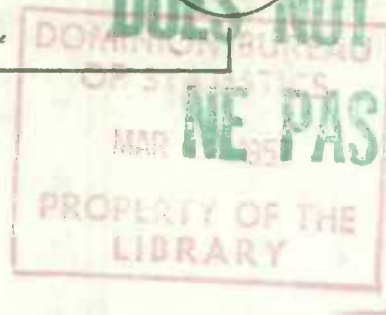


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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING
JANUARY 1957

New Motor Vehicle Sales

New motor vehicle sales showed increases of over 50% in January 1957 compared with January of 1956. Passenger cars led the advance with records for the month of January with 26,540 units sold for \$77,908,080, gains of 57.4% and 62.9% respectively over last year.

Commercial vehicle sales advanced 35.6% in number and 44.0% in value. The \$22,986,000 commercial vehicle sales were higher than any other January although the 6,037 units sold were below the record for the month established in 1951.

Significant gains occurred in the two most easterly provinces and in Saskatchewan and Alberta. During January there were 19 buses sold for \$330,000. These are included in the commercial vehicle category.

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.

6505-506-17

Sales of European-Made Vehicles, January 1956 and 1957

	<u>Number of Units</u>			<u>Retail Value</u>		
	<u>1956</u>	<u>1957</u>	<u>% Change</u>	<u>1956</u> \$'000	<u>1957</u> \$'000	<u>% Change</u>
Passenger Cars	2,072	2,149	+ 3.7	3,744	3,967	+ 6.0
Commercial Vehicles	333	254	- 23.7	727	537	- 26.1
Total	2,405	2,403	- 0.1	4,471	4,504	+ 0.7

Financing of Motor Vehicle Sales

New Vehicles

There were 10,498 new passenger cars financed in January for \$23,345,000, greater than 1956 by over 30% and a record for the month of January in both units and amount of financing.

Substantial gains in commercial vehicle financing brought the total to \$7,883,000 in January 1957, another record for any January and an amount almost 50% above last year. The 2,291 units financed were second only to the 2,701 commercial units financed in January 1952.

Used Vehicles

Financing of used vehicles was more in line with former years; January 1957 showed nominal gains over a year ago in passenger car financing and decreases in units and amount of financing of commercial vehicles. The 10% increase in the amount of passenger car financing brought the total to \$18,851,000 for January 1957, an amount greater than any other January for this item.

TABLE 1 New Motor Vehicle Sales, by Provinces
January 1956 and 1957

Province	Number			Retail Value		
	1956 (1)	1957	% Change, 1957/1956	1956 (1)	1957	% Change, 1957/1956
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	185	426	+ 130.3	485	1,185	+ 144.3
Prince Edward Island...	51	75	+ 47.1	131	205	+ 56.5
Nova Scotia	484	598	+ 23.6	1,243	1,639	+ 31.9
New Brunswick	322	537	+ 66.8	835	1,541	+ 84.6
Quebec	3,576	5,555	+ 55.3	10,409	17,005	+ 63.4
Ontario	8,045	12,040	+ 49.7	23,397	35,085	+ 50.0
Manitoba	528	921	+ 74.4	1,501	2,632	+ 75.3
Saskatchewan	437	1,168	+ 167.3	1,266	3,352	+ 164.8
Alberta	1,191	2,533	+ 112.7	3,350	7,471	+ 123.0
British Columbia	2,045	2,687	+ 31.4	5,211	7,793	+ 49.5
Canada	16,864	26,540	+ 57.4	47,828	77,908	+ 62.9
Commercial Vehicles						
Newfoundland	78	127	+ 62.8	219	365	+ 66.7
Prince Edward Island...	17	48	+ 182.4	44	123	+ 179.5
Nova Scotia	170	213	+ 25.3	486	647	+ 33.1
New Brunswick	148	190	+ 28.4	500	665	+ 33.0
Quebec	979	1,555	+ 58.8	3,736	6,226	+ 66.6
Ontario	1,807	1,862	+ 3.0	6,844	7,918	+ 15.7
Manitoba	162	212	+ 30.9	528	728	+ 37.9
Saskatchewan	153	416	+ 171.9	409	1,319	+ 222.5
Alberta	467	836	+ 79.0	1,525	2,908	+ 90.7
British Columbia	472	578	+ 22.5	1,672	2,087	+ 24.8
Canada	4,453	6,037	+ 35.6	15,963	22,986	+ 44.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	263	553	+ 110.3	704	1,550	+ 120.2
Prince Edward Island...	68	123	+ 80.9	175	328	+ 87.4
Nova Scotia	654	811	+ 24.0	1,729	2,286	+ 32.2
New Brunswick	470	727	+ 54.7	1,335	2,206	+ 65.2
Quebec	4,555	7,110	+ 56.1	14,145	23,231	+ 64.2
Ontario	9,852	13,902	+ 41.1	30,241	43,003	+ 42.2
Manitoba	690	1,133	+ 64.2	2,029	3,360	+ 65.6
Saskatchewan	590	1,584	+ 168.5	1,675	4,671	+ 178.9
Alberta	1,658	3,369	+ 103.2	4,875	10,379	+ 112.9
British Columbia	2,517	3,265	+ 29.7	6,883	9,880	+ 43.5
Canada	21,317	32,577	+ 52.8	63,791	100,894	+ 58.2

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
January 1956 and 1957

Province	Number of Vehicles			Amount of Financing		
	1956 (1)	1957	% Change, 1957/1956	1956 (1)	1957	% Change, 1957/1956
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	494	464	- 6.1	990	946	- 4.4
Quebec	1,740	2,311	+ 32.8	3,994	5,586	+ 39.9
Ontario	3,657	4,589	+ 25.5	7,778	9,758	+ 25.5
Manitoba	205	393	+ 91.7	435	850	+ 95.4
Saskatchewan	230	423	+ 83.9	476	903	+ 89.7
Alberta	700	1,187	+ 69.6	1,494	2,653	+ 77.6
British Columbia	856	1,131	+ 32.1	1,908	2,649	+ 38.8
Canada	7,882	10,498	+ 33.2	17,075	23,345	+ 36.7
Commercial Vehicles						
Atlantic Provinces	149	144	- 3.4	341	371	+ 8.8
Quebec	427	599	+ 40.3	1,328	2,051	+ 54.4
Ontario	624	698	+ 11.9	1,858	2,396	+ 29.0
Manitoba	58	87	+ 50.0	171	326	+ 90.6
Saskatchewan	70	113	+ 61.4	184	388	+ 110.9
Alberta	247	383	+ 55.1	757	1,337	+ 76.6
British Columbia	162	267	+ 64.8	651	1,014	+ 55.8
Canada	1,737	2,291	+ 31.9	5,290	7,883	+ 49.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	643	608	- 5.4	1,331	1,317	- 1.1
Quebec	2,167	2,910	+ 34.3	5,322	7,637	+ 43.5
Ontario	4,281	5,287	+ 23.5	9,636	12,154	+ 26.1
Manitoba	263	480	+ 82.5	606	1,176	+ 94.1
Saskatchewan	300	536	+ 78.7	660	1,291	+ 95.6
Alberta	947	1,570	+ 65.8	2,251	3,990	+ 77.3
British Columbia	1,018	1,398	+ 37.3	2,559	3,663	+ 43.1
Canada	9,619	12,789	+ 33.0	22,365	31,228	+ 39.6

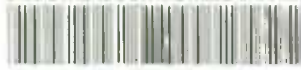
(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
January 1956 and 1957

Province	Number of Vehicles			Amount of Financing		
	1956 (1)	1957	% Change, 1957/1956	1956 (1)	1957	% Change, 1957/1956
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,788	1,198	- 33.0	1,463	1,007	- 31.2
Quebec	3,588	3,587	(2)	3,336	3,610	+ 8.2
Ontario	8,950	8,874	- 0.8	7,770	8,221	+ 5.8
Manitoba	624	731	+ 17.1	540	669	+ 23.9
Saskatchewan	650	870	+ 33.8	474	731	+ 54.2
Alberta	1,844	2,284	+ 23.9	1,559	2,044	+ 31.1
British Columbia	2,045	2,470	+ 20.8	1,985	2,569	+ 29.4
Canada	19,489	20,014	+ 2.7	17,127	18,851	+ 10.1
Commercial Vehicles						
Atlantic Provinces	415	271	- 34.7	312	204	- 34.6
Quebec	601	491	- 18.3	566	559	- 1.2
Ontario	1,083	842	- 22.3	1,020	822	- 19.4
Manitoba	135	139	+ 3.0	119	130	+ 9.2
Saskatchewan	140	188	+ 34.3	107	145	+ 35.5
Alberta	478	452	- 5.4	491	589	+ 20.0
British Columbia	401	373	- 7.0	525	621	+ 18.3
Canada	3,253	2,756	- 15.3	3,140	3,070	- 2.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,203	1,469	- 33.3	1,775	1,211	- 31.8
Quebec	4,189	4,078	- 2.6	3,902	4,169	+ 6.8
Ontario	10,033	9,716	- 3.2	8,790	9,043	+ 2.9
Manitoba	759	870	+ 14.6	659	799	+ 21.2
Saskatchewan	790	1,058	+ 33.9	581	876	+ 50.8
Alberta	2,322	2,736	+ 17.8	2,050	2,633	+ 28.4
British Columbia	2,446	2,843	+ 16.2	2,510	3,190	+ 27.1
Canada	22,742	22,770	+ 0.1	20,267	21,921	+ 8.2

(1) Revised
(2) Unchanged

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