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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

APRIL 1957

New Motor Vehicle Sales

Sales of new passenger cars in April declined 7 per cent in number to 46,045 from 49,757 in April 1956 and 5 per cent in amount to \$131,060,000 from \$137,505,000. Provincially, the percentage changes in number sold covered a wide range with Newfoundland registering the largest decrease (46 per cent) and Saskatchewan the largest increase (43 per cent). In addition to Saskatchewan, increases were registered for Quebec (6 per cent), Manitoba (19 per cent) and Alberta (14 per cent) but these were not substantial enough to offset the declines in the other provinces.

Sales of commercial vehicles in April increased 4 per cent in both number and amount to 9,013 units valued at \$33,185,000 as against 8,697 units valued at \$31,754,000 in April 1956. All the provinces east of Ontario showed decreased sales while Ontario and the western provinces showed increases over their 1956 levels. The above figures include 116 buses valued at \$3,228,000.

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,  
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Sales of European-Made Vehicles, April 1956 and 1957

	Number of Units			Retail Value		
	1956(1)	1957	% Change	1956(1) \$'000	1957 \$'000	% Change
New Vehicles:						
Passenger Cars	4,068	5,815	+ 42.9	7,521	10,718	+ 42.5
Commercial Vehicles	317	640	+101.9	709	1,381	+ 94.8
Total	4,385	6,455	+ 47.2	8,230	12,099	+ 47.0

(1) Revised.

New Motor Vehicle Sales, January - April 1956 and 1957

	Number of Units			Retail Value		
	1956(1)	1957	% Change	1956(1) \$'000	1957 \$'000	% Change
New Vehicles:						
Passenger Cars	126,467	137,307	+ 8.6	355,310	397,483	+ 11.9
Commercial Vehicles	25,176	27,932	+ 10.9	91,987	104,061	+ 13.1
Total	151,643	165,239	+ 9.0	447,297	501,544	+ 12.1

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

The financing of sales of new passenger cars by sales finance and acceptance companies in April covered 17,659 units and \$39,231,000 in amount, down 8 and 6 per cent respectively over the 19,271 units financed for \$41,630,000 in April 1956. The number of units financed was up in Quebec (4 per cent), Manitoba (13 per cent), Saskatchewan (36 per cent), Alberta (17 per cent) and down in the Atlantic Provinces (19 per cent), Ontario (23 per cent), British Columbia (5 per cent). The amount of sales financed was up in all the provinces with the exception of the Atlantic Provinces and Ontario.

The financing of sales of new commercial vehicles advanced 9 per cent in number to 2,969 from 2,715 in April last year and 12 per cent in amount to \$9,267,000 from \$8,290,000. Outstanding increases were registered for Manitoba with a 49 per cent gain in number and 84 per cent in amount, Saskatchewan with 83 and 157 per cent and Alberta with 36 and 28 per cent.

Used Vehicles

The financing of used passenger cars and used commercial vehicles together totalled 42,444 units and \$40,237,000 in amount. The former was 3 per cent below its level in April 1956 and the latter 4 per cent above. The division of passenger cars and used commercial vehicles, with April 1956 in brackets, was as follows: used passenger car units 37,624 (38,165), amount \$35,264,000 (\$33,886,000); used commercial vehicle units 4,820 (5,477), amount \$4,973,000 (\$4,900,000).

Motor Vehicle Financing, January - April 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>
<b>New Vehicles:</b>						
Passenger Cars	48,358	51,799	+ 7.1	104,664	114,832	+ 9.7
Commercial Vehicles	8,010	9,835	+ 22.8	24,839	31,431	+ 26.5
Total	56,368	61,634	+ 9.3	129,503	146,263	+ 12.9
<b>Used Vehicles:</b>						
Passenger Cars	110,334	111,599	+ 1.1	97,429	104,636	+ 7.4
Commercial Vehicles	16,274	14,574	- 10.4	14,892	15,651	+ 5.1
Total	126,608	126,173	- 0.3	112,321	120,287	+ 7.1

(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 1956 and 1957

Province	Number			Retail Value		
	1956 (1)	1957	% Change, 1957/1956	1956 (1)	1957	% Change, 1957/1956
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland.....	952	511	- 46.3	2,487	1,364	- 45.2
Prince Edward Island ...	170	168	- 1.2	423	433	+ 2.4
Nova Scotia .....	1,730	1,273	- 26.4	4,480	3,458	- 22.8
New Brunswick .....	1,692	1,157	- 31.6	4,521	3,238	- 28.4
Quebec .....	11,856	12,562	+ 6.0	34,338	37,397	+ 8.9
Ontario .....	21,559	17,172	- 20.3	58,869	47,769	- 18.9
Manitoba .....	2,030	2,420	+ 19.2	5,575	6,899	+ 23.7
Saskatchewan.....	1,683	2,400	+ 42.6	4,625	6,832	+ 47.7
Alberta .....	3,726	4,246	+ 14.0	10,486	12,070	+ 15.1
British Columbia <sup>2</sup> .....	4,359	4,136	- 5.1	11,701	11,600	- 0.9
Canada .....	49,757	46,045	- 7.5	137,505	131,060	- 4.7
Commercial Vehicles						
Newfoundland.....	189	157	- 16.9	585	472	- 19.3
Prince Edward Island ...	78	59	- 24.4	234	173	- 26.1
Nova Scotia .....	395	318	- 19.5	1,126	1,028	- 8.7
New Brunswick .....	423	281	- 33.6	1,222	841	- 31.2
Quebec .....	2,114	1,819	- 14.0	8,773	7,800	- 11.1
Ontario .....	2,845	2,949	+ 3.7	10,822	11,410	+ 5.4
Manitoba .....	335	412	+ 23.0	1,057	1,422	+ 34.5
Saskatchewan.....	417	768	+ 84.2	1,206	2,438	+102.2
Alberta .....	1,087	1,237	+ 13.8	3,817	4,217	+ 10.5
British Columbia <sup>2</sup> .....	814	1,013	+ 24.4	2,912	3,384	+ 16.2
Canada .....	8,697	9,013	+ 3.6	31,754	33,185	+ 4.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland.....	1,141	668	- 41.5	3,072	1,836	- 40.2
Prince Edward Island ...	248	227	- 8.5	657	606	- 7.8
Nova Scotia .....	2,125	1,591	- 25.1	5,606	4,486	- 20.0
New Brunswick .....	2,115	1,438	- 32.0	5,743	4,079	- 29.0
Quebec .....	13,970	14,381	+ 2.9	43,111	45,197	+ 4.8
Ontario .....	24,404	20,121	- 17.6	69,691	59,179	- 15.1
Manitoba .....	2,365	2,832	+ 19.7	6,632	8,321	+ 25.5
Saskatchewan.....	2,100	3,168	+ 50.9	5,831	9,270	+ 59.0
Alberta .....	4,813	5,483	+ 13.9	14,303	16,287	+ 13.9
British Columbia <sup>2</sup> .....	5,173	5,149	- 0.5	14,613	14,984	+ 2.5
Canada .....	58,454	55,058	- 5.8	169,259	164,245	- 3.0

(1) Revised

(2) Includes Yukon and Northwest Territories

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

Province	Number of Vehicles			Amount of Financing		
	1956 (1)	1957	% Change, 1957/1956 %	1956 (1) \$ '000	1957 \$ '000	% Change, 1957/1956 %
<b>Passenger Cars</b>						
Atlantic Provinces .....	1,489	1,199	- 19.5	2,952	2,414	- 18.2
Quebec .....	4,804	4,996	+ 4.0	10,886	11,788	+ 8.3
Ontario .....	8,527	6,525	- 23.5	18,404	13,804	- 25.0
Manitoba .....	615	695	+ 13.0	1,235	1,509	+ 22.2
Saskatchewan .....	553	750	+ 35.6	1,154	1,627	+ 41.0
Alberta .....	1,748	2,042	+ 16.8	3,650	4,621	+ 26.6
British Columbia <sup>2</sup> .....	1,535	1,452	- 5.4	3,349	3,468	+ 3.6
Canada .....	19,271	17,659	- 8.4	41,630	39,231	- 5.8
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	302	277	- 8.3	733	669	- 8.7
Quebec .....	701	702	+ 0.1	1,914	1,960	+ 2.4
Ontario .....	861	860	- 0.1	2,801	2,831	+ 1.1
Manitoba .....	79	118	+ 49.4	231	426	+ 84.4
Saskatchewan .....	109	200	+ 83.5	281	723	+157.3
Alberta .....	363	494	+ 36.1	1,247	1,591	+ 27.6
British Columbia <sup>2</sup> .....	300	318	+ 6.0	1,083	1,067	- 1.5
Canada .....	2,715	2,969	+ 9.4	8,290	9,267	+ 11.8
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	1,791	1,476	- 17.6	3,685	3,083	- 16.3
Quebec .....	5,505	5,698	+ 3.5	12,800	13,748	+ 7.4
Ontario .....	9,388	7,385	- 21.3	21,205	16,635	- 21.6
Manitoba .....	694	813	+ 17.1	1,466	1,935	+ 32.0
Saskatchewan .....	662	950	+ 43.5	1,435	2,350	+ 63.8
Alberta .....	2,111	2,536	+ 20.1	4,897	6,212	+ 26.9
British Columbia <sup>2</sup> .....	1,835	1,770	- 3.5	4,432	4,535	+ 2.3
Canada .....	21,986	20,628	- 6.2	49,920	48,498	- 2.8

(1) Revised

(2) Includes Yukon and Northwest Territories

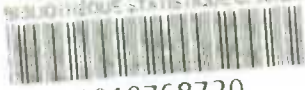
TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces  
April 1956 and 1957

Province	Number of Vehicles			Amount of Financing		
	1956 (1)	1957	% Change, 1957/1956	1956 (1)	1957	% Change, 1957/1956
			%	\$ '000	\$ '000	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	3,721	3,279	- 11.9	3,066	2,714	- 11.5
Quebec .....	8,745	9,136	+ 4.5	8,191	9,023	+ 10.2
Ontario .....	15,694	14,611	- 6.9	13,860	13,386	- 3.4
Manitoba .....	1,266	1,489	+ 17.6	1,083	1,414	+ 30.6
Saskatchewan .....	1,442	1,665	+ 15.5	1,097	1,372	+ 25.1
Alberta .....	3,812	3,877	+ 1.7	3,157	3,562	+ 12.8
British Columbia <sup>2</sup> .....	3,485	3,567	+ 2.4	3,432	3,793	+ 10.5
Canada .....	38,165	37,624	- 1.4	33,886	35,264	+ 4.1
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	745	615	- 17.4	543	463	- 14.7
Quebec .....	1,140	977	- 14.3	1,001	1,018	+ 1.7
Ontario .....	1,591	1,275	- 19.9	1,364	1,158	- 15.1
Manitoba .....	196	201	+ 2.6	190	168	- 11.6
Saskatchewan .....	349	362	+ 3.7	252	295	+ 17.1
Alberta .....	852	783	- 8.1	810	821	+ 1.4
British Columbia <sup>2</sup> .....	604	607	+ 0.5	740	1,050	+ 41.9
Canada .....	5,477	4,820	- 12.0	4,900	4,973	+ 1.5
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	4,466	3,894	- 12.8	3,609	3,177	- 12.0
Quebec .....	9,885	10,113	+ 2.3	9,192	10,041	+ 9.2
Ontario .....	17,285	15,886	- 8.1	15,224	14,544	- 4.5
Manitoba .....	1,462	1,690	+ 15.6	1,273	1,582	+ 24.3
Saskatchewan .....	1,791	2,027	+ 13.2	1,349	1,667	+ 23.6
Alberta .....	4,664	4,660	- 0.1	3,967	4,383	+ 10.5
British Columbia <sup>2</sup> .....	4,089	4,174	+ 2.1	4,172	4,843	+ 16.1
Canada .....	43,642	42,444	- 2.7	38,786	40,237	+ 3.7

(1) Revised

(2) Includes Yukon and Northwest Territories

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