

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCINGMARCH, 1959

| Type                                     | Number of Units     |         |                     | Retail Value (\$'000) |         |                     |
|--|---------------------|---------|---------------------|-----------------------|---------|---------------------|
|  | 1958 <sup>(1)</sup> | 1959    | % Change<br>1959/58 | 1958 <sup>(1)</sup>   | 1959    | % Change<br>1959/58 |
| <b>New Motor Vehicle Sales</b>           |                     |         |                     |                       |         |                     |
| <u>January - March</u>                   |                     |         |                     |                       |         |                     |
| <b>Total Vehicles<sup>(2)</sup></b>      |                     |         |                     |                       |         |                     |
| Passenger Cars .....                     | 88,853              | 99,869  | +12.4               | 264,118               | 302,972 | +14.7               |
| Commercial Vehicles ...                  | 14,345              | 17,728  | +23.6               | 50,350                | 64,939  | +29.0               |
| Total .....                              | 103,198             | 117,597 | +14.0               | 314,468               | 367,911 | +17.0               |
| <u>March</u>                             |                     |         |                     |                       |         |                     |
| <b>British and European<br/>Vehicles</b> |                     |         |                     |                       |         |                     |
| Passenger Cars .....                     | 6,030               | 8,871   | +47.1               | 11,699                | 17,386  | +48.6               |
| Commercial Vehicles ...                  | 484                 | 790     | +63.2               | 1,050                 | 1,674   | +59.4               |
| Total .....                              | 6,514               | 9,661   | +48.3               | 12,749                | 19,060  | +49.5               |
| <u>Motor Vehicle Financing</u>           |                     |         |                     |                       |         |                     |
| <u>January - March</u>                   |                     |         |                     |                       |         |                     |
| <b>New Vehicles</b>                      |                     |         |                     |                       |         |                     |
| Passenger Cars .....                     | 32,754              | 30,036  | - 8.3               | 74,059                | 71,327  | - 3.7               |
| Commercial Vehicles ...                  | 4,416               | 5,058   | +14.5               | 13,820                | 17,645  | +27.7               |
| Total .....                              | 37,170              | 35,094  | - 5.6               | 87,879                | 88,972  | + 1.2               |
| <b>Used Vehicles</b>                     |                     |         |                     |                       |         |                     |
| Passenger Cars .....                     | 71,637              | 63,470  | -11.4               | 71,380                | 66,081  | - 7.4               |
| Commercial Vehicles ...                  | 9,462               | 8,526   | - 9.9               | 11,388                | 12,263  | + 7.7               |
| Total .....                              | 81,099              | 71,996  | -11.2               | 82,768                | 78,344  | - 5.3               |

(1) Revised

(2) Includes British and European Vehicles.

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.

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.

Prepared in Industry and Merchandising Division

TABLE 1 New Motor Vehicle Sales, by Provinces  
March 1958 and 1959

| Province  | Number              |        |                      | Retail Value        |         |                      |
|---|---------------------|--------|----------------------|---------------------|---------|----------------------|
|   | 1958 <sup>(1)</sup> | 1959   | % Change,<br>1959/58 | 1958 <sup>(1)</sup> | 1959    | % Change,<br>1959/58 |
|   |                     |        | %                    | \$'000              | \$'000  | %                    |
| <b>Passenger Cars</b>                                 |                     |        |                      |                     |         |                      |
| Newfoundland.....                                     | 423                 | 412    | - 2.6                | 1,137               | 1,066   | - 6.2                |
| Prince Edward Island ...                              | 144                 | 167    | +16.0                | 400                 | 427     | + 6.8                |
| Nova Scotia .....                                     | 1,487               | 1,530  | + 2.9                | 4,082               | 4,074   | - 0.2                |
| New Brunswick .....                                   | 1,023               | 984    | - 3.8                | 2,893               | 2,874   | - 0.7                |
| Quebec .....  | 9,362               | 8,880  | - 5.1                | 29,406              | 27,739  | - 5.7                |
| Ontario .....   | 11,962              | 16,833 | +40.7                | 35,768              | 50,380  | +40.9                |
| Manitoba .....  | 2,083               | 2,537  | +21.8                | 6,200               | 7,777   | +25.4                |
| Saskatchewan.....                                     | 1,748               | 2,094  | +19.8                | 5,368               | 6,373   | +18.7                |
| Alberta .....   | 3,063               | 3,923  | +28.1                | 8,954               | 11,947  | +33.4                |
| British Columbia <sup>2</sup> .....                   | 3,606               | 3,742  | + 3.8                | 10,312              | 10,752  | + 4.3                |
| Canada .....  | 34,901              | 41,102 | +17.8                | 104,520             | 123,409 | +18.1                |
| <b>Commercial Vehicles</b>                            |                     |        |                      |                     |         |                      |
| Newfoundland.....                                     | 168                 | 81     | -51.8                | 485                 | 237     | -51.1                |
| Prince Edward Island ...                              | 61                  | 54     | -11.5                | 171                 | 156     | - 8.8                |
| Nova Scotia .....                                     | 219                 | 253    | +15.5                | 650                 | 740     | +13.8                |
| New Brunswick .....                                   | 164                 | 179    | + 9.1                | 488                 | 630     | +29.1                |
| Quebec .....  | 1,388               | 1,409  | + 1.5                | 4,822               | 4,988   | + 3.4                |
| Ontario .....   | 1,746               | 2,588  | +48.2                | 7,206               | 10,249  | +42.2                |
| Manitoba .....  | 289                 | 451    | +56.1                | 1,016               | 1,769   | +74.1                |
| Saskatchewan.....                                     | 439                 | 509    | +15.9                | 1,383               | 1,556   | +12.5                |
| Alberta .....   | 703                 | 946    | +34.6                | 2,473               | 3,465   | +40.1                |
| British Columbia <sup>2</sup> .....                   | 518                 | 640    | +23.6                | 1,864               | 2,358   | +26.5                |
| Canada .....  | 5,695               | 7,110  | +24.8                | 20,558              | 26,148  | +27.2                |
| <b>Total - Passenger Cars and Commercial Vehicles</b> |                     |        |                      |                     |         |                      |
| Newfoundland.....                                     | 591                 | 493    | -16.6                | 1,622               | 1,303   | -19.7                |
| Prince Edward Island ...                              | 205                 | 221    | + 7.8                | 571                 | 583     | + 2.1                |
| Nova Scotia .....                                     | 1,706               | 1,783  | + 4.5                | 4,732               | 4,814   | + 1.7                |
| New Brunswick .....                                   | 1,187               | 1,163  | - 2.0                | 3,381               | 3,504   | + 3.6                |
| Quebec .....  | 10,750              | 10,289 | - 4.3                | 34,228              | 32,727  | - 4.4                |
| Ontario .....   | 13,708              | 19,421 | +41.7                | 42,974              | 60,629  | +41.1                |
| Manitoba .....  | 2,372               | 2,988  | +26.0                | 7,216               | 9,546   | +32.3                |
| Saskatchewan.....                                     | 2,187               | 2,603  | +19.0                | 6,751               | 7,929   | +17.4                |
| Alberta .....   | 3,766               | 4,869  | +29.3                | 11,427              | 15,412  | +34.9                |
| British Columbia <sup>2</sup> .....                   | 4,124               | 4,382  | + 6.3                | 12,176              | 13,110  | + 7.7                |
| Canada .....  | 40,596              | 48,212 | +18.8                | 125,078             | 149,557 | +19.6                |

(1) Revised

(2) Includes Yukon and Northwest Territories

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces**  
**March 1958 and 1959**

| Province  | Number of Vehicles |        |                      | Amount of Financing |        |                      |
|---|--------------------|--------|----------------------|---------------------|--------|----------------------|
|   | 1958               | 1959   | % Change,<br>1959/58 | 1958                | 1959   | % Change,<br>1959/58 |
|   |                    |        | %                    | \$'000              | \$'000 | %                    |
| <b>Passenger Cars</b>                                 |                    |        |                      |                     |        |                      |
| Atlantic Provinces .....                              | 772                | 726    | - 6.0                | 1,587               | 1,557  | - 1.9                |
| Quebec .....  | 3,449              | 3,094  | -10.3                | 8,207               | 7,522  | - 8.3                |
| Ontario .....   | 5,318              | 5,093  | - 4.2                | 11,514              | 11,998 | + 4.2                |
| Manitoba .....  | 481                | 504    | + 4.8                | 1,059               | 1,197  | +13.0                |
| Saskatchewan.....                                     | 480                | 594    | +23.8                | 1,082               | 1,373  | +26.9                |
| Alberta .....   | 1,181              | 1,345  | +13.9                | 2,762               | 3,248  | +17.6                |
| British Columbia <sup>2</sup> .....                   | 1,093              | 854    | -21.9                | 2,571               | 2,155  | -16.2                |
| Canada .....  | 12,774             | 12,210 | - 4.4                | 28,782              | 29,050 | + 0.9                |
| <b>Commercial Vehicles</b>                            |                    |        |                      |                     |        |                      |
| Atlantic Provinces .....                              | 119                | 139    | +16.8                | 302                 | 399    | +32.1                |
| Quebec .....  | 433                | 495    | +14.3                | 1,210               | 1,548  | +27.9                |
| Ontario .....   | 555                | 645    | +16.2                | 1,924               | 2,062  | + 7.2                |
| Manitoba .....  | 50                 | 88     | +76.0                | 202                 | 276    | +36.6                |
| Saskatchewan.....                                     | 102                | 107    | + 4.9                | 259                 | 403    | +55.6                |
| Alberta .....   | 242                | 361    | +49.2                | 779                 | 1,291  | +65.7                |
| British Columbia <sup>2</sup> .....                   | 146                | 153    | + 4.8                | 537                 | 555    | + 3.4                |
| Canada .....  | 1,647              | 1,988  | +20.7                | 5,213               | 6,534  | +25.3                |
| <b>Total - Passenger Cars and Commercial Vehicles</b> |                    |        |                      |                     |        |                      |
| Atlantic Provinces .....                              | 891                | 865    | - 2.9                | 1,889               | 1,956  | + 3.5                |
| Quebec .....  | 3,882              | 3,589  | - 7.5                | 9,417               | 9,070  | - 3.7                |
| Ontario .....   | 5,873              | 5,738  | - 2.3                | 13,438              | 14,060 | + 4.6                |
| Manitoba .....  | 531                | 592    | +11.5                | 1,261               | 1,473  | +16.8                |
| Saskatchewan.....                                     | 582                | 701    | +20.4                | 1,341               | 1,776  | +32.4                |
| Alberta .....   | 1,423              | 1,706  | +19.9                | 3,541               | 4,539  | +28.2                |
| British Columbia <sup>2</sup> .....                   | 1,239              | 1,007  | -18.7                | 3,108               | 2,710  | -12.8                |
| Canada .....  | 14,421             | 14,198 | - 1.5                | 33,995              | 35,584 | + 4.7                |

(2) Includes Yukon and Northwest Territories.

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces  
March 1958 and 1959**

| Province  | Number of Vehicles |               |                      | Amount of Financing |               |                      |
|---|--------------------|---------------|----------------------|---------------------|---------------|----------------------|
|   | 1958               | 1959          | % Change,<br>1959/58 | 1958                | 1959          | % Change,<br>1959/58 |
|   |                    |               | %                    | \$'000              | \$'000        | %                    |
| <b>Passenger Cars</b>                                 |                    |               |                      |                     |               |                      |
| Atlantic Provinces .....                              | 2,336              | 1,942         | -16.9                | 2,012               | 1,682         | -16.4                |
| Quebec .....  | 5,999              | 6,016         | + 0.3                | 6,288               | 6,228         | - 1.0                |
| Ontario .....   | 11,970             | 10,082        | -15.8                | 11,738              | 10,581        | - 9.9                |
| Manitoba .....  | 1,265              | 1,381         | + 9.2                | 1,202               | 1,491         | +24.0                |
| Saskatchewan.....                                     | 1,332              | 1,482         | +11.3                | 1,196               | 1,419         | +18.6                |
| Alberta .....   | 3,105              | 3,147         | + 1.4                | 3,064               | 3,218         | + 5.0                |
| British Columbia <sup>2</sup> .....                   | 2,934              | 2,333         | -20.5                | 3,190               | 2,642         | -17.2                |
| <b>Canada .....</b>                                   | <b>28,941</b>      | <b>26,383</b> | <b>- 8.8</b>         | <b>28,690</b>       | <b>27,261</b> | <b>- 5.0</b>         |
| <b>Commercial Vehicles</b>                            |                    |               |                      |                     |               |                      |
| Atlantic Provinces .....                              | 411                | 352           | -14.4                | 327                 | 286           | -12.5                |
| Quebec .....  | 751                | 670           | -10.8                | 1,034               | 840           | -18.8                |
| Ontario .....   | 1,026              | 901           | -12.2                | 1,209               | 1,206         | - 0.2                |
| Manitoba .....  | 145                | 147           | + 1.4                | 150                 | 179           | +19.3                |
| Saskatchewan.....                                     | 218                | 212           | - 2.8                | 148                 | 251           | +69.6                |
| Alberta .....   | 591                | 622           | + 5.2                | 634                 | 940           | +48.3                |
| British Columbia <sup>2</sup> .....                   | 516                | 431           | -16.5                | 927                 | 808           | -12.8                |
| <b>Canada .....</b>                                   | <b>3,658</b>       | <b>3,335</b>  | <b>- 8.8</b>         | <b>4,429</b>        | <b>4,510</b>  | <b>+ 1.8</b>         |
| <b>Total - Passenger Cars and Commercial Vehicles</b> |                    |               |                      |                     |               |                      |
| Atlantic Provinces .....                              | 2,747              | 2,294         | -16.5                | 2,339               | 1,968         | -15.9                |
| Quebec .....  | 6,750              | 6,686         | - 0.9                | 7,322               | 7,068         | - 3.5                |
| Ontario .....   | 12,996             | 10,983        | -15.5                | 12,947              | 11,787        | - 9.0                |
| Manitoba .....  | 1,410              | 1,528         | + 8.4                | 1,352               | 1,670         | +23.5                |
| Saskatchewan.....                                     | 1,550              | 1,694         | + 9.3                | 1,344               | 1,670         | +24.3                |
| Alberta .....   | 3,696              | 3,769         | + 2.0                | 3,698               | 4,158         | +12.4                |
| British Columbia <sup>2</sup> .....                   | 3,450              | 2,764         | -19.9                | 4,117               | 3,450         | -16.2                |
| <b>Canada .....</b>                                   | <b>32,599</b>      | <b>29,718</b> | <b>- 8.8</b>         | <b>33,119</b>       | <b>31,771</b> | <b>- 4.1</b>         |

(2) Includes Yukon and Northwest Territories.