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## NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

### SEPTEMBER 1957

#### New Motor Vehicle Sales

Sales of new passenger cars in September were up 1 per cent in number of units to 26,165 from 25,899 in the same month last year and 3 per cent in value to \$73,043,000 from \$70,851,000, thus ending the downward trend experienced since March of this year.

Sales of new commercial vehicles were down 24 per cent in number to 5,823 units from 7,679 a year ago and 18 per cent in value to \$22,387,000 from \$27,241,000. Included in these figures were 129 buses valued at \$2,567,000.

Sales of new passenger cars in the first nine months numbered 314,776 units valued at \$896,021,000 as compared with 331,746 units valued at \$918,278,000 at this date last year. Cumulative sales of new commercial vehicles numbered 63,489 units worth \$233,844,000 in comparison with 71,532 units worth \$254,651,000 in 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.

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Sales of European-Made Vehicles, September 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	2,454	3,858	+ 57.2	4,636	7,254	+ 56.5
Commercial Vehicles	250	352	+ 40.8	502	772	+ 53.8
Total	2,704	4,210	+ 55.7	5,138	8,026	+ 56.2

(1) Revised.

New Motor Vehicle Sales, January - September 1956 and 1957

	Number of Units			Retail Value		
	<u>1956(1)</u>	<u>1957(1)</u>	<u>% Change</u>	<u>1956(1)</u> \$'000	<u>1957(1)</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	331,746	314,776	- 5.1	918,278	896,021	- 2.4
Commercial Vehicles	71,532	63,489	- 11.2	254,651	233,844	- 8.2
Total	403,278	378,265	- 6.2	1,172,929	1,129,865	- 3.7

(1) Revised.

Financing of Motor Vehicle Sales

New Vehicles

The financing of new passenger car sales in September amounted to \$31,360,000 and covered 14,010 units in comparison with \$32,166,000 and 14,830 units in the same month of 1956.

The financing of new commercial vehicle sales amounted to \$6,976,000 and covered 2,294 units. These figures stood at \$9,900,000 and 3,086 units in September of 1956.

New passenger car financing for the year to date amounted to \$307,147,000 (\$323,687,000 in the same period of 1956) and covered 137,130 units (150,430), while the financing of new commercial vehicles amounted to \$78,390,000 (\$83,749,000) and covered 23,576 units (25,849).

Used Vehicles

Used vehicle financing amounted to \$31,480,000, up 4 per cent over \$30,246,000 registered in September 1956. The number of used vehicles financed, however, decreased 4 per cent to 32,792 units from 34,254.

For the year to date, used vehicle financing showed an increase of 2 per cent in amount to \$318,048,000 from \$311,305,000 in the same period of 1956 and a decrease of 34 per cent in number of units to 232,538 from 350,456.

Motor Vehicle Financing, January - September 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	150,430	137,130	- 8.8	323,687	307,147	- 5.1
Commercial Vehicles	25,849	23,576	- 8.8	83,749	78,390	- 6.4
Total	176,279	160,706	- 8.8	407,436	385,537	- 5.4
<b>Used Vehicles:</b>						
Passenger Cars	306,237	294,536	- 3.8	270,374	276,591	+ 2.3
Commercial Vehicles	44,219	38,002	- 14.1	40,931	41,457	+ 1.3
Total	350,456	232,538	- 33.6	311,305	318,048	+ 2.2

(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**  
September 1956 and 1957

Province	Number			Retail Value		
	1956 (1)	1957	% Change, 1957/1956	1956 (1)	1957	% Change, 1957/1956
			%	\$'000	\$'000	%
<b>Passenger Cars</b>						
Newfoundland.....	358	291	- 18.7	956	763	- 20.2
Prince Edward Island ...	80	94	+ 17.5	193	243	+ 25.9
Nova Scotia .....	830	842	+ 1.4	2,124	2,196	+ 3.4
New Brunswick .....	618	609	- 1.5	1,633	1,618	- 0.9
Quebec .....	6,341	6,528	+ 2.9	17,699	18,854	+ 6.5
Ontario .....	10,379	10,699	+ 3.1	28,075	29,398	+ 4.7
Manitoba .....	853	1,403	+ 64.5	2,347	3,935	+ 67.7
Saskatchewan.....	1,091	1,119	+ 2.6	2,974	3,127	+ 5.1
Alberta .....	2,473	2,232	- 9.7	6,983	6,403	- 8.3
British Columbia <sup>2</sup> .....	2,876	2,348	- 18.4	7,867	6,506	- 17.3
<b>Canada .....</b>	<b>25,899</b>	<b>26,165</b>	<b>+ 1.0</b>	<b>70,851</b>	<b>73,043</b>	<b>+ 3.1</b>
<b>Commercial Vehicles</b>						
Newfoundland.....	136	119	- 12.5	362	334	- 7.7
Prince Edward Island ...	40	31	- 22.5	116	90	- 22.4
Nova Scotia .....	229	196	- 14.4	702	611	- 13.0
New Brunswick .....	233	134	- 42.5	737	492	- 33.2
Quebec .....	1,871	1,333	- 28.8	6,740	6,022	- 10.7
Ontario .....	2,420	2,084	- 13.9	9,431	7,790	- 17.4
Manitoba .....	264	277	+ 4.9	940	1,225	+ 30.3
Saskatchewan.....	483	294	- 39.1	1,441	918	- 36.1
Alberta .....	1,050	795	- 24.3	3,531	2,820	- 20.1
British Columbia <sup>2</sup> .....	953	560	- 41.2	3,241	2,085	- 35.7
<b>Canada .....</b>	<b>7,679</b>	<b>5,823</b>	<b>- 24.2</b>	<b>27,241</b>	<b>22,387</b>	<b>- 17.9</b>
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Newfoundland.....	494	410	- 17.0	1,318	1,097	- 16.8
Prince Edward Island ...	120	125	+ 4.2	309	333	+ 7.8
Nova Scotia .....	1,059	1,038	- 2.0	2,826	2,807	- 0.7
New Brunswick .....	851	743	- 12.7	2,370	2,110	- 11.0
Quebec .....	8,212	7,861	- 4.3	24,439	24,876	+ 1.8
Ontario .....	12,799	12,783	- 0.1	37,506	37,188	- 0.8
Manitoba .....	1,117	1,680	+ 50.4	3,287	5,160	+ 57.0
Saskatchewan.....	1,574	1,413	- 10.2	4,415	4,045	- 8.4
Alberta .....	3,523	3,027	- 14.1	10,514	9,223	- 12.3
British Columbia <sup>2</sup> .....	3,829	2,908	- 24.1	11,108	8,591	- 22.7
<b>Canada .....</b>	<b>33,578</b>	<b>31,988</b>	<b>- 4.7</b>	<b>98,092</b>	<b>95,430</b>	<b>- 2.7</b>

(1) Revised

(2) Includes Yukon and Northwest Territories

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces  
September 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 .....	1,072	932	- 13.1	2,166	1,958	- 9.6
Quebec .....	3,313	3,451	+ 4.2	7,522	8,073	+ 7.3
Ontario .....	6,192	5,563	- 10.2	13,210	12,118	- 8.3
Manitoba .....	475	686	+ 44.4	986	1,499	+ 52.0
Saskatchewan.....	609	563	- 7.6	1,265	1,239	- 2.1
Alberta .....	1,671	1,527	- 8.6	3,604	3,476	- 3.6
British Columbia <sup>2</sup> .....	1,498	1,288	- 14.0	3,413	2,997	- 12.2
Canada .....	14,830	14,010	- 5.5	32,166	31,360	- 2.5
<b>Commercial Vehicles</b>						
Atlantic Provinces .....	258	280	+ 8.5	613	867	+ 41.4
Quebec .....	830	537	- 35.3	2,692	1,597	- 40.7
Ontario .....	886	686	- 22.6	3,043	2,113	- 30.6
Manitoba .....	100	102	+ 2.0	306	393	+ 28.4
Saskatchewan.....	172	128	- 25.6	433	328	- 24.2
Alberta .....	483	345	- 28.6	1,511	1,084	- 28.3
British Columbia <sup>2</sup> .....	357	206	- 42.3	1,302	594	- 54.4
Canada .....	3,086	2,284	- 26.0	9,900	6,976	- 29.5
<b>Total - Passenger Cars and Commercial Vehicles</b>						
Atlantic Provinces .....	1,330	1,212	- 8.9	2,779	2,825	+ 1.7
Quebec .....	4,143	3,988	- 3.7	10,214	9,670	- 5.3
Ontario .....	7,078	6,249	- 11.7	16,253	14,231	- 12.4
Manitoba .....	575	788	+ 37.0	1,292	1,892	+ 46.4
Saskatchewan.....	781	691	- 11.5	1,698	1,567	- 7.7
Alberta .....	2,154	1,872	- 13.1	5,115	4,560	- 10.9
British Columbia <sup>2</sup> .....	1,855	1,494	- 19.5	4,715	3,591	- 23.8
Canada .....	17,916	16,294	- 9.1	42,066	38,336	- 8.9

(1) Revised

(2) Includes Yukon and Northwest Territories

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces  
September 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 .....	2,995	2,591	- 13.5	2,457	2,214	- 9.9
Quebec .....	5,857	6,467	+ 10.4	5,494	6,441	+ 17.2
Ontario .....	12,296	11,505	- 6.4	10,752	10,746	- 0.1
Manitoba .....	1,104	1,223	+ 10.8	924	1,122	+ 21.4
Saskatchewan.....	1,152	1,225	+ 6.3	857	1,034	+ 20.7
Alberta .....	3,080	2,935	- 4.7	2,640	2,756	+ 4.4
British Columbia <sup>2</sup> .....	3,094	2,745	- 11.3	3,028	2,859	- 5.6
<b>Canada .....</b>	<b>29,578</b>	<b>28,691</b>	<b>- 3.0</b>	<b>26,152</b>	<b>27,172</b>	<b>+ 3.9</b>
Commercial Vehicles						
Atlantic Provinces .....	703	596	- 15.2	508	459	- 9.6
Quebec .....	949	866	- 8.7	887	889	+ 0.2
Ontario .....	1,264	1,155	- 8.6	1,040	1,125	+ 8.2
Manitoba .....	212	187	- 11.8	165	189	+ 14.5
Saskatchewan.....	325	251	- 22.8	232	220	- 5.2
Alberta .....	681	589	- 13.5	621	621	(3)
British Columbia <sup>2</sup> .....	542	457	- 15.7	641	805	+ 25.6
<b>Canada .....</b>	<b>4,676</b>	<b>4,101</b>	<b>- 12.3</b>	<b>4,094</b>	<b>4,308</b>	<b>+ 5.2</b>
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces .....	3,698	3,187	- 13.8	2,965	2,673	- 9.8
Quebec .....	6,806	7,333	+ 7.7	6,381	7,330	+ 14.9
Ontario .....	13,560	12,660	- 6.6	11,792	11,871	+ 0.7
Manitoba .....	1,316	1,410	+ 7.1	1,089	1,311	+ 20.4
Saskatchewan.....	1,477	1,476	- 0.1	1,089	1,254	+ 15.2
Alberta .....	3,761	3,524	- 6.3	3,261	3,377	+ 3.6
British Columbia <sup>2</sup> .....	3,636	3,202	- 11.9	3,669	3,664	- 0.1
<b>Canada .....</b>	<b>34,254</b>	<b>32,792</b>	<b>- 4.3</b>	<b>30,246</b>	<b>31,480</b>	<b>+ 4.1</b>

(1) Revised

(2) Includes Yukon and Northwest Territories

(3) Unchanged

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