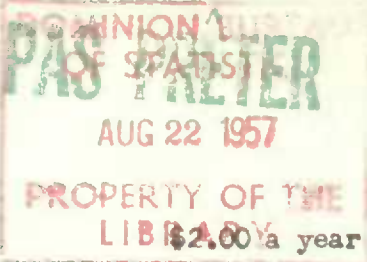


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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JUNE 1957

New Motor Vehicle Sales

New motor vehicle sales were lower in June this year, continuing the decline from 1956 sales evidenced in recent months. All sales, passenger and commercial units and dollar value, were approximately 20 per cent below the level of June 1956. British Columbia showed the smallest decrease in new passenger car units sold (4.2 per cent) while other provinces experienced more severe cut-backs to a low of 43.9 per cent in Prince Edward Island. Decreases in retail sales were arrayed in much the same order.

Commercial vehicle sales in June were approximately 21 per cent lower in both number and value with Saskatchewan showing the smallest loss in unit sales. The 7,563 vehicles sold included 65 buses valued at \$1,293,000.

Year-to-date decreases of new vehicle sales were more nominal, except that European passenger car sales were much above the sales of the first six months of 1956.

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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6505-506-67

Sales of European-Made Vehicles, June 1956 and 1957

	Number of Units			Retail Value		
	<u>1956<sup>(1)</sup></u>	<u>1957</u>	<u>% Change</u>	<u>1956<sup>(1)</sup></u> \$'000	<u>1957</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	3,286	4,207	+ 28.0	6,308	7,973	+ 26.4
Commercial Vehicles	395	381	- 3.5	814	824	+ 1.2
Total	3,681	4,588	+ 24.6	7,122	8,797	+ 23.5

(1) Revised.

New Motor Vehicle Sales, January - June 1956 and 1957

	Number of Units			Retail Value		
	<u>1956<sup>(1)</sup></u>	<u>1957</u>	<u>% Change</u>	<u>1956<sup>(1)</sup></u> \$'000	<u>1957</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	229,391	219,920	- 4.1	638,614	631,268	- 1.2
Commercial Vehicles	46,277	44,602	- 3.6	167,570	166,513	- 0.6
Total	275,668	264,522	- 4.0	806,184	797,781	- 1.0

(1) Revised.

Financing of Motor Vehicle Sales

New Vehicles

As would be expected, financing of new car sales in June closely paralleled sales, with declines in the neighbourhood of 20 per cent. There was a more erratic pattern by provinces. New passenger car financing totalled \$37,139,000, representing a range from +6.6 per cent in Manitoba to -32.1 per cent in Ontario.

Commercial vehicle financing covered 2,903 vehicles with a financed value of \$10,356,000, decreases from 1956 of 22.9 per cent and 18.8 per cent respectively.

Used Vehicles

Financing of used vehicles did not drop as severely as did new vehicles. In total, the \$40,297,000 financed value was 3.7 per cent below the June 1956 level; only Ontario and the Atlantic Provinces showed declines, while gains in the other provinces ranged up to 20.9 per cent for Manitoba.

Motor Vehicle Financing, January - June 1956 and 1957

	Number of Units			Retail Value		
	<u>1956<sup>(1)</sup></u>	<u>1957</u>	<u>% Change</u>	<u>1956<sup>(1)</sup></u> \$'000	<u>1957</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	92,825	87,760	- 5.5	199,820	195,580	- 2.1
Commercial Vehicles	15,754	16,311	+ 3.5	50,711	54,409	+ 7.3
Total	108,579	104,071	- 4.2	250,531	249,989	- 0.2
Used Vehicles:						
Passenger Cars	195,810	190,245	- 2.8	172,678	178,438	+ 3.3
Commercial Vehicles	28,403	24,766	- 12.8	26,534	27,056	+ 2.0
Total	224,213	215,011	- 4.1	199,212	205,494	+ 3.2

(1) revised

Notes:

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  
June 1956 and 1957

Province	Number			Retail Value		
	1956 (1)	1957	% Change, 1957/1956	1956 (1) \$'000	1957 \$'000	% Change, 1957/1956
Passenger Cars						
Newfoundland.....	583	440	- 24.5	1,482	1,144	- 22.8
Prince Edward Island ....	239	134	- 43.9	603	365	- 39.5
Nova Scotia .....	1,683	1,169	- 30.5	4,275	3,311	- 22.5
New Brunswick .....	1,458	1,011	- 30.7	3,858	2,883	- 25.3
Quebec .....	11,037	9,920	- 10.1	31,249	29,085	- 6.9
Ontario .....	20,830	14,054	- 32.5	57,533	38,911	- 32.4
Manitoba .....	2,466	2,224	- 9.8	6,765	6,183	- 8.6
Saskatchewan.....	3,337	2,121	- 36.4	8,785	6,016	- 31.5
Alberta .....	4,120	3,596	- 12.7	11,484	10,369	- 9.7
British Columbia <sup>2</sup> .....	3,301	3,164	- 4.2	9,245	8,998	- 2.7
<b>Canada .....</b>	<b>49,054</b>	<b>37,833</b>	<b>- 22.9</b>	<b>135,279</b>	<b>107,265</b>	<b>- 20.7</b>
Commercial Vehicles						
Newfoundland.....	141	117	- 17.0	364	425	+ 16.8
Prince Edward Island ....	68	59	- 13.2	168	159	- 5.4
Nova Scotia .....	416	244	- 41.3	1,110	722	- 35.0
New Brunswick .....	360	291	- 19.2	1,097	898	- 18.1
Quebec .....	2,322	1,517	- 34.7	9,790	6,098	- 37.7
Ontario .....	2,878	2,480	- 13.8	10,523	9,189	- 12.7
Manitoba .....	581	512	- 11.9	1,920	1,700	- 11.5
Saskatchewan.....	570	557	- 2.3	1,596	1,747	+ 9.5
Alberta .....	1,207	999	- 17.2	4,250	3,570	- 16.0
British Columbia <sup>2</sup> .....	990	787	- 20.5	3,613	2,746	- 24.0
<b>Canada .....</b>	<b>9,533</b>	<b>7,563</b>	<b>- 20.7</b>	<b>34,431</b>	<b>27,254</b>	<b>- 20.8</b>
Total - Passenger Cars and Commercial Vehicles						
Newfoundland.....	724	557	- 23.1	1,846	1,569	- 15.0
Prince Edward Island ....	307	193	- 37.1	771	524	- 32.0
Nova Scotia .....	2,099	1,413	- 32.7	5,385	4,033	- 25.1
New Brunswick .....	1,818	1,302	- 28.4	4,955	3,781	- 23.7
Quebec .....	13,359	11,437	- 14.4	41,039	35,183	- 14.3
Ontario .....	23,708	16,534	- 30.3	68,056	48,100	- 29.3
Manitoba .....	3,047	2,736	- 10.2	8,685	7,883	- 9.2
Saskatchewan.....	3,907	2,678	- 31.5	10,381	7,763	- 25.2
Alberta .....	5,327	4,595	- 13.7	15,734	13,939	- 11.4
British Columbia <sup>2</sup> .....	4,291	3,951	- 7.9	12,858	11,744	- 8.7
<b>Canada .....</b>	<b>58,587</b>	<b>45,396</b>	<b>- 22.5</b>	<b>169,710</b>	<b>134,519</b>	<b>- 20.7</b>

(1) Revised

(2) Includes Yukon and Northwest Territories

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

Province	Number of Vehicles			Amount of Financing		
	1956 <sup>(1)</sup>	1957	% Change, 1957/1956	1956 <sup>(1)</sup>	1957	% Change, 1957/1956
			%	\$'000	\$'000	%
<b>Passenger Cars</b>						
Atlantic Provinces .....	1,763	1,310	- 25.7	3,443	2,691	- 21.8
Quebec .....	4,700	4,260	- 9.4	10,694	10,184	- 4.8
Ontario .....	9,408	6,222	- 33.9	19,939	13,536	- 32.1
Manitoba .....	712	719	+ 1.0	1,447	1,543	+ 6.6
Saskatchewan.....	794	735	- 7.4	1,607	1,610	+ 0.2
Alberta .....	2,099	1,922	- 8.4	4,419	4,281	- 3.1
British Columbia <sup>2</sup> .....	1,757	1,372	- 21.9	3,926	3,294	- 16.1
Canada .....	21,233	16,540	- 22.1	45,475	37,139	- 18.3
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	414	282	- 31.9	1,026	733	- 28.6
Quebec .....	810	661	- 18.4	2,613	2,412	- 7.7
Ontario .....	1,228	810	- 34.0	4,021	2,802	- 30.3
Manitoba .....	109	118	+ 8.3	400	465	+ 16.3
Saskatchewan.....	139	244	+ 75.5	476	837	+ 75.8
Alberta .....	642	458	- 28.7	2,561	1,609	- 37.2
British Columbia <sup>2</sup> .....	421	330	- 21.6	1,659	1,498	- 9.7
Canada .....	3,763	2,903	- 22.9	12,756	10,356	- 18.8
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	2,177	1,592	- 26.9	4,469	3,424	- 23.4
Quebec .....	5,510	4,921	- 10.7	13,307	12,596	- 5.3
Ontario .....	10,636	7,032	- 33.9	23,960	16,338	- 31.8
Manitoba .....	821	837	+ 1.9	1,847	2,008	+ 8.7
Saskatchewan.....	933	979	+ 4.9	2,083	2,447	+ 17.5
Alberta .....	2,741	2,380	- 13.2	6,980	5,890	- 15.6
British Columbia <sup>2</sup> .....	2,178	1,702	- 21.9	5,585	4,792	- 14.2
Canada .....	24,996	19,443	- 22.2	58,231	47,495	- 18.4

(1) Revised

(2) Includes Yukon and Northwest Territories

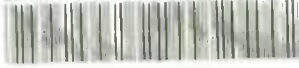
**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces  
June 1956 and 1957**

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 .....	4,368	3,528	- 19.2	3,546	3,046	- 14.1
Quebec .....	8,631	8,821	+ 2.2	7,933	8,730	+ 10.0
Ontario .....	17,446	14,355	- 17.7	15,394	13,215	- 14.2
Manitoba .....	1,509	1,592	+ 5.5	1,260	1,472	+ 16.8
Saskatchewan.....	1,791	1,725	- 3.7	1,377	1,429	+ 3.8
Alberta .....	4,038	3,818	- 5.4	3,322	3,524	+ 6.1
British Columbia <sup>2</sup> .....	3,772	3,465	- 8.1	3,682	3,754	+ 2.0
<b>Canada .....</b>	<b>41,555</b>	<b>37,304</b>	<b>- 10.2</b>	<b>36,514</b>	<b>35,170</b>	<b>- 3.7</b>
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	875	663	- 24.2	644	529	- 17.9
Quebec .....	1,100	1,003	- 8.8	1,097	1,050	- 4.3
Ontario .....	1,635	1,195	- 26.9	1,419	1,235	- 13.0
Manitoba .....	250	257	+ 2.8	197	290	+ 47.2
Saskatchewan.....	354	284	- 19.8	256	270	+ 5.5
Alberta .....	817	678	- 17.0	845	837	- 0.9
British Columbia <sup>2</sup> .....	656	514	- 21.6	893	916	+ 2.6
<b>Canada .....</b>	<b>5,687</b>	<b>4,594</b>	<b>- 19.2</b>	<b>5,351</b>	<b>5,127</b>	<b>- 4.2</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	5,243	4,191	- 20.1	4,190	3,575	- 14.7
Quebec .....	9,731	9,824	+ 1.0	9,030	9,780	+ 8.3
Ontario .....	19,081	15,550	- 18.5	16,813	14,450	- 14.1
Manitoba .....	1,759	1,849	+ 5.1	1,457	1,762	+ 20.9
Saskatchewan.....	2,145	2,009	- 6.3	1,633	1,699	+ 4.0
Alberta .....	4,855	4,496	- 7.4	4,167	4,361	+ 4.7
British Columbia <sup>2</sup> .....	4,428	3,979	- 10.1	4,575	4,670	+ 2.1
<b>Canada .....</b>	<b>47,242</b>	<b>41,898</b>	<b>- 11.3</b>	<b>41,865</b>	<b>40,297</b>	<b>- 3.7</b>

(1) Revised

(2) Includes Yukon and Northwest Territories

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