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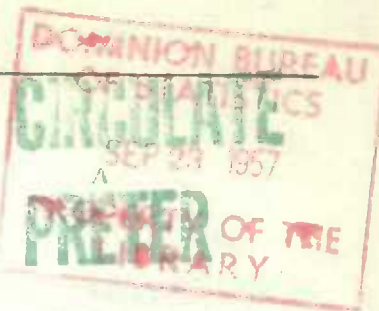
DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Hon. Gordon Churchill, Minister of Trade and Commerce



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Vol. 29 - No. 7

\$2.00 a year

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JULY 1957

New Motor Vehicle Sales

July sales of new motor vehicles totalled 41,803 units valued at \$122,430,000, down 19 per cent in number and 17 per cent in value from July 1956 when 51,564 units were sold for \$147,728,000.

New passenger car sales decreased 17 per cent in number to 34,939 from 42,227 in July last year and 14 per cent in amount to \$98,572,000, from \$114,832,000. Except for the province of Quebec which registered a 2 per cent gain in number sold, sales were down in all regions but chiefly in British Columbia (36 per cent), Ontario (26 per cent) and Newfoundland (21 per cent).

New commercial vehicle sales fell 26 per cent in number and 27 per cent in value to 6,864 units valued at \$23,858,000 from 9,337 units valued at \$32,896,000 a year ago. The number of new commercial vehicles sold in Newfoundland was considerably higher than last year and accounted for a rise of 82 per cent. However, sales were down substantially in all the other regions with the smallest decline (13 per cent) being registered for Alberta. Included in the above figures were 47 buses valued at \$745,000.

Sales of new passenger cars for the year to July 31 were down 6 per cent in number and 3 per cent in value as compared with the same period of 1956 while sales of new commercial vehicles declined 7 and 5 per cent respectively.

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.

6505-506-77

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

Sales of European-Made Vehicles, July 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	3,171	4,393	+ 38.5	6,037	8,350	+ 38.3
Commercial Vehicles	260	334	+ 28.5	523	726	+ 38.8
Total	3,431	4,727	+ 37.8	6,560	9,076	+ 38.4

(1) Revised.

New Motor Vehicle Sales, January - July 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	271,618	254,859	- 6.2	753,446	729,840	- 3.1
Commercial Vehicles	55,614	51,466	- 7.5	200,466	190,371	- 5.0
Total	327,232	306,325	- 6.4	953,912	920,211	- 3.5

(1) Revised.

Financing of Motor Vehicle Sales

New Vehicles

New passenger cars financed in July numbered 19,212 and were financed to the extent of \$43,327,000. These figures were respectively 14 and 9 per cent below their levels in 1956 when 22,323 units were financed for \$47,644,000. Fewer passenger cars were financed in all the regions except Manitoba where an increase of 9 per cent occurred. The amount financed, however, was greater than last year in Quebec (2 per cent), Manitoba (16 per cent), Saskatchewan (1 per cent) and Alberta (5 per cent).

The financing of new commercial vehicles was down 24 per cent in number to 2,633 units from 3,472 in July last year and 21 per cent in amount to \$9,081,000 from \$11,570,000. The number and amount financed were up over July last year in Manitoba and Saskatchewan and down in all the other provinces.

Used Vehicles

The financing of used vehicles amounted to \$43,576,000 and covered 45,698 units. The amount financed was 3 per cent above last year's total while the number was 4 per cent below.

Motor Vehicle Financing, January - July 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	115,148	106,972	- 7.1	247,464	238,907	- 3.5
Commercial Vehicles	19,226	18,944	- 1.5	62,281	63,490	+ 1.9
Total	134,374	125,916	- 6.3	309,745	302,397	- 2.4
Used Vehicles						
Passenger Cars	237,794	231,098	- 2.8	209,657	216,700	+ 3.4
Commercial Vehicles	33,981	29,611	- 12.9	31,804	32,370	+ 1.8
Total	271,775	260,709	- 4.1	241,461	249,070	+ 3.2

(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
July 1956 and 1957

Province	Number			Retail Value		
	1956 (1)	1957	% Change 1957/1956	1956 (1) \$'000	1957 \$'000	% Change, 1957/1956
Passenger Cars						
Newfoundland.....	485	384	- 20.8	1,221	998	- 18.3
Prince Edward Island ...	154	132	- 14.3	385	345	- 10.4
Nova Scotia	1,234	1,120	- 9.2	3,171	2,965	- 6.5
New Brunswick	1,007	917	- 8.9	2,691	2,495	- 7.3
Quebec	8,994	9,167	+ 1.9	24,858	26,631	+ 7.1
Ontario	18,564	13,817	- 25.6	50,364	38,519	- 23.5
Manitoba	2,113	1,954	- 7.5	5,796	5,561	- 4.1
Saskatchewan.....	1,995	1,753	- 12.1	5,385	5,057	- 6.1
Alberta	3,415	2,957	- 13.4	9,317	8,428	- 9.5
British Columbia ²	4,266	2,738	- 35.8	11,644	7,573	- 35.0
Canada	42,227	34,939	- 17.3	114,832	98,572	- 14.2
Commercial Vehicles						
Newfoundland.....	91	166	+ 82.4	241	471	+ 95.4
Prince Edward Island ...	73	32	- 56.2	189	88	- 53.4
Nova Scotia	290	218	- 24.8	918	645	- 29.7
New Brunswick	331	161	- 51.4	943	595	- 36.9
Quebec	1,945	1,477	- 24.1	8,606	5,139	- 40.3
Ontario	3,471	2,340	- 32.6	11,787	8,782	- 25.5
Manitoba	437	362	- 17.2	1,372	1,285	- 6.3
Saskatchewan.....	562	395	- 29.7	1,586	1,195	- 24.7
Alberta	1,036	904	- 12.7	3,818	3,143	- 17.7
British Columbia ²	1,101	809	- 26.5	3,436	2,515	- 26.8
Canada	9,337	6,864	- 26.5	32,896	23,858	- 27.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland.....	576	550	- 4.5	1,462	1,469	+ 0.5
Prince Edward Island ...	227	164	- 27.8	574	433	- 24.6
Nova Scotia	1,524	1,338	- 12.2	4,089	3,610	- 11.7
New Brunswick	1,338	1,078	- 19.4	3,634	3,090	- 15.0
Quebec	10,939	10,644	- 2.7	33,464	31,770	- 5.3
Ontario	22,035	16,157	- 26.7	62,151	47,301	- 23.9
Manitoba	2,550	2,316	- 9.2	7,168	6,846	- 4.5
Saskatchewan.....	2,557	2,148	- 16.0	6,971	6,252	- 10.3
Alberta	4,451	3,861	- 13.3	13,135	11,571	- 11.9
British Columbia ²	5,367	3,547	- 33.9	15,080	10,088	- 33.1
Canada	51,564	41,803	- 18.9	147,728	122,430	- 17.1

(1) Revised

(2) Includes Yukon and Northwest Territories

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

Province	Number of Vehicles			Amount of Financing		
	1956 (1)	1957	% Change, 1957/1956 %	1956 (1) \$'000	1957 \$'000	% Change, 1957/1956 %
Passenger Cars						
Atlantic Provinces	1,690	1,273	- 24.7	3,356	2,694	- 19.7
Quebec	5,443	5,230	- 3.9	12,216	12,462	+ 2.0
Ontario	9,636	7,585	- 21.3	20,272	16,524	- 18.5
Manitoba	775	843	+ 8.8	1,609	1,869	+ 16.2
Saskatchewan.....	882	805	- 8.7	1,765	1,777	+ 0.7
Alberta	2,084	2,012	- 3.5	4,355	4,561	+ 4.7
British Columbia ²	1,813	1,464	- 19.2	4,071	3,440	- 15.5
Canada	22,323	19,212	- 13.9	47,644	43,327	- 9.1
Commercial Vehicles						
Atlantic Provinces	357	254	- 28.9	874	752	- 14.0
Quebec	883	632	- 28.4	2,823	1,998	- 29.2
Ontario	1,092	809	- 25.9	3,734	2,751	- 26.3
Manitoba	90	118	+ 31.1	249	464	+ 86.3
Saskatchewan.....	135	140	+ 3.7	364	501	+ 37.6
Alberta	462	382	- 17.3	1,765	1,369	- 22.4
British Columbia ²	453	298	- 34.2	1,761	1,246	- 29.2
Canada	3,472	2,633	- 24.2	11,570	9,081	- 21.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,047	1,527	- 25.4	4,230	3,446	- 18.5
Quebec	6,326	5,862	- 7.3	15,039	14,460	- 3.8
Ontario	10,728	8,394	- 21.8	24,006	19,275	- 19.7
Manitoba	865	961	+ 11.1	1,858	2,333	+ 25.6
Saskatchewan.....	1,017	945	- 7.1	2,129	2,278	+ 7.0
Alberta	2,546	2,394	- 6.0	6,120	5,930	- 3.1
British Columbia ²	2,266	1,762	- 22.2	5,832	4,686	- 19.7
Canada	25,795	21,845	- 15.3	59,214	52,408	- 11.5

(1) Revised

(2) Includes Yukon and Northwest Territories

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
July 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	4,353	3,940	- 9.5	3,613	3,311	- 8.4
Quebec	9,089	9,552	+ 5.1	8,270	9,460	+ 14.4
Ontario	17,424	16,346	- 6.2	15,269	15,073	- 1.3
Manitoba	1,558	1,589	+ 2.0	1,290	1,454	+ 12.7
Saskatchewan.....	1,735	1,757	+ 1.3	1,315	1,455	+ 10.6
Alberta	3,989	3,790	- 5.0	3,359	3,465	+ 3.2
British Columbia ²	3,836	3,879	+ 1.1	3,863	4,044	+ 4.7
Canada	41,984	40,853	- 2.7	36,979	38,262	+ 3.5
Commercial Vehicles						
Atlantic Provinces	877	736	- 16.1	638	580	- 9.1
Quebec	1,189	1,054	- 11.4	1,090	1,135	+ 4.1
Ontario	1,514	1,371	- 9.4	1,458	1,320	- 9.5
Manitoba	244	209	- 14.3	257	259	+ 0.8
Saskatchewan.....	319	276	- 13.5	223	221	- 0.9
Alberta	762	645	- 15.4	772	699	- 9.5
British Columbia ²	673	554	- 17.7	832	1,100	+ 32.2
Canada	5,578	4,845	- 13.1	5,270	5,314	+ 0.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	5,230	4,676	- 10.6	4,251	3,891	- 8.5
Quebec	10,278	10,606	+ 3.2	9,360	10,595	+ 13.2
Ontario	18,938	17,717	- 6.4	16,727	16,393	- 2.0
Manitoba	1,802	1,798	- 0.2	1,547	1,713	+ 10.7
Saskatchewan.....	2,054	2,033	- 1.0	1,538	1,676	+ 9.0
Alberta	4,751	4,435	- 6.7	4,131	4,164	+ 0.8
British Columbia ²	4,509	4,433	- 1.7	4,695	5,144	+ 9.6
Canada	47,562	45,698	- 3.9	42,249	43,576	+ 3.1

(1) Revised

(2) Includes Yukon and Northwest Territories

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