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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JULY 1956

New Motor Vehicle Sales

Sales of new passenger cars in Canada during July 1956 numbered 42,076 and retailed for \$114,446,000, a record in number and value for any month of July. The number of passenger cars sold was 5.2 per cent above July 1955 while the retail value of sales increased 10.4 per cent over the same period. Cumulative sales for January to July increased 6.3 per cent in number and 13.3 per cent in value over the same period a year ago.

Commercial vehicle sales rose 25.0 per cent in number, to 9,296 from 7,434 and 44.9 per cent in value, to \$32,900,000 from \$22,698,000 over July 1955. Sales of buses included in these figures, totalled 113 units which were valued at \$2,299,000. In the first seven months of this year 55,502 commercial vehicles were sold for \$200,105,000.

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.

505-506-76

Sales of European-Made Vehicles, July 1955 and 1956

	Number of Units			Retail Value		
	1955(1)	1956	% Change	1955(1) \$'000	1956 \$'000	% Change
New Vehicles:						
Passenger Cars	2,260	3,020	+ 33.6	4,070	5,651	+ 38.8
Commercial Vehicles	226	215	- 4.9	448	460	+ 2.7
Total	2,486	3,235	+ 30.1	4,518	6,111	+ 35.3

(1) Revised.

New Motor Vehicle Sales, January to July 1955 and 1956

New Vehicles:						
Passenger Cars	255,035	271,117	+ 6.3	663,956	752,089	+ 13.3
Commercial Vehicles	45,578	55,502	+ 21.8	132,124	200,107	+ 51.5
Total	300,613	326,619	+ 8.7	796,080	952,196	+ 19.6

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

The financing of sales of new passenger cars and commercial vehicles amounted to \$58,475,000 and covered 25,486 units. These totals showed gains of 42.1 per cent and 25.8 per cent respectively over July of last year. Passenger cars alone accounted for 22,067 units financed and \$47,216,000 in amount of financing, a level never before reached in a month of July for both the number and the value. With \$11,259,000 in amount of financing, commercial vehicles established a record for July while the 3,419 units financed came fifth in line after July 1952, 1951, 1953 and 1950.

Used Vehicles

Used passenger vehicle sales financed totalled 41,404 units and \$36,524,000 in amount of financing. These totals were respectively 10.8 per cent and 18.1 per cent greater than the 37,379 units financed for \$30,914,000 in July 1955. Commercial vehicles financed numbered 5,422 or 2.1 per cent above the 5,309 units reported for July 1955 while the amount of financing at \$4,936,000 was 12.0 per cent greater than the \$4,406,000 registered last year.

Motor Vehicle Financing, January to July 1955 and 1956

	Number of Units			Amount of Financing		
	1955(1)	1956	% Change	1955(1) \$'000	1956 \$'000	% Change
New Vehicles:						
Passenger Cars	94,314	113,117	+ 19.9	180,674	243,734	+ 34.9
Commercial Vehicles	15,741	18,810	+ 19.5	37,565	59,858	+ 59.3
Total	110,055	131,927	+ 19.9	218,239	303,592	+ 39.1
Used Vehicles:						
Passenger Cars	216,947	231,214	+ 6.6	179,957	204,148	+ 13.4
Commercial Vehicles	33,838	33,004	- 2.5	28,398	29,855	+ 5.1
Total	250,785	264,218	+ 5.4	208,355	234,003	+ 12.3

(1) Revised.

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

THOUSANDS  
OF VEHICLES

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OF VEHICLES

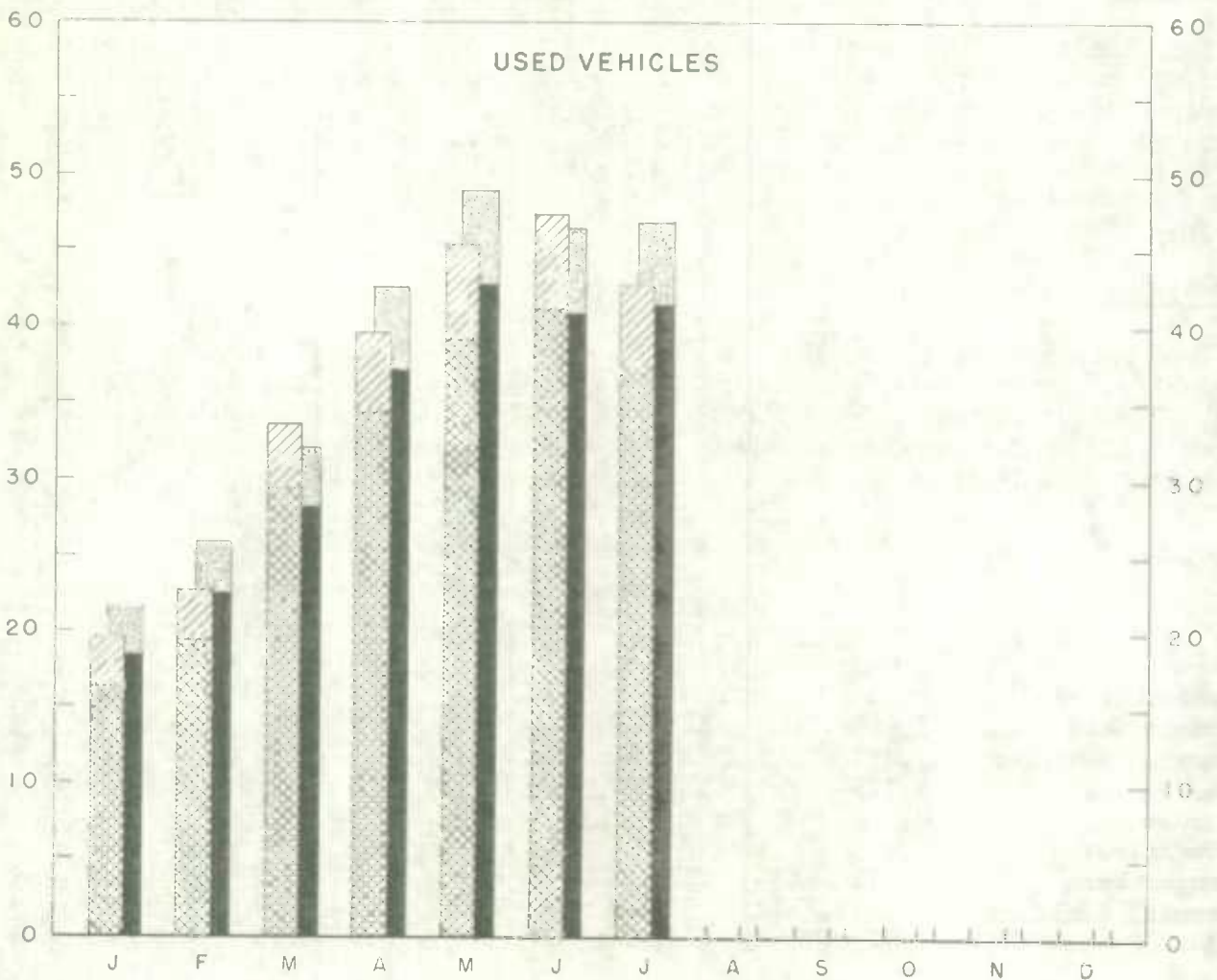
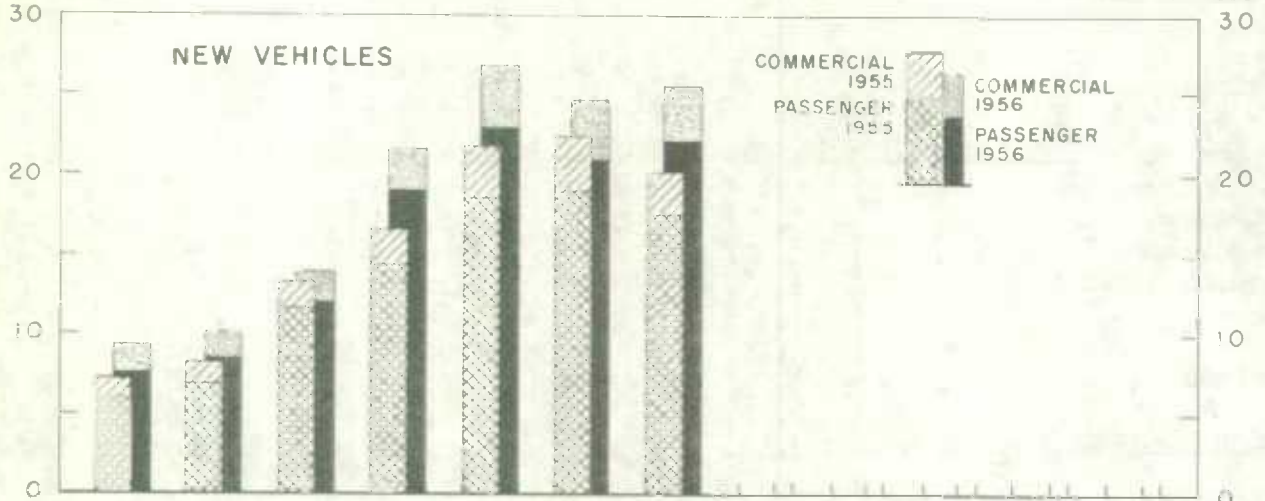


TABLE 1. New Motor Vehicle Sales, by Provinces  
July 1955 and 1956

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1) \$'000	1956 \$'000	% Change, 1956/1955
<b>Passenger Cars</b>						
Newfoundland .....	648	485	- 25.2	1,562	1,221	- 21.8
Prince Edward Island...	125	154	+ 23.2	290	385	+ 32.8
Nova Scotia .....	1,372	1,234	- 10.1	3,423	3,171	- 7.4
New Brunswick .....	1,134	1,007	- 11.2	2,843	2,691	- 5.3
Quebec .....	8,232	8,935	+ 8.5	21,727	24,710	+ 13.7
Ontario .....	15,931	18,499	+ 16.1	41,814	50,205	+ 20.1
Manitoba .....	2,043	2,113	+ 3.4	5,236	5,796	+ 10.7
Saskatchewan .....	1,848	1,995	+ 8.0	4,777	5,385	+ 12.7
Alberta .....	3,470	3,410	- 1.7	8,848	9,296	+ 5.1
British Columbia .....	5,197	4,244	- 18.3	13,160	11,586	- 12.0
<b>Canada .....</b>	<b>40,000</b>	<b>42,076</b>	<b>+ 5.2</b>	<b>103,680</b>	<b>114,446</b>	<b>+ 10.4</b>
<b>Commercial Vehicles</b>						
Newfoundland .....	216	91	- 57.9	613	241	- 60.7
Prince Edward Island...	41	73	+ 78.0	93	189	+103.2
Nova Scotia .....	256	290	+ 13.3	659	918	+ 39.3
New Brunswick .....	308	331	+ 7.5	852	943	+ 10.7
Quebec .....	1,541	1,923	+ 24.8	5,452	8,575	+ 57.3
Ontario .....	2,203	3,448	+ 56.5	7,156	11,755	+ 64.3
Manitoba .....	447	437	- 2.2	1,154	1,372	+ 18.9
Saskatchewan .....	485	562	+ 15.9	1,151	1,586	+ 37.8
Alberta .....	879	1,036	+ 17.9	2,631	3,818	+ 45.1
British Columbia .....	1,058	1,105	+ 4.4	2,937	3,503	+ 19.3
<b>Canada .....</b>	<b>7,434</b>	<b>9,296</b>	<b>+ 25.0</b>	<b>22,698</b>	<b>32,900</b>	<b>+ 44.9</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland .....	864	576	- 33.3	2,175	1,462	- 32.8
Prince Edward Island...	166	227	+ 36.7	383	574	+ 49.9
Nova Scotia .....	1,628	1,524	- 6.4	4,082	4,089	+ 0.2
New Brunswick .....	1,442	1,338	- 7.2	3,695	3,634	- 1.7
Quebec .....	9,773	10,858	+ 11.1	27,179	33,285	+ 22.5
Ontario .....	18,134	21,947	+ 21.0	48,970	61,960	+ 26.5
Manitoba .....	2,490	2,550	+ 2.4	6,390	7,168	+ 12.2
Saskatchewan .....	2,333	2,557	+ 9.6	5,928	6,971	+ 17.6
Alberta .....	4,349	4,446	+ 2.2	11,479	13,114	+ 14.2
British Columbia .....	6,255	5,349	- 14.5	16,097	15,089	- 6.3
<b>Canada .....</b>	<b>47,434</b>	<b>51,372</b>	<b>+ 8.3</b>	<b>126,378</b>	<b>147,346</b>	<b>+ 16.6</b>

(1) Revised

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces**  
July 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 .....	1,328	1,690	+ 27.3	2,486	3,356	+ 35.0
Quebec .....	4,050	5,447	+ 34.5	8,379	12,226	+ 45.9
Ontario .....	7,997	9,590	+ 19.9	15,200	20,195	+ 32.9
Manitoba .....	608	765	+ 25.8	1,177	1,592	+ 35.3
Saskatchewan .....	583	882	+ 51.3	1,076	1,765	+ 64.0
Alberta .....	1,511	2,010	+ 33.0	2,952	4,238	+ 43.6
British Columbia .....	1,290	1,683	+ 30.5	2,692	3,844	+ 42.8
<b>Canada .....</b>	<b>17,367</b>	<b>22,067</b>	<b>+ 27.1</b>	<b>33,962</b>	<b>47,216</b>	<b>+ 39.0</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	385	357	- 7.3	856	874	+ 2.1
Quebec .....	708	883	+ 24.7	1,832	2,823	+ 54.1
Ontario .....	935	1,088	+ 16.4	2,153	3,634	+ 71.1
Manitoba .....	79	88	+ 11.4	184	239	+ 29.9
Saskatchewan .....	119	135	+ 13.4	295	364	+ 23.4
Alberta .....	331	438	+ 32.3	836	1,641	+ 96.2
British Columbia .....	332	430	+ 29.5	1,028	1,634	+ 58.9
<b>Canada .....</b>	<b>2,889</b>	<b>3,419</b>	<b>+ 18.3</b>	<b>7,184</b>	<b>11,259</b>	<b>+ 56.7</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	1,713	2,047	+ 19.5	3,342	4,230	+ 26.6
Quebec .....	4,758	6,330	+ 33.0	10,211	15,049	+ 47.4
Ontario .....	8,932	10,678	+ 19.5	17,353	23,879	+ 37.6
Manitoba .....	687	853	+ 24.2	1,361	1,831	+ 34.5
Saskatchewan .....	702	1,017	+ 44.9	1,371	2,129	+ 55.3
Alberta .....	1,842	2,448	+ 32.9	3,788	5,879	+ 55.2
British Columbia .....	1,622	2,113	+ 30.3	3,720	5,478	+ 47.3
<b>Canada .....</b>	<b>20,256</b>	<b>25,486</b>	<b>+ 25.8</b>	<b>41,146</b>	<b>58,475</b>	<b>+ 42.1</b>

(1) Revised

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces**  
July 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 .....	4,051	4,353	+ 7.5	3,179	3,613	+ 13.7
Quebec .....	7,613	9,093	+ 19.4	6,713	8,273	+ 23.2
Ontario .....	16,140	17,352	+ 7.5	12,916	15,222	+ 17.9
Manitoba .....	1,518	1,562	+ 2.9	1,237	1,297	+ 4.9
Saskatchewan .....	1,612	1,735	+ 7.6	1,205	1,315	+ 9.2
Alberta .....	3,308	3,835	+ 15.9	2,694	3,248	+ 20.6
British Columbia .....	3,137	3,474	+ 10.7	2,970	3,556	+ 19.7
<b>Canada .....</b>	<b>37,379</b>	<b>41,401</b>	<b>+ 10.8</b>	<b>30,914</b>	<b>36,524</b>	<b>+ 18.1</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	889	877	- 1.3	696	638	- 8.3
Quebec .....	1,076	1,188	+ 10.4	893	1,089	+ 21.9
Ontario .....	1,582	1,500	- 5.2	1,189	1,400	+ 17.7
Manitoba .....	230	242	+ 5.2	194	250	+ 28.9
Saskatchewan .....	294	319	+ 8.5	198	223	+ 12.6
Alberta .....	638	704	+ 10.3	542	663	+ 22.3
British Columbia .....	600	592	- 1.3	694	673	- 3.0
<b>Canada .....</b>	<b>5,309</b>	<b>5,422</b>	<b>+ 2.1</b>	<b>4,406</b>	<b>4,936</b>	<b>+ 12.0</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	4,940	5,230	+ 5.9	3,875	4,251	+ 9.7
Quebec .....	8,689	10,281	+ 18.3	7,606	9,362	+ 23.1
Ontario .....	17,722	18,852	+ 6.4	14,105	16,622	+ 17.8
Manitoba .....	1,748	1,804	+ 3.2	1,431	1,547	+ 8.1
Saskatchewan .....	1,906	2,054	+ 7.8	1,403	1,538	+ 9.6
Alberta .....	3,946	4,539	+ 15.0	3,236	3,911	+ 20.9
British Columbia .....	3,737	4,066	+ 8.8	3,664	4,229	+ 15.4
<b>Canada .....</b>	<b>42,688</b>	<b>46,826</b>	<b>+ 9.7</b>	<b>35,320</b>	<b>41,460</b>	<b>+ 17.4</b>

(1) Revised

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