

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 PRÊTER
PROPRIÉTÉ
LIBRARY

Vol. 29 - No. 3

\$2.00 a year

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MARCH 1957

New Motor Vehicle Sales

Sales of new motor vehicles in the first quarter of 1957 advanced 18 per cent in number to 110,181 units from 93,189 last year and 21 per cent in value to \$337,299,000 from \$278,038,000.

The 38,193 new passenger cars sold in March this year came second to 1953 when 39,607 vehicles were sold, and 4 per cent above the March 1956 total of 36,556; the value of sales at \$110,307,000, however, was 7 per cent greater than the record high established in March a year ago with \$102,916,000. Commercial vehicle sales totalled 7,140 units and retailed for \$27,293,000, respectively 5 and 8 per cent above the 6,783 units sold for \$25,356,000 in March 1956. Although the value of sales of new commercial vehicles in March reached a new peak, the number of units sold was the third lowest, after 1955 and 1956, in the last eight years. Included in the above figures for commercial vehicles were 86 new buses which were valued at \$1,833,000.

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.

6505-506-37

Sales of European-Made Vehicles, March 1956 and 1957

	Number of Units			Retail Value		
	<u>1956(1)</u>	<u>1957</u>	<u>% Change</u>	<u>1956(1)</u> \$'000	<u>1957</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	3,116	4,138	+ 32.8	5,683	7,827	+ 37.7
Commercial Vehicles	315	268	- 14.9	679	590	- 13.1
Total	3,431	4,406	+ 28.4	6,362	8,417	+ 32.3

(1) Revised.

New Motor Vehicle Sales, January - March 1956 and 1957

	Number of Units			Retail Value		
	<u>1956(1)</u>	<u>1957</u>	<u>% Change</u>	<u>1956(1)</u> \$'000	<u>1957</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	76,710	91,262	+ 19.0	217,805	266,423	+ 22.3
Commercial Vehicles	16,479	18,919	+ 14.8	60,233	70,876	+ 17.7
Total	93,189	110,181	+ 18.2	278,038	337,299	+ 21.3

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

New vehicles financed through sales finance and acceptance companies in March 1957 totalled 15,912 units and \$37,272,000 in amount financed. These figures were respectively 10 and 12 per cent greater than their March 1956 levels of 14,395 vehicles and \$33,197,000 value financed. New passenger cars accounted for 13,382 units and new commercial vehicles 2,530 units which were financed for \$29,527,000 and \$7,745,000 respectively.

The combined financing of new passenger cars and commercial vehicles in the first quarter of 1957 amounted to \$97,765,000 (\$79,583,000 in 1956) and covered 41,006 vehicles (34,382 in 1956).

Used Vehicles

The financing of used vehicles in March this year advanced 5 per cent in number to 35,060 vehicles from 33,322 a year ago and 13 per cent in value to \$33,169,000 from \$29,273,000. In the January-March period the financing of sales of used vehicles amounted to \$80,050,000 and covered 83,729 units.

Motor Vehicle Financing, January - March 1956 and 1957

	Number of Units			Retail Value		
	<u>1956(1)</u>	<u>1957</u>	<u>% Change</u>	<u>1956(1)</u> \$'000	<u>1957</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	29,087	34,140	+ 17.4	63,034	75,601	+ 19.9
Commercial Vehicles	5,295	6,866	+ 29.7	16,549	22,164	+ 33.9
Total	34,382	41,006	+ 19.3	79,583	97,765	+ 22.8
Used Vehicles:						
Passenger Cars	72,169	73,975	+ 2.5	63,543	69,372	+ 9.2
Commercial Vehicles	10,797	9,754	- 9.7	9,992	10,678	+ 6.9
Total	82,966	83,729	+ 0.9	73,535	80,050	+ 8.9

(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 1956 and 1957

Province	Number			Retail Value		
	1956 (1)	1957	% Change, 1957/1956	1956 (1)	1957	% Change, 1957/1956
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland.....	676	380	- 43.8	1,761	1,030	- 41.5
Prince Edward Island	126	78	- 38.1	325	205	- 36.9
Nova Scotia	1,364	1,156	- 15.2	3,565	2,955	- 17.1
New Brunswick	1,079	1,035	- 4.1	2,891	2,858	- 1.1
Quebec	10,198	10,969	+ 7.6	29,546	33,005	+ 11.7
Ontario	15,520	14,885	- 4.1	43,649	42,279	- 3.1
Manitoba	1,211	1,936	+ 59.9	3,319	5,549	+ 67.2
Saskatchewan.....	918	1,145	+ 24.7	2,521	3,333	+ 32.2
Alberta	2,462	3,256	+ 32.3	6,888	9,557	+ 38.7
British Columbia ²	3,002	3,353	+ 11.7	8,451	9,536	+ 12.8
Canada	36,556	38,193	+ 4.5	102,916	110,307	+ 7.2
Commercial Vehicles						
Newfoundland.....	186	118	- 36.6	497	352	- 29.2
Prince Edward Island	38	35	- 7.9	97	95	- 2.1
Nova Scotia	266	233	- 12.4	773	675	- 12.7
New Brunswick	277	187	- 32.5	767	561	- 26.9
Quebec	1,672	1,959	+ 17.2	6,289	8,376	+ 33.2
Ontario	2,576	2,371	- 8.0	10,270	9,296	- 9.5
Manitoba	225	306	+ 36.0	794	992	+ 24.9
Saskatchewan.....	237	382	+ 61.2	702	1,227	+ 74.8
Alberta	693	894	+ 29.0	2,819	3,311	+ 17.5
British Columbia ²	613	655	+ 6.9	2,348	2,408	+ 2.6
Canada	6,783	7,140	+ 5.3	25,356	27,293	+ 7.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland.....	862	498	- 42.2	2,258	1,382	- 38.8
Prince Edward Island	164	113	- 31.1	422	300	- 28.9
Nova Scotia	1,630	1,389	- 14.8	4,338	3,630	- 16.3
New Brunswick	1,356	1,222	- 9.9	3,658	3,419	- 6.5
Quebec	11,870	12,928	+ 8.9	35,835	41,381	+ 15.5
Ontario	18,096	17,256	- 4.6	53,919	51,575	- 4.3
Manitoba	1,436	2,242	+ 56.1	4,113	6,541	+ 59.0
Saskatchewan.....	1,155	1,527	+ 32.2	3,223	4,560	+ 41.5
Alberta	3,155	4,150	+ 31.5	9,707	12,868	+ 32.6
British Columbia ²	3,615	4,008	+ 10.9	10,799	11,944	+ 10.6
Canada	43,339	45,333	+ 4.6	128,272	137,600	+ 7.3

(1) Revised

(2) Includes Yukon and Northwest Territories

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
March 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	853	668	- 21.7	1,694	1,318	- 22.2
Quebec	3,147	3,589	+ 14.0	6,973	8,383	+ 20.2
Ontario	5,901	5,549	- 6.0	12,645	11,682	- 7.6
Manitoba	322	514	+ 59.6	687	1,114	+ 62.2
Saskatchewan	271	505	+ 86.3	583	1,102	+ 89.0
Alberta	946	1,429	+ 51.1	2,026	3,229	+ 59.4
British Columbia ²	990	1,128	+ 13.9	2,231	2,699	+ 21.0
Canada	12,430	13,382	+ 7.7	26,839	29,527	+ 10.0
Commercial Vehicles						
Atlantic Provinces	164	180	+ 9.8	371	432	+ 16.4
Quebec	555	690	+ 24.3	1,729	1,993	+ 15.3
Ontario	741	809	+ 9.2	2,287	2,530	+ 10.6
Manitoba	39	93	+138.5	165	338	+104.8
Saskatchewan	45	117	+160.0	102	338	+231.4
Alberta	208	364	+ 75.0	720	1,119	+ 55.4
British Columbia ²	213	277	+ 30.0	984	995	+ 1.1
Canada	1,965	2,530	+ 28.8	6,358	7,745	+ 21.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,017	848	- 16.6	2,065	1,750	- 15.3
Quebec	3,702	4,279	+ 15.6	8,702	10,376	+ 19.2
Ontario	6,642	6,358	- 4.3	14,932	14,212	- 4.8
Manitoba	361	607	+ 68.1	852	1,452	+ 70.4
Saskatchewan	316	622	+ 96.8	685	1,440	+110.2
Alberta	1,154	1,793	+ 55.4	2,746	4,348	+ 58.3
British Columbia ²	1,203	1,405	+ 16.8	3,215	3,694	+ 14.9
Canada	14,395	15,912	+ 10.5	33,197	37,272	+ 12.3

(1) Revised

(2) Includes Yukon and Northwest Territories

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
March 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	2,605	2,457	- 5.7	2,095	1,974	- 5.8
Quebec	6,651	7,181	+ 8.0	6,058	7,120	+ 17.5
Ontario	12,723	12,865	+ 1.1	11,010	11,736	+ 6.6
Manitoba	892	1,117	+ 25.2	778	1,100	+ 41.4
Saskatchewan	952	1,224	+ 28.6	733	990	+ 35.1
Alberta	2,601	3,191	+ 22.7	2,113	2,885	+ 36.5
British Columbia ²	2,815	3,098	+ 10.1	2,808	3,256	+ 16.0
Canada	29,239	31,133	+ 6.5	25,595	29,061	+ 13.5
Commercial Vehicles						
Atlantic Provinces	527	470	- 10.8	385	346	- 10.1
Quebec	898	786	- 12.5	941	796	- 15.4
Ontario	1,250	1,094	- 12.5	1,013	979	- 3.4
Manitoba	155	152	- 1.9	119	161	+ 35.3
Saskatchewan	166	246	+ 48.2	106	187	+ 76.4
Alberta	589	667	+ 13.2	530	723	+ 36.4
British Columbia ²	498	512	+ 2.8	584	916	+ 56.8
Canada	4,083	3,927	- 3.8	3,678	4,108	+ 11.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,132	2,927	- 6.5	2,480	2,320	- 6.5
Quebec	7,549	7,967	+ 5.5	6,999	7,916	+ 13.1
Ontario	13,973	13,959	- 0.1	12,023	12,715	+ 5.8
Manitoba	1,047	1,269	+ 21.2	897	1,261	+ 40.6
Saskatchewan	1,118	1,470	+ 31.5	839	1,177	+ 40.3
Alberta	3,190	3,858	+ 20.9	2,643	3,608	+ 36.5
British Columbia ²	3,313	3,610	+ 9.0	3,392	4,172	+ 23.0
Canada	33,322	35,060	+ 5.2	29,273	33,169	+ 13.3

(1) Revised

(2) Includes Yukon and Northwest Territories

STATISTICS CANADA LIBRARY
BIBLIOTHÈQUE STATISTIQUE CANADA



1010768719