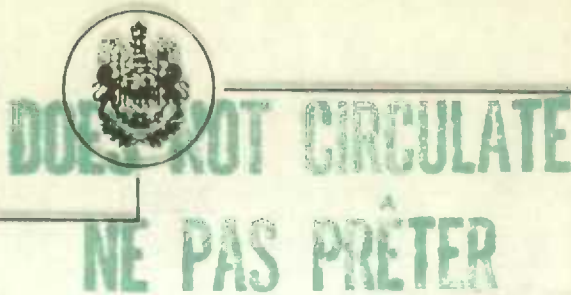


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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

AUGUST 1957

New Motor Vehicle Sales

Sales of new passenger cars in August dropped 8 per cent to 31,348 units from 34,229 units sold in August last year and 6 per cent in value to \$8,259,000 from \$93,981,000. Both the number sold and value of sales were up in Nova Scotia, Quebec and Manitoba and down in the other seven regions.

Sales of new commercial vehicles dropped 27 per cent to 6,019 units from 8,239 units and 23 per cent in value to \$20,791,000 from \$26,944,000. Decreases occurred in all regions except Newfoundland where sales increased considerably. Included in the above figures were 104 buses valued at \$841,000.

Together, new passenger car and new commercial vehicle sales decreased 12 per cent in number and 10 per cent in value of sales as compared with August 1956. Sales for the year to August were down 7 and 4 per cent respectively for number and value.

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.

6505-506-87

Sales of European-Made Vehicles, August 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 | 2,308 | 4,531 | + 96.3 | 4,467 | 8,778 | + 96.5 |
| Commercial Vehicles | 215 | 377 | + 75.3 | 427 | 805 | + 88.5 |
| Total | 2,523 | 4,908 | + 94.5 | 4,894 | 9,583 | + 95.8 |

(1) Revised.

New Motor Vehicle Sales, January - August 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 | 305,847 | 286,207 | - 6.4 | 847,427 | 818,099 | - 3.5 |
| Commercial Vehicles | 63,853 | 57,485 | - 10.0 | 227,410 | 211,162 | - 7.1 |
| Total | 369,700 | 343,692 | - 7.0 | 1,074,837 | 1,029,261 | - 4.2 |

(1) Revised.

Financing of Motor Vehicle Sales

New Vehicles

The financing of new passenger car sales in August amounted to \$36,880,000 and covered 16,148 units. These figures were respectively 16 and 21 per cent below their levels in August last year. Both the amount financed and the number financed were down in all the regions with one exception. The exception was Manitoba where the amount financed showed a moderate increase.

Commercial vehicles financed in August numbered 2,342, a decline of 34 per cent below the 3,537 units recorded for August 1956. The value financed decreased 31 per cent to \$7,924,000 from \$11,568,000.

The combined financing of new passenger cars and commercial vehicles, as compared with a year ago, decreased 19 per cent in amount financed and 23 per cent in number. Declines of 5 per cent in amount financed and 9 per cent in number financed were registered for the year to date.

Used Vehicles

The financing of used passenger cars in August was down 11 per cent in number and 5 per cent in amount financed from the same month last year. There were 34,747 units financed for \$32,719,000 compared with 38,865 units financed for \$34,565,000 a year ago. Commercial vehicle financing amounted to \$4,779,000 (down 5 per cent) and covered 4,290 units (down 23 per cent) as against \$5,033,000 and 5,562 units in August of last year.

Motor Vehicle Financing, January - August 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 | 135,600 | 123,120 | - 9.2 | 291,521 | 275,787 | - 5.4 |
| Commercial Vehicles | 22,763 | 21,292 | - 6.5 | 73,849 | 71,414 | - 3.3 |
| Total | 158,363 | 144,412 | - 8.8 | 365,370 | 347,201 | - 5.0 |
| Used Vehicles: | | | | | | |
| Passenger Cars | 276,659 | 265,845 | - 3.9 | 244,222 | 249,419 | + 2.1 |
| Commercial Vehicles | 39,543 | 33,901 | - 14.3 | 36,837 | 37,149 | + 0.8 |
| Total | 316,202 | 299,746 | - 5.2 | 281,059 | 286,568 | + 2.0 |

(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
August 1956 and 1957

| Province | Number | | | Retail Value | | |
|---|---------------|---------------|-----------------------------|--------------------|----------------|-----------------------------|
| | 1956 (1) | 1957 | % Change, 1957/1956 % | 1956 (1) \$'000 | 1957 \$'000 | % Change, 1957/1956 % |
| Passenger Cars | | | | | | |
| Newfoundland | 410 | 345 | - 15.9 | 1,052 | 898 | - 14.6 |
| Prince Edward Island | 137 | 104 | - 24.1 | 377 | 278 | - 26.3 |
| Nova Scotia | 875 | 1,066 | + 21.8 | 2,346 | 2,807 | + 19.7 |
| New Brunswick | 835 | 608 | - 27.2 | 2,233 | 1,690 | - 24.3 |
| Quebec | 6,877 | 8,047 | + 17.0 | 19,150 | 23,736 | + 23.9 |
| Ontario | 15,037 | 11,570 | - 23.1 | 41,136 | 32,190 | - 21.7 |
| Manitoba | 1,529 | 1,796 | + 17.5 | 4,233 | 5,104 | + 20.6 |
| Saskatchewan..... | 1,719 | 1,624 | - 5.5 | 4,630 | 4,545 | - 1.8 |
| Alberta | 3,246 | 2,816 | - 13.2 | 9,097 | 7,932 | - 12.8 |
| British Columbia ² | 3,564 | 3,372 | - 5.4 | 9,727 | 9,079 | - 6.7 |
| Canada | 34,229 | 31,348 | - 8.4 | 93,981 | 86,259 | - 6.1 |
| Commercial Vehicles | | | | | | |
| Newfoundland..... | 80 | 172 | +115.0 | 229 | 505 | +120.5 |
| Prince Edward Island | 52 | 37 | - 28.8 | 149 | 102 | - 31.5 |
| Nova Scotia | 271 | 203 | - 25.1 | 806 | 605 | - 24.9 |
| New Brunswick | 312 | 173 | - 44.6 | 959 | 615 | - 35.9 |
| Quebec | 1,578 | 1,256 | - 20.4 | 6,068 | 4,360 | - 28.1 |
| Ontario | 2,845 | 1,937 | - 31.9 | 9,292 | 6,974 | - 24.9 |
| Manitoba | 496 | 310 | - 37.5 | 1,370 | 1,084 | - 20.9 |
| Saskatchewan..... | 614 | 407 | - 33.7 | 1,692 | 1,308 | - 22.7 |
| Alberta | 1,085 | 812 | - 25.2 | 3,501 | 2,735 | - 21.9 |
| British Columbia ² | 906 | 712 | - 21.4 | 2,878 | 2,503 | - 13.0 |
| Canada | 8,239 | 6,019 | - 26.9 | 26,944 | 20,791 | - 22.8 |
| Total - Passenger Cars and Commercial Vehicles | | | | | | |
| Newfoundland..... | 490 | 517 | + 5.5 | 1,281 | 1,403 | + 9.5 |
| Prince Edward Island | 189 | 141 | - 25.4 | 526 | 380 | - 27.8 |
| Nova Scotia | 1,146 | 1,269 | + 10.7 | 3,152 | 3,471 | + 10.1 |
| New Brunswick | 1,147 | 781 | - 31.9 | 3,192 | 2,305 | - 27.8 |
| Quebec | 8,455 | 9,303 | + 10.0 | 25,218 | 28,096 | + 11.4 |
| Ontario | 17,882 | 13,507 | - 24.5 | 50,428 | 39,164 | - 22.3 |
| Manitoba | 2,025 | 2,106 | + 4.0 | 5,603 | 6,188 | + 10.4 |
| Saskatchewan..... | 2,333 | 2,031 | - 12.9 | 6,322 | 5,835 | - 7.7 |
| Alberta | 4,331 | 3,628 | - 16.2 | 12,598 | 10,667 | - 15.3 |
| British Columbia ² | 4,470 | 4,084 | - 8.6 | 12,605 | 11,581 | - 8.1 |
| Canada | 42,468 | 37,367 | - 12.0 | 120,925 | 109,090 | - 9.8 |

(1) Revised

(2) Includes Yukon and Northwest Territories

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
August 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 | 1,572 | 1,072 | - 31.8 | 3,201 | 2,273 | - 29.0 |
| Quebec | 4,813 | 4,265 | - 11.4 | 10,835 | 10,332 | - 4.6 |
| Ontario | 8,425 | 6,198 | - 26.4 | 17,958 | 13,730 | - 23.5 |
| Manitoba | 721 | 709 | - 1.7 | 1,507 | 1,610 | + 6.8 |
| Saskatchewan..... | 788 | 718 | - 8.9 | 1,577 | 1,574 | - 0.2 |
| Alberta | 2,179 | 1,648 | - 24.4 | 4,627 | 3,731 | - 19.4 |
| British Columbia ² | 1,954 | 1,538 | - 21.3 | 4,352 | 3,630 | - 16.6 |
| Canada | 20,452 | 16,148 | - 21.0 | 44,057 | 36,880 | - 16.3 |
| Commercial Vehicles | | | | | | |
| Atlantic Provinces | 377 | 216 | - 42.7 | 956 | 602 | - 37.0 |
| Quebec | 878 | 532 | - 39.4 | 2,910 | 1,714 | - 41.1 |
| Ontario | 947 | 726 | - 23.3 | 3,033 | 2,811 | - 7.3 |
| Manitoba | 116 | 120 | + 3.4 | 317 | 401 | + 26.5 |
| Saskatchewan..... | 187 | 114 | - 39.0 | 537 | 342 | - 36.3 |
| Alberta | 559 | 362 | - 35.2 | 2,028 | 1,109 | - 45.3 |
| British Columbia ² | 473 | 278 | - 41.2 | 1,787 | 945 | - 47.1 |
| Canada | 3,537 | 2,348 | - 33.6 | 11,568 | 7,924 | - 31.5 |
| Total - Passenger Cars and Commercial Vehicles | | | | | | |
| Atlantic Provinces | 1,949 | 1,288 | - 33.9 | 4,157 | 2,875 | - 30.8 |
| Quebec | 5,691 | 4,797 | - 15.7 | 13,745 | 12,046 | - 12.4 |
| Ontario | 9,372 | 6,924 | - 26.1 | 20,991 | 16,541 | - 21.2 |
| Manitoba | 837 | 829 | - 1.0 | 1,824 | 2,011 | + 10.3 |
| Saskatchewan..... | 975 | 832 | - 14.7 | 2,114 | 1,916 | - 9.4 |
| Alberta | 2,738 | 2,010 | - 26.6 | 6,655 | 4,840 | - 27.3 |
| British Columbia ² | 2,427 | 1,816 | - 25.2 | 6,139 | 4,575 | - 25.5 |
| Canada | 23,989 | 18,496 | - 22.9 | 55,625 | 44,804 | - 19.5 |

(1) Revised

(2) Includes Yukon and Northwest Territories

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
August 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 | 4,263 | 3,185 | - 25.3 | 3,551 | 2,725 | - 23.3 |
| Quebec | 8,011 | 8,014 | (3) | 7,638 | 8,042 | + 5.3 |
| Ontario | 15,495 | 13,603 | - 12.2 | 13,571 | 12,609 | - 7.1 |
| Manitoba | 1,431 | 1,446 | + 1.0 | 1,158 | 1,352 | + 16.8 |
| Saskatchewan..... | 1,704 | 1,824 | + 7.0 | 1,318 | 1,609 | + 22.1 |
| Alberta | 3,854 | 3,183 | - 17.4 | 3,240 | 2,777 | - 14.3 |
| British Columbia ² | 4,107 | 3,492 | - 15.0 | 4,089 | 3,605 | - 11.8 |
| Canada | 38,865 | 34,747 | - 10.6 | 34,565 | 32,719 | - 5.3 |
| Commercial Vehicles | | | | | | |
| Atlantic Provinces | 876 | 633 | - 27.7 | 668 | 463 | - 30.7 |
| Quebec | 1,092 | 933 | - 14.6 | 1,026 | 1,006 | - 1.9 |
| Ontario | 1,503 | 1,085 | - 27.8 | 1,314 | 1,134 | - 13.7 |
| Manitoba | 243 | 236 | - 2.9 | 194 | 281 | + 44.8 |
| Saskatchewan..... | 423 | 293 | - 30.7 | 290 | 211 | - 27.2 |
| Alberta | 763 | 592 | - 22.4 | 733 | 719 | - 1.9 |
| British Columbia ² | 662 | 518 | - 21.8 | 808 | 965 | + 19.4 |
| Canada | 5,562 | 4,290 | - 22.9 | 5,033 | 4,779 | - 5.0 |
| Total - Passenger Cars and Commercial Vehicles | | | | | | |
| Atlantic Provinces | 5,139 | 3,818 | - 25.7 | 4,219 | 3,188 | - 24.4 |
| Quebec | 9,103 | 8,947 | - 1.7 | 8,664 | 9,048 | + 4.4 |
| Ontario | 16,998 | 14,688 | - 13.6 | 14,885 | 13,743 | - 7.7 |
| Manitoba | 1,674 | 1,682 | + 0.5 | 1,352 | 1,633 | + 20.8 |
| Saskatchewan..... | 2,127 | 2,117 | - 0.5 | 1,608 | 1,820 | + 13.2 |
| Alberta | 4,617 | 3,775 | - 18.2 | 3,973 | 3,496 | - 12.0 |
| British Columbia ² | 4,769 | 4,010 | - 15.9 | 4,897 | 4,570 | - 6.7 |
| Canada | 44,427 | 39,037 | - 12.1 | 39,598 | 37,498 | - 5.3 |

(1) Revised

(2) Includes Yukon and Northwest Territories

(3) Less than 0.05 per cent

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