

63 007

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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



DO NOT CIRCULATE

NE PAS PRÉTER

DOMINION BUREAU
OF STATISTICS

JUN 14 1956

PROPERTY \$2.00 a year
LIBRARY

Vol. 25 - No. 4

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

APRIL 1956

New Motor Vehicle Sales

Passenger car sales in April numbered 49,700 and sold for \$137,346,000, an increase of 8.0% in number and 13.5% in value over the 46,002 units retailed for \$121,042,000 in April 1955. Both the number of cars sold and the dollar value of sales set a record for the month of April. Regionally, Newfoundland registered the highest percentage gain in both number and value of sales followed by British Columbia, New Brunswick, Quebec, Alberta and Nova Scotia, in that order. The other provinces showed slight decreases in both number and value with the exception of Ontario which registered a fractional gain of 0.3% in dollar value of sales.

Sales of new commercial vehicles numbered 8,697, an increase of 10% over the 7,909 vehicles sold in April a year ago. In dollar value these sales amounted to \$31,754,000 compared with \$22,677,000 for the same month of 1955. Sales of buses amounted to 74 units retailed for \$1,796,000 in April 1956 and comparable figures for one year ago were 95 units sold for \$1,985,000.

In April the Canada total for passenger cars and commercial vehicles combined showed an increase of 8.3% in number of units sold and 17.7% in value of sales over the same month last year. The cumulative January to April figures showed that new motor vehicle sales increased 10.4% in number and 22.9% in dollar value.

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.

6505-506-46

2.

Sales of European-Made Vehicles, April 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	2,461	4,052	+ 64.6	4,529	7,492	+ 65.4
Commercial Vehicles	235	317	+ 34.9	468	709	+ 51.5
Total	2,696	4,369	+ 62.1	4,997	8,201	+ 64.1

(1) Revised.

New Motor Vehicle Sales, January to April 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	116,833	126,377	+ 8.2	305,015	355,018	+ 16.4
Commercial Vehicles	20,384	25,170	+ 23.5	58,694	91,847	+ 56.5
Total	137,217	151,547	+ 10.4	363,709	446,865	+ 22.9

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

The month of April this year sets a record in the number and in the amount of financing of passenger car sales. The 19,012 passenger cars financed showed a gain of 31.9% over the same month of 1955 when 14,414 units were reported. In amount of financing passenger car sales increased from \$27,591,000 in April 1955 to \$41,194,000 in April 1956, a percentage gain of 49.3. All provinces showed a substantial gain over April 1955 in both the number of cars financed and the amount of financing.

Commercial vehicles financed in April 1956 numbered 2,649, 27.6% above the 2,076 vehicles recorded for April 1955. This increase in number did not keep pace with the increase in amount of financing which advanced to \$7,904,000 from the \$4,429,000 registered for the previous April of a percentage increase of 78.5.

Compared to April 1955, passenger cars and commercial vehicles combined showed an increase of 31.4% in number of units and 53.3% in the amount of financing. The cumulated figures for the year to date over the same period last year showed gains of 21.6% in number of units financed and 42.6% in the amount of financing.

Used Vehicles

Financing of used passenger cars covered 37,181 units in April 1956 and showed an increase of 8.3% over the 34,326 units financed in April 1955. The financed value of passenger car sales amounted to \$33,060,000 or 15.4% above the April 1955 figure of \$28,660,000.

The number of used commercial vehicles financed in April showed a fractional gain of 0.9% over the same month of 1955 while the amount of financing showed an increase of 11.1%.

Together used passenger cars and commercial vehicles financed were up 7.3% in the number of units and 14.8% in the amount of financing over the same month a year ago. For January to April these figures stood at 6.5% and 13.4% respectively.

Motor Vehicle Financing, January to April 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>
New Vehicles:						
Passenger Cars	39,050	47,260	+ 21.0	74,542	102,605	+ 37.6
Commercial Vehicles	6,232	7,786	+ 24.9	13,919	23,511	+ 68.9
Total	45,282	55,046	+ 21.6	88,461	126,116	+ 42.6
Used Vehicles:						
Passenger Cars	98,484	106,302	+ 7.9	81,687	93,957	+ 15.0
Commercial Vehicles	16,108	15,757	- 2.2	13,444	13,917	+ 3.5
Total	114,592	122,059	+ 6.5	95,131	107,874	+ 13.4

(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
April 1955 and 1956

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	646	952	+ 47.4	1,574	2,487	+ 58.0
Prince Edward Island...	220	170	- 22.7	535	423	- 20.9
Nova Scotia	1,487	1,730	+ 16.3	3,753	4,480	+ 19.4
New Brunswick	1,324	1,692	+ 27.8	3,337	4,521	+ 35.5
Quebec	9,544	11,856	+ 24.2	26,263	34,338	+ 30.7
Ontario	22,580	21,561	- 4.5	58,711	58,873	+ 0.3
Manitoba	2,105	2,011	- 4.5	5,765	5,519	- 4.3
Saskatchewan	1,779	1,681	- 5.5	4,692	4,619	- 1.6
Alberta	3,160	3,710	+ 17.4	8,366	10,438	+ 24.8
British Columbia	3,157	4,337	+ 37.4	8,046	11,648	+ 44.8
Canada	46,002	49,700	+ 8.0	121,042	137,346	+ 13.5
Commercial Vehicles						
Newfoundland	265	189	- 28.7	630	585	- 7.1
Prince Edward Island...	86	78	- 9.3	197	234	+ 18.8
Nova Scotia	327	395	+ 20.8	743	1,126	+ 51.5
New Brunswick	359	423	+ 17.8	840	1,222	+ 45.5
Quebec	1,728	2,114	+ 22.3	6,539	8,773	+ 34.2
Ontario	3,050	2,845	- 6.7	7,872	10,822	+ 37.5
Manitoba	301	335	+ 11.3	840	1,057	+ 25.8
Saskatchewan	536	417	- 22.2	1,268	1,206	- 4.9
Alberta	554	1,087	+ 96.2	1,584	3,817	+141.0
British Columbia	703	814	+ 15.8	2,164	2,912	+ 34.6
Canada	7,909	8,697	+ 10.0	22,677	31,754	+ 40.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	911	1,141	+ 25.2	2,204	3,072	+ 39.4
Prince Edward Island...	306	248	- 19.0	732	657	- 10.2
Nova Scotia	1,814	2,125	+ 17.1	4,496	5,606	+ 24.7
New Brunswick	1,683	2,115	+ 25.7	4,177	5,743	+ 37.5
Quebec	11,272	13,970	+ 23.9	32,802	43,111	+ 31.4
Ontario	25,630	24,406	- 4.8	66,583	69,695	+ 4.7
Manitoba	2,406	2,346	- 2.5	6,605	6,576	- 0.4
Saskatchewan	2,315	2,098	- 9.4	5,960	5,825	- 2.3
Alberta	3,714	4,797	+ 29.2	9,950	14,255	+ 43.3
British Columbia	3,860	5,151	+ 33.4	10,210	14,560	+ 42.6
Canada	53,911	58,397	+ 8.3	143,719	169,100	+ 17.7

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
April 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	1,280	1,489	+ 16.3	2,347	2,952	+ 25.8
Quebec	3,445	4,790	+ 39.0	7,012	10,864	+ 54.9
Ontario	6,600	8,484	+ 28.5	12,294	18,337	+ 49.2
Manitoba	535	603	+ 12.7	961	1,215	+ 26.4
Saskatchewan	488	553	+ 13.3	884	1,154	+ 30.5
Alberta	1,130	1,680	+ 48.7	2,183	3,536	+ 62.0
British Columbia	935	1,413	+ 51.1	1,910	3,136	+ 64.2
Canada	14,413	19,012	+ 31.9	27,591	41,194	+ 49.3
Commercial Vehicles						
Atlantic Provinces	276	302	+ 9.4	510	733	+ 43.7
Quebec	512	695	+ 35.7	1,047	1,890	+ 80.5
Ontario	686	840	+ 22.4	1,531	2,641	+ 72.5
Manitoba	83	77	- 7.2	147	221	+ 50.3
Saskatchewan	95	109	+ 14.7	189	281	+ 48.7
Alberta	227	344	+ 51.5	580	1,148	+ 97.9
British Columbia	197	282	+ 43.1	425	990	+ 32.9
Canada	2,076	2,649	+ 27.6	4,429	7,904	+ 78.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,556	1,791	+ 15.1	2,857	3,685	+ 29.0
Quebec	3,957	5,485	+ 38.6	8,059	12,754	+ 58.3
Ontario	7,286	9,324	+ 28.0	13,825	20,978	+ 51.7
Manitoba	618	680	+ 10.0	1,108	1,436	+ 29.6
Saskatchewan	583	662	+ 13.6	1,073	1,435	+ 33.7
Alberta	1,357	2,024	+ 49.2	2,763	4,684	+ 69.5
British Columbia	1,132	1,695	+ 49.7	2,335	4,126	+ 76.7
Canada	16,489	21,661	+ 31.4	32,020	49,098	+ 53.3

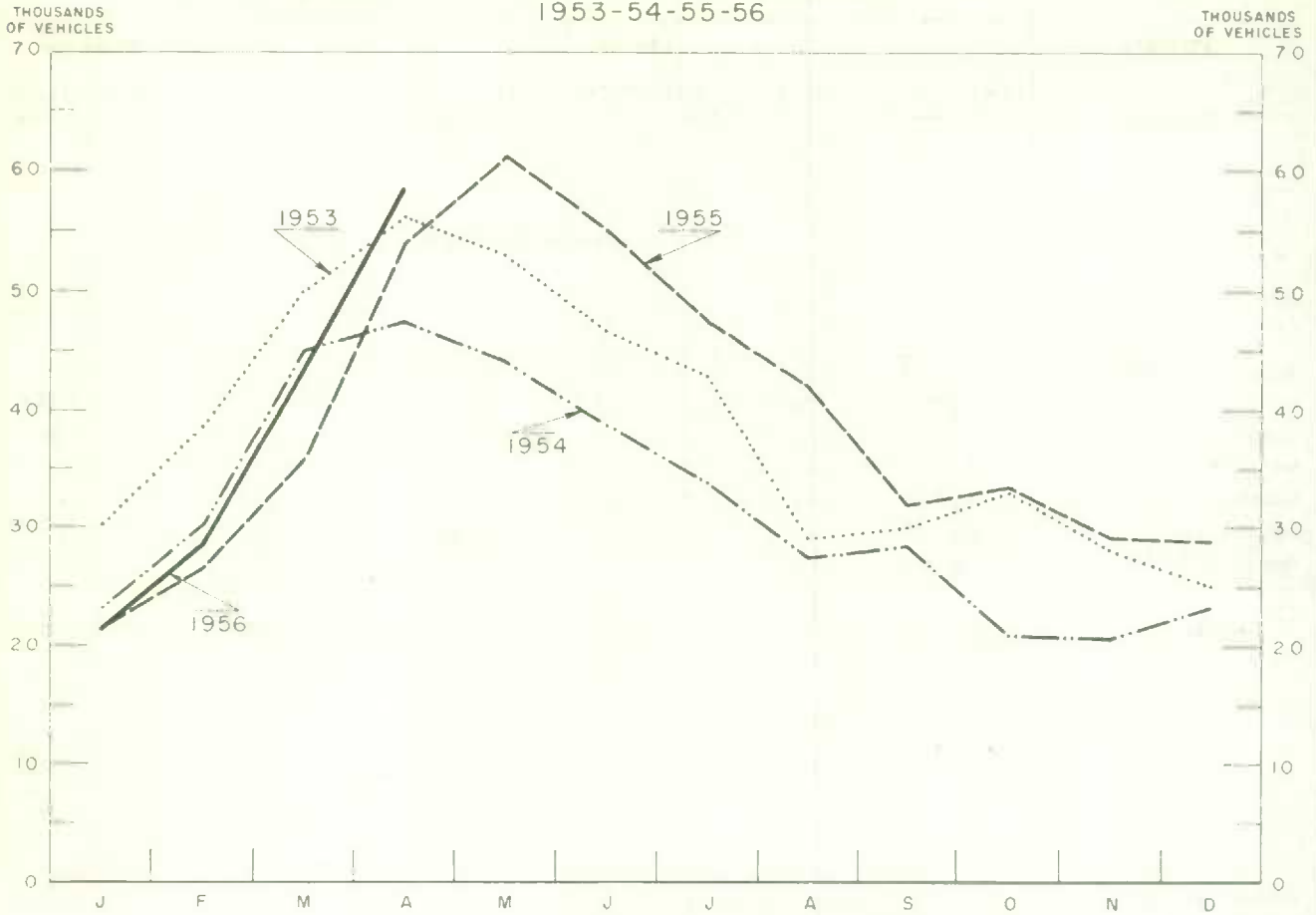
(1) Revised

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

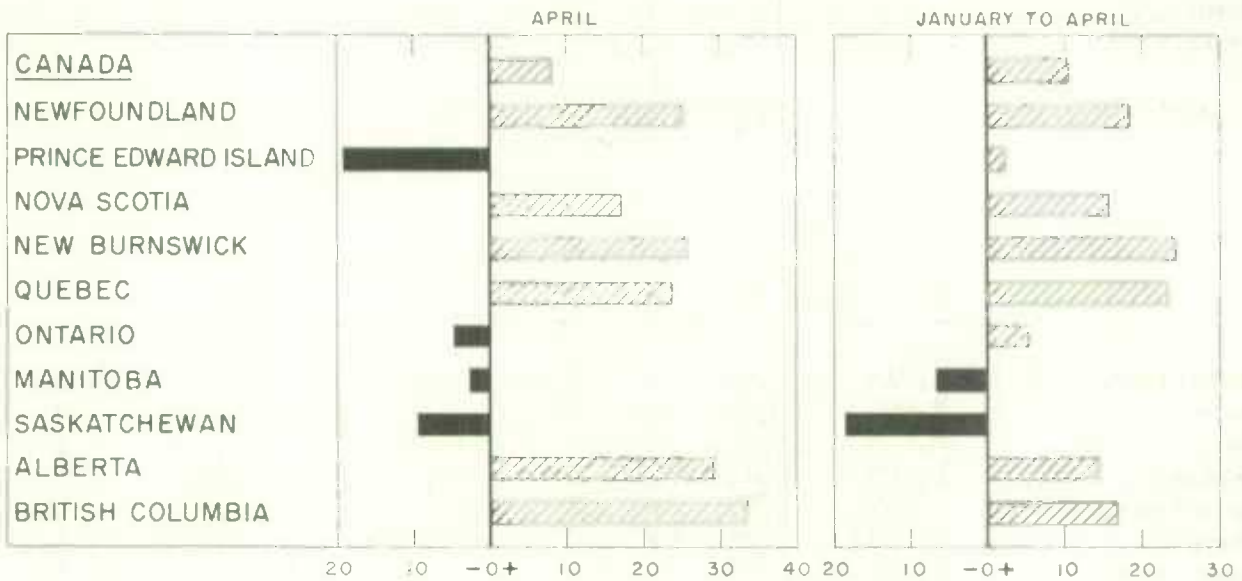
Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	3,431	3,721	+ 8.5	2,724	3,066	+ 12.6
Quebec	6,905	8,447	+ 22.3	6,245	7,952	+ 27.3
Ontario	15,058	15,585	+ 3.5	12,315	13,769	+ 11.8
Manitoba	1,344	1,248	- 7.1	969	1,070	+ 10.4
Saskatchewan	1,459	1,442	- 1.2	1,091	1,097	+ 0.5
Alberta	3,286	3,675	+ 11.8	2,615	3,057	+ 16.9
British Columbia	2,843	3,063	+ 7.7	2,701	3,049	+ 12.9
Canada	34,326	37,181	+ 8.3	28,660	33,060	+ 15.4
Commercial Vehicles						
Atlantic Provinces	788	745	- 5.5	537	543	+ 1.1
Quebec	985	1,138	+ 15.5	873	995	+ 14.0
Ontario	1,598	1,588	- 0.6	1,170	1,365	+ 16.7
Manitoba	239	194	- 18.8	190	184	- 3.2
Saskatchewan	408	349	- 14.5	292	252	- 13.7
Alberta	823	794	- 3.5	659	700	+ 6.2
British Columbia	462	541	+ 17.1	463	610	+ 31.7
Canada	5,303	5,349	+ 0.9	4,184	4,649	+ 11.1
Total -- Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,219	4,466	+ 5.9	3,261	3,609	+ 10.7
Quebec	7,890	9,585	+ 21.5	7,118	8,947	+ 25.7
Ontario	16,656	17,173	+ 3.1	13,485	15,134	+ 12.2
Manitoba	1,583	1,442	- 8.9	1,159	1,254	+ 8.2
Saskatchewan	1,867	1,791	- 4.1	1,383	1,349	- 2.5
Alberta	4,109	4,469	+ 8.8	3,274	3,757	+ 14.8
British Columbia	3,305	3,604	+ 9.0	3,164	3,659	+ 15.6
Canada	39,629	42,530	+ 7.3	32,844	37,709	+ 14.8

(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 / BORD
STATISTIQUE STATISTIQUE CANADA



1010768708