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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MAY 1957

New Motor Vehicle Sales

New passenger car sales in May covered 44,780 units which retailed for \$126,520,000, respectively 17 and 14 per cent below the 53,870 new passenger cars sold for \$148,025,000 in May 1956. Provincially, losses ranged from - 3 to - 42 per cent in number. Exceptions were Manitoba, Saskatchewan and Alberta which accounted for gains of 34, 5 and 19 per cent respectively. With the exception of Quebec, which accounted for a slight increase, the value of sales presented the same pattern.

New commercial vehicle sales numbered 9,107 and were valued at \$35,198,000, down 21 and 14 per cent respectively below the 11,568 units retailed for \$41,152,000 last year. The above figures include 156 buses valued at \$4,086,542.

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.

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Sales of European-Made Vehicles, May 1956 and 1957

	Number of Units			Retail Value		
	1956(1)	1957	% Change	1956(1) \$'000	1957 \$'000	% Change
New Vehicles:						
Passenger Cars	4,593	6,091	+ 32.6	8,528	11,344	+ 33.0
Commercial Vehicles	410	492	+ 20.0	855	1,025	+ 19.9
Total	5,003	6,583	+ 31.6	9,383	12,369	+ 31.8

(1) Revised.

New Motor Vehicle Sales, January - May 1956 and 1957

	Number of Units			Retail Value		
	1956(1)	1957	% Change	1956(1) \$'000	1957 \$'000	% Change
New Vehicles:						
Passenger Cars	180,337	182,087	+ 1.0	503,335	524,003	+ 4.1
Commercial Vehicles	36,744	37,039	+ 0.8	133,139	139,259	+ 4.6
Total	217,081	219,126	+ 0.9	636,474	663,262	+ 4.2

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

In May, sales finance and acceptance companies reported 19,421 new passenger cars financed to the extent of \$43,609,000. These figures accounted for decreases of 16 and 12 per cent respectively in comparison with May 1956 when 23,234 units were financed to the extent of \$49,681,000. The number of new passenger cars financed was up in Manitoba (9 per cent) and Saskatchewan (4 per cent) and down in all the other regions. The value financed was up in Manitoba, Saskatchewan and Alberta, down in the Atlantic Provinces, Quebec and Ontario and unchanged in British Columbia.

The financing of new commercial vehicles amounted to \$12,622,000 and covered 3,573 units. These figures were respectively 4 and 10 per cent below the May 1956 totals of \$13,116,000 covering 3,981 units.

Used Vehicles

Used passenger cars and used commercial vehicles financed totalled 46,940 units and \$44,910,000 in amount. The former dropped 7 per cent while the latter remained practically unchanged in comparison with the 50,363 units financed to the extent of \$45,026,000 in May 1956.

Motor Vehicle Financing, January - May 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	71,592	71,220	- 0.5	154,345	158,441	+ 2.7
Commercial Vehicles	11,991	13,408	+ 11.8	37,955	44,053	+ 16.1
Total	83,583	84,628	+ 1.3	192,300	202,494	+ 5.3
Used Vehicles:						
Passenger Cars	154,255	152,941	- 0.9	136,164	143,268	+ 5.2
Commercial Vehicles	22,716	20,172	- 11.2	21,183	21,929	+ 3.5
Total	176,971	173,113	- 2.2	157,347	165,197	+ 5.0

(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
May 1956 and 1957

Province	Number			Retail Value		
	1956 (1)	1957	% Change, 1957/1956	1956 (1) \$'000	1957 \$'000	% Change, 1957/1956
Passenger Cars						
Newfoundland	896	520	- 42.0	2,275	1,399	- 38.5
Prince Edward Island ...	262	190	- 27.5	678	499	- 26.4
Nova Scotia	1,989	1,626	- 18.3	5,095	4,146	- 18.6
New Brunswick	1,475	1,292	- 12.4	3,946	3,511	- 11.0
Quebec	12,052	11,720	- 2.8	34,191	34,469	+ 0.8
Ontario	24,711	16,433	- 33.5	68,235	46,093	- 32.4
Manitoba	1,904	2,554	+ 34.1	5,098	7,160	+ 40.4
Saskatchewan	2,145	2,254	+ 5.1	5,911	6,436	+ 8.9
Alberta	3,481	4,153	+ 19.3	9,646	11,779	+ 22.1
British Columbia ²	4,955	4,038	- 18.5	12,950	11,028	- 14.8
Canada	53,870	44,780	- 16.9	148,025	126,520	- 14.5
Commercial Vehicles						
Newfoundland	369	193	- 47.7	946	587	- 37.9
Prince Edward Island ...	101	69	- 31.7	269	197	- 26.8
Nova Scotia	453	371	- 18.1	1,259	1,229	- 2.4
New Brunswick	492	293	- 40.4	1,342	935	- 30.3
Quebec	2,621	2,023	- 22.8	10,709	10,640	- 0.6
Ontario	4,232	2,699	- 36.2	15,099	9,599	- 36.4
Manitoba	384	488	+ 27.1	1,295	1,746	+ 34.8
Saskatchewan	576	687	+ 19.3	1,710	2,106	+ 23.2
Alberta	958	1,229	+ 28.3	3,516	4,420	+ 25.7
British Columbia ²	1,382	1,055	- 23.7	5,007	3,739	- 25.3
Canada	11,568	9,107	- 21.3	41,152	35,198	- 14.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	1,265	713	- 43.6	3,221	1,986	- 38.3
Prince Edward Island ...	363	259	- 28.7	947	696	- 26.5
Nova Scotia	2,442	1,997	- 18.2	6,354	5,375	- 15.4
New Brunswick	1,967	1,585	- 19.4	5,288	4,446	- 15.9
Quebec	14,673	13,743	- 6.3	44,900	45,109	+ 0.5
Ontario	28,943	19,132	- 33.9	83,334	55,692	- 33.2
Manitoba	2,288	3,042	+ 33.0	6,393	8,906	+ 39.3
Saskatchewan	2,721	2,941	+ 8.1	7,621	8,542	+ 12.1
Alberta	4,439	5,382	+ 21.2	13,162	16,199	+ 23.1
British Columbia ²	6,337	5,093	- 19.6	17,957	14,767	- 17.8
Canada	65,438	53,887	- 17.7	189,177	161,718	- 14.5

(1) Revised

(2) Includes Yukon and Northwest Territories

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
May 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	2,037	1,538	- 24.5	4,054	3,082	- 24.0
Quebec	5,749	5,169	- 10.1	12,748	12,195	- 4.3
Ontario	9,943	7,254	- 27.0	21,037	15,757	- 25.1
Manitoba	814	885	+ 8.7	1,621	1,990	+ 22.8
Saskatchewan	766	795	+ 3.8	1,584	1,744	+ 10.1
Alberta	2,161	2,105	- 2.6	4,638	4,843	+ 4.4
British Columbia ²	1,764	1,675	- 5.0	3,999	3,998	(3)
Canada	23,234	19,421	- 16.4	49,681	43,609	- 12.2
Commercial Vehicles						
Atlantic Provinces	456	327	- 28.3	1,171	859	- 26.6
Quebec	970	895	- 7.7	2,980	2,949	- 1.0
Ontario	1,286	974	- 24.3	4,454	3,283	- 26.3
Manitoba	110	139	+ 26.4	301	584	+ 94.0
Saskatchewan	153	241	+ 57.5	383	913	+138.4
Alberta	539	592	+ 9.8	2,095	2,209	+ 5.4
British Columbia ²	467	405	- 13.3	1,732	1,825	+ 5.4
Canada	3,981	3,573	- 10.2	13,116	12,622	- 3.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,493	1,865	- 25.2	5,225	3,941	- 24.6
Quebec	6,719	6,064	- 9.7	15,728	15,144	- 3.7
Ontario	11,229	8,228	- 26.7	25,491	19,040	- 25.3
Manitoba	924	1,024	+ 10.8	1,922	2,574	+ 33.9
Saskatchewan	919	1,036	+ 12.7	1,967	2,657	+ 35.1
Alberta	2,700	2,697	- 0.1	6,733	7,052	+ 4.7
British Columbia ²	2,231	2,080	- 6.8	5,731	5,823	+ 1.6
Canada	27,215	22,994	- 15.5	62,797	56,231	- 10.5

(1) Revised
 (2) Includes Yukon and Northwest Territories
 (3) Unchanged

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
May 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	4,466	3,815	- 14.6	3,700	3,227	- 12.8
Quebec	9,908	9,996	+ 0.9	9,108	9,908	+ 8.8
Ontario	18,104	16,216	- 10.4	15,894	14,652	- 7.8
Manitoba	1,773	1,685	- 5.0	1,528	1,584	+ 3.7
Saskatchewan	1,773	1,798	+ 1.4	1,356	1,491	+ 10.0
Alberta	3,805	3,934	+ 3.4	3,203	3,602	+ 12.5
British Columbia ²	4,092	3,898	- 4.7	3,946	4,168	+ 5.6
Canada	43,921	41,342	- 5.9	38,735	38,632	- 0.3
Commercial Vehicles						
Atlantic Provinces	972	814	- 16.3	776	646	- 16.8
Quebec	1,333	1,207	- 9.5	1,302	1,228	- 5.7
Ontario	1,830	1,525	- 16.7	1,714	1,593	- 7.1
Manitoba	290	291	+ 0.3	240	404	+ 68.3
Saskatchewan	389	378	- 2.8	312	394	+ 26.3
Alberta	883	784	- 11.2	935	975	+ 4.3
British Columbia ²	745	599	- 19.6	1,012	1,038	+ 2.6
Canada	6,442	5,598	- 13.1	6,291	6,278	- 0.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	5,438	4,629	- 14.9	4,476	3,873	- 13.5
Quebec	11,241	11,203	- 0.3	10,410	11,136	+ 7.0
Ontario	19,934	17,741	- 11.0	17,608	16,245	- 7.7
Manitoba	2,063	1,976	- 4.2	1,768	1,988	+ 12.4
Saskatchewan	2,162	2,176	+ 0.6	1,668	1,885	+ 13.0
Alberta	4,688	4,718	+ 0.6	4,138	4,577	+ 10.6
British Columbia ²	4,837	4,497	- 7.0	4,958	5,206	+ 5.0
Canada	50,363	46,940	- 6.8	45,026	44,910	- 0.3

(1) Revised

(2) Includes Yukon and Northwest Territories

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