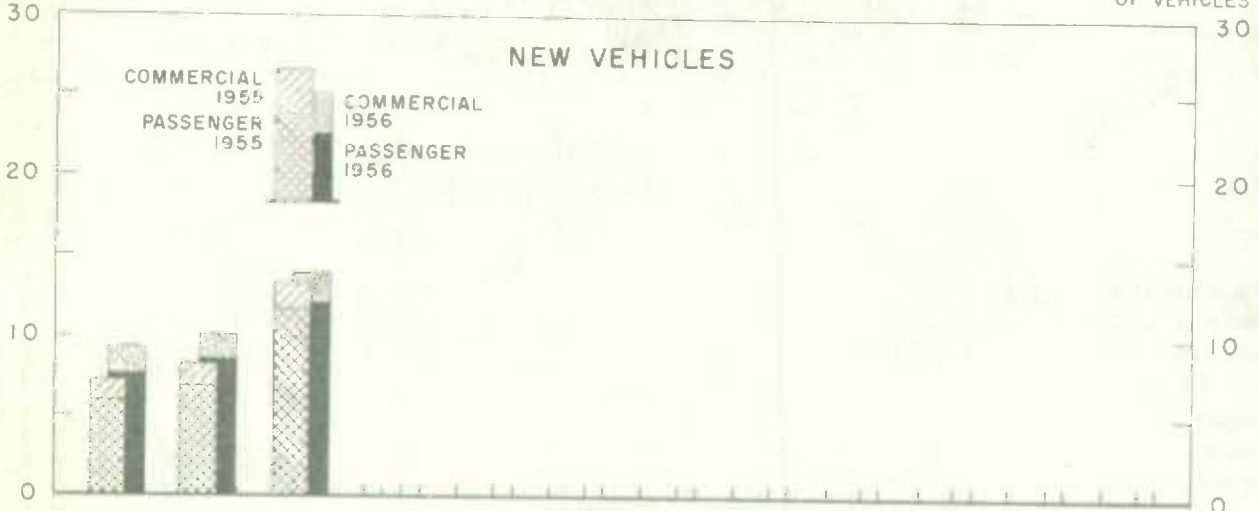
Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955 %	1955 (1) \$ '000	1956 \$ '000	% Change, 1956/1955 %
<b>Passenger Cars</b>						
Atlantic Provinces .....	2,875	2,605	- 9.4	2,241	2,095	- 6.5
Quebec .....	5,533	6,341	+ 14.6	4,986	5,816	+ 16.6
Ontario .....	13,822	12,579	- 9.0	10,485	10,898	+ 3.9
Manitoba .....	807	872	+ 8.1	663	762	+ 14.9
Saskatchewan .....	1,057	952	- 8.9	803	733	- 8.7
Alberta .....	2,663	2,472	- 7.2	2,180	2,017	- 7.5
British Columbia .....	2,548	2,369	- 7.0	2,405	2,346	- 2.5
<b>Canada .....</b>	<b>29,305</b>	<b>28,190</b>	<b>- 3.8</b>	<b>23,763</b>	<b>24,667</b>	<b>+ 3.8</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	641	527	- 17.8	417	385	- 7.7
Quebec .....	768	888	+ 15.6	678	928	+ 36.9
Ontario .....	1,465	1,248	- 14.8	1,067	1,004	- 5.9
Manitoba .....	142	153	+ 7.7	129	113	- 12.4
Saskatchewan .....	247	166	- 32.8	172	106	- 38.4
Alberta .....	613	534	- 12.9	536	437	- 18.5
British Columbia .....	439	441	+ 0.5	475	475	(a)
<b>Canada .....</b>	<b>4,315</b>	<b>3,957</b>	<b>- 8.3</b>	<b>3,474</b>	<b>3,448</b>	<b>- 0.7</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	3,516	3,132	- 10.9	2,658	2,480	- 6.7
Quebec .....	6,301	7,229	+ 14.7	5,664	6,744	+ 19.1
Ontario .....	15,287	13,827	- 9.6	11,552	11,902	+ 3.0
Manitoba .....	949	1,025	+ 8.0	792	875	+ 10.5
Saskatchewan .....	1,304	1,118	- 14.3	975	839	- 13.9
Alberta .....	3,276	3,006	- 8.2	2,716	2,454	- 9.6
British Columbia .....	2,987	2,810	- 5.9	2,880	2,821	- 2.0
<b>Canada .....</b>	<b>33,620</b>	<b>32,147</b>	<b>- 4.4</b>	<b>27,237</b>	<b>28,115</b>	<b>+ 3.2</b>

(1) Revised  
(a) Unchanged

# FINANCING OF MOTOR VEHICLE SALES IN CANADA 1955(REVISED)-1956

THOUSANDS  
OF VEHICLES

THOUSANDS  
OF VEHICLES



STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA



1010768707