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NEW MOTOR VEHICLE SALES 1966

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NOTES

This bulletin summarizes the statistics published in the monthly series under the same title and contains minor revisions to the monthly data where necessary.

New Motor Vehicle Sales statistics are obtained from Canadian manufacturers who report consolidated totals of their dealers' monthly statements on sales to customers and from direct importers of cars of other than Canadian manufacture. Every effort is made to avoid duplication of sales reported by distributors of European cars.

COMMERCIAL VEHICLES

Commercial Vehicles is a term which is used for convenience in this report and is synonymous with the term "trucks and buses". Passenger models used for commercial purposes, such as taxis, are classified with passenger vehicles.

NEW MOTOR VEHICLE SALES

1966

SUMMARY

For the first time since 1961, sales of new motor vehicles failed to achieve a new high. The number of new motor vehicles sold declined fractionally from 830,995 in 1965 to 827,431 in 1966, a decrease of 0.4 per cent. The retail value of the new motor vehicles (based upon Manufacturers suggested retail list price) however, increased by 3.1 per cent over the previous year to a record \$2,824,591,000.

The decline in sales of new motor vehicles was due solely to decreased purchases of passenger cars; from 708,716 in 1965 to 694,820. Sales of commercial vehicles, on the other hand, increased by 10,332 units or 8.4 per cent. In terms of dollar volume, however, expenditures on both passenger cars and commercial vehicles rose to record levels. The decrease in the number of passenger cars was more than offset by the higher average retail value per vehicle - \$3,273 in 1966 as compared to \$3,199 in 1965. Expenditures on commercial vehicles rose to a record \$550,508,000, an increase of 16.6 per cent over the previous year.

The share of the new motor vehicle market held by overseas manufactured vehicles continued to shrink in 1966; 8.4 per cent of total sales as compared to 9.3 per cent in 1965. The reader should note that overseas vehicles assembled in Canada are considered as Canadian manufactured vehicles. During the past few years a number of plants for assembling European cars have commenced operation in Canada. This fact may account for a part of the declining market share of European manufactured vehicles. Nevertheless the market share of new

motor vehicles held by European manufactured vehicles has declined dramatically since 1960, when the market share attained by European manufactured vehicles had reached 25.4 per cent.

The popularity of the second quarter of the year for the sale of new motor vehicle sales has continued to decline. In 1966, 28.2 per cent of total unit sales were made during this period as compared to 31.9 per cent in 1965; 32.5 per cent in 1964 and 33.0 per cent in 1963. The levelling off of spring sales has produced a more even distribution of unit sales throughout the year.

Manitoba experienced the highest rate of increase in both the number of units sold and total retail value; 14.6 per cent and 20.0 per cent respectively. Other provinces which registered gains were Alberta (5.6 per cent); Atlantic Provinces (4.4 per cent); and Saskatchewan (2.3 per cent). British Columbia which registered increased sales of new motor vehicles equal to or exceeding +16 per cent in each of the past four years experienced a decline of 1.7 per cent in 1966.

As would be expected, Ontario and Quebec accounted for the largest share of the new motor vehicle market. The market share held by the two central provinces declined to 63.6 per cent in 1966 from 65.5 per cent in 1965.

Data on motor vehicle financing by sales finance companies will be found in the report "Sales Financing", Catalogue No. 63-211.

TABLE 1 Percentage Changes in Number and Retail Value of New Motor Vehicles Sold, 1966/1965 and Percentage Distribution, by Type of Vehicle and by Province, 1965 and 1966

Province	Change 1966/1965						Unit distribution					
	Total vehicles		Passenger cars		Commercial vehicles		Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value	1965	1966	1965	1966	1965	1966
%												
Canadian and United States manufactured vehicles												
Atlantic Provinces	+ 6.0	+ 9.5	+ 6.4	+ 9.5	+ 4.3	+ 9.4	7.5	7.9	7.2	7.8	8.8	8.4
Quebec	- 1.0	- 0.2	- 1.3	- 0.6	+ 1.4	+ 2.2	24.7	24.3	25.9	25.8	18.5	17.3
Ontario	- 2.1	+ 1.6	- 3.8	- 1.7	+ 9.6	+ 21.7	40.7	39.7	42.4	41.2	32.0	32.3
Manitoba.....	+ 16.1	+ 21.2	13.6	+ 16.6	+ 27.6	+ 40.1	4.2	4.8	4.1	4.7	4.6	5.4
Saskatchewan.....	+ 3.2	+ 9.4	+ 0.2	+ 3.4	+ 10.7	+ 24.8	5.6	5.7	4.7	4.8	9.9	10.0
Alberta	+ 7.1	+ 14.2	+ 4.6	+ 7.6	+ 13.7	+ 30.4	8.3	8.9	7.2	7.6	14.4	15.0
British Columbia ¹	- 3.1	- 0.2	- 5.4	- 3.2	+ 5.6	+ 8.0	9.0	8.7	8.5	8.1	11.8	11.6
Canada	+ 0.5	+ 3.8	- 1.1	+ 0.9	+ 8.7	+ 16.9	100.0	100.0	100.0	100.0	100.0	100.0
Overseas manufactured vehicles												
Atlantic Provinces	- 5.2	- 3.6	- 4.7	- 2.9	- 25.2	- 23.7	11.8	12.3	11.8	12.5	10.9	8.6
Quebec	- 14.2	- 12.2	- 14.1	- 12.1	- 19.9	- 18.0	24.7	23.4	24.9	23.7	16.2	13.6
Ontario	- 12.5	- 11.0	- 12.5	- 11.0	- 11.2	- 9.5	38.2	37.0	38.4	37.1	33.5	31.1
Manitoba.....	- 9.8	- 10.3	- 9.1	- 9.5	- 34.5	- 33.1	2.5	2.5	2.5	2.5	2.7	1.8
Saskatchewan	- 21.5	- 22.9	- 20.5	- 21.5	- 53.1	- 56.0	2.0	1.8	2.0	1.8	2.4	1.2
Alberta	- 16.5	- 14.5	- 17.4	- 15.4	+ 16.4	+ 8.7	5.4	4.9	5.4	4.9	5.3	6.5
British Columbia ¹	+ 6.1	+ 7.2	+ 5.2	+ 6.6	+ 22.8	+ 16.4	15.4	18.1	15.0	17.5	29.0	37.3
Canada	- 9.5	- 8.0	- 9.6	- 8.0	- 4.4	- 5.5	100.0	100.0	100.0	100.0	100.0	100.0
Total all vehicles												
Atlantic Province	+ 4.4	+ 8.4	+ 4.6	+ 8.2	+ 3.7	+ 8.9	7.9	8.3	7.7	8.2	8.8	8.4
Quebec	- 2.2	- 0.9	- 2.6	- 1.4	+ 1.1	+ 2.0	24.7	24.3	25.8	25.6	18.5	17.2
Ontario	- 3.0	+ 0.9	- 4.6	- 2.3	+ 9.2	+ 21.3	40.5	39.5	42.0	40.9	32.1	32.3
Manitoba.....	+ 14.6	+ 20.0	+ 12.1	+ 15.5	+ 27.0	+ 39.6	4.0	4.6	4.0	4.5	4.6	5.3
Saskatchewan	+ 2.3	+ 8.6	- 0.8	+ 2.6	+ 10.4	+ 24.5	5.2	5.4	4.4	4.5	9.7	9.9
Alberta	+ 5.6	+ 13.0	+ 2.8	+ 6.4	+ 13.7	+ 30.2	8.1	8.5	7.0	7.3	14.2	15.0
British Columbia ¹	- 1.7	+ 0.6	- 3.6	- 2.0	+ 6.3	+ 8.2	9.6	9.4	9.1	9.0	12.1	11.9
Canada	- 0.4	+ 3.1	- 2.0	+ 0.3	+ 8.4	+ 16.6	100.0	100.0	100.0	100.0	100.0	100.0

¹ Includes Yukon and Northwest Territories.

TABLE 2. Annual Sales of New Motor Vehicles in Canada, by Type of Vehicle, 1946-66

Year	Total vehicles			Passenger cars			Commercial vehicles		
	Number	Retail value	Average per vehicle	Number	Retail value	Average per vehicle	Number	Retail value	Average per vehicle
		\$'000	\$		\$'000	\$		\$'000	\$
Total vehicles:									
1946	120,044	193,328	1,610	77,742	120,325	1,548	42,302	73,003	1,726
1947	230,255	416,237	1,808	159,205	283,190	1,779	71,050	133,047	1,873
1948	221,300	439,217	1,985	145,655	282,904	1,942	75,645	156,313	2,066
1949	286,341	588,725	2,056	202,318	412,298	2,038	84,023	176,427	2,100
1950	429,695	885,669	2,061	324,903	661,674	2,037	104,792	223,995	2,138
1951	385,648	950,160	2,464	275,686	683,183	2,478	109,962	266,977	2,428
1952	400,777	1,003,663	2,504	292,095	725,168	2,483	108,682	278,495	2,562
1953	462,526	1,162,471	2,513	359,172	899,726	2,505	103,354	262,745	2,542
1954	382,628	989,518	2,586	310,546	797,554	2,568	72,082	191,964	2,663
1955	465,678	1,255,890	2,697	386,962	1,023,351	2,645	78,716	232,539	2,954
1956	499,921	1,455,375	2,911	408,233	1,128,640	2,765	91,688	326,735	3,564
1957	458,299	1,368,931	2,987	382,023	1,087,620	2,847	76,276	281,311	3,688
1958	444,769	1,365,466	3,070	376,723	1,110,724	2,948	68,046	254,742	3,744
1959	502,626	1,540,168	3,064	425,038	1,240,961	2,920	77,588	299,207	3,856
1960	523,188	1,574,827	3,010	447,771	1,289,073	2,879	75,417	285,754	3,789
1961	511,479	1,551,408	3,033	437,319	1,290,026	2,950	74,160	261,382	3,525
1962	585,210	1,782,916	3,047	502,565	1,482,407	2,950	82,645	300,509	3,636
1963	654,989	2,062,039	3,148	557,787	1,716,121	3,077	97,202	345,918	3,559
1964	725,879	2,337,802	3,221	616,759	1,936,258	3,139	109,120	401,544	3,680
1965	830,995	2,739,329	3,296	708,716	2,267,314	3,199	122,279	472,015	3,860
1966	827,431	2,824,591	3,414	694,820	2,274,083	3,273	132,611	550,508	4,151
Overseas vehicles (included above):									
1949	30,101	28,263	1,838
1950	67,506	62,880	4,628
1951	32,162	29,113	3,049
1952	28,886	53,781	1,862	26,655	49,254	1,848	2,231	4,527	2,029
1953	28,025	53,803	1,920	26,378	50,601	1,918	1,647	3,202	1,944
1954	21,858	41,696	1,908	20,248	38,463	1,900	1,610	3,233	2,008
1955	24,631	45,660	1,854	22,165	40,609	1,832	2,466	5,051	2,048
1956	38,014	71,920	1,892	34,169	63,890	1,870	3,845	8,030	2,088
1957	53,800	102,370	1,903	49,433	92,897	1,879	4,367	9,473	2,169
1958	83,863	165,273	1,971	77,166	150,877	1,955	6,697	14,396	2,150
1959	122,340	243,088	1,987	114,118	225,740	1,978	8,222	17,348	2,110
1960	133,060	266,961	2,006	125,967	251,905	2,000	7,093	15,056	2,123
1961	107,208	223,181	2,082	101,197	209,743	2,073	6,011	13,438	2,236
1962	79,409	170,025	2,141	75,438	160,417	2,126	3,971	9,608	2,420
1963	54,355	118,721	2,184	51,476	111,446	2,165	2,879	7,275	2,527
1964	68,302	145,780	2,134	65,936	139,564	2,117	2,366	6,216	2,627
1965	77,149	164,301	2,130	75,075	158,749	2,115	2,074	5,552	2,677
1966	69,816	151,218	2,166	67,834	145,971	2,152	1,982	5,247	2,647

.. Figures not available.

TABLE 3. Total Number of New Motor Vehicles Sold in Canada, by Province and by Month, 1966
(Canadian, United States and Overseas Manufactured)

Month	Canada	New-found-land	Prince Edward Island	Nova Scotia	New-Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹
	number										
Passenger cars:											
January	47,767	614	202	1,634	1,338	10,943	20,520	2,052	2,078	3,414	4,972
February	51,066	874	187	1,446	1,424	11,010	23,351	1,951	1,934	3,761	5,128
March	79,882	1,247	291	2,520	2,563	18,132	38,773	2,506	3,238	4,995	5,617
April	66,184	1,320	394	2,701	2,103	20,028	22,048	3,059	3,592	5,187	5,752
May	63,520	1,359	363	2,556	1,814	18,312	23,015	3,221	2,716	4,915	5,249
June	65,408	1,317	330	2,214	1,600	17,539	25,213	3,263	2,871	4,936	6,125
July	51,038	1,077	221	1,904	1,459	13,646	19,303	2,309	2,251	3,785	5,083
August	51,419	933	246	1,744	1,299	13,244	19,932	2,364	2,308	3,835	5,514
September	44,443	711	136	1,291	947	11,882	17,157	2,177	2,274	3,615	4,253
October	58,213	1,011	285	1,780	1,574	14,522	24,637	2,609	2,846	4,243	4,706
November	59,897	624	161	1,657	1,426	15,582	25,475	2,892	2,739	4,215	5,126
December	55,983	665	173	1,594	1,897	13,041	24,306	2,767	2,527	3,995	5,018
Total units	694,820	11,752	2,989	23,041	19,444	177,881	283,730	31,170	31,374	50,896	62,543
Commercial vehicles:											
January	10,461	152	55	376	311	1,731	3,585	513	835	1,577	1,326
February	10,500	179	72	274	260	1,750	3,708	531	956	1,539	1,231
March	14,484	281	76	338	395	2,117	5,712	664	1,472	1,910	1,519
April	12,795	204	63	386	425	2,107	3,731	771	1,521	1,984	1,608
May	12,662	242	79	407	366	2,365	4,036	711	1,249	1,723	1,484
June	13,034	274	94	363	340	2,394	4,006	773	1,146	1,905	1,739
July	9,833	249	73	356	258	1,742	2,930	509	948	1,430	1,338
August	10,400	241	53	278	294	1,869	3,030	641	1,169	1,452	1,373
September	8,106	178	39	266	172	1,519	2,356	363	836	1,365	1,012
October	9,233	240	71	349	276	1,613	2,789	500	962	1,436	997
November	10,323	186	60	279	231	1,980	3,197	609	979	1,739	1,063
December	10,780	214	61	300	410	1,679	3,740	533	1,064	1,722	1,057
Total units	132,611	2,640	796	3,972	3,738	22,866	42,820	7,118	13,137	19,782	15,742
All vehicles:											
January	58,228	766	257	2,010	1,649	12,674	24,105	2,565	2,913	4,991	6,298
February	61,566	1,053	259	1,720	1,684	12,760	27,059	2,482	2,890	5,300	6,359
March	94,368	1,528	367	2,858	2,958	20,249	44,485	3,170	4,710	6,905	7,136
April	78,979	1,524	457	3,087	2,528	22,135	25,779	3,830	5,113	7,171	7,355
May	76,182	1,601	442	2,963	2,180	20,677	27,051	3,932	3,965	6,638	6,733
June	78,442	1,591	424	2,577	1,940	19,933	29,219	4,036	4,017	6,841	7,864
July	60,871	1,326	294	2,260	1,717	15,388	22,233	2,818	3,199	5,215	6,421
August	81,819	1,174	299	2,022	1,593	15,113	22,962	3,005	3,477	5,287	6,887
September	52,549	889	175	1,557	1,119	13,401	19,513	2,540	3,110	4,980	5,265
October	67,446	1,251	356	2,129	1,850	16,135	27,426	3,109	3,808	5,679	5,703
November	70,220	810	221	1,936	1,657	17,562	26,672	3,501	3,718	5,954	6,189
December	66,763	879	234	1,894	2,307	14,720	28,046	3,300	3,591	5,717	6,075
Total units	827,431	14,392	3,785	27,013	23,182	200,747	326,550	38,288	44,511	70,678	78,285

¹ Includes Yukon and Northwest Territories.

TABLE 4. Total Retail Value of New Motor Vehicles Sold in Canada, by Province and by Month, 1966
(Canadian, United States and Overseas Manufactured)

Month	Canada	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹
	thousands of dollars										
Passenger cars:											
January	157,782	1,904	641	5,039	4,209	37,117	68,084	6,803	6,945	11,382	15,658
February	164,859	2,689	591	4,437	4,446	36,274	75,568	6,347	6,403	12,325	15,779
March	263,052	3,755	918	7,927	8,100	60,608	127,972	8,393	10,947	16,693	17,739
April	216,404	4,090	1,238	8,360	6,557	66,011	72,525	10,126	12,043	17,466	17,988
May	206,273	4,148	1,127	7,779	5,569	59,955	75,257	10,589	9,095	16,399	16,355
June	213,064	4,067	1,046	6,886	5,086	57,550	82,389	10,687	9,686	16,496	19,171
July	165,101	3,336	701	6,002	4,556	43,567	63,244	7,656	7,576	12,558	15,905
August	165,194	3,110	773	5,437	3,993	41,949	64,892	7,650	7,707	12,639	17,044
September	141,845	2,193	401	3,982	2,987	37,390	55,335	7,026	7,635	12,003	12,893
October	191,670	3,221	923	5,630	5,073	47,156	81,688	8,760	9,635	14,879	14,705
November	199,592	1,895	533	5,222	4,608	51,473	86,133	9,857	9,387	14,388	16,096
December	189,247	2,098	535	5,127	6,176	44,098	83,272	9,412	8,668	13,600	16,261
Total value	2,274,083	36,506	9,427	71,828	61,360	583,148	936,359	103,306	105,727	170,828	195,594
Commercial vehicles:											
January	38,503	502	173	1,241	1,175	6,878	13,023	1,804	2,673	5,524	5,510
February	41,369	648	236	979	996	7,074	14,538	1,969	3,309	6,097	5,523
March	60,917	1,112	272	1,207	1,583	9,505	24,680	2,709	5,394	7,450	7,005
April	52,314	733	226	1,435	1,708	9,274	15,061	3,170	5,580	7,867	7,260
May	51,103	911	285	1,482	1,694	9,673	16,041	2,823	4,680	6,743	6,771
June	54,224	1,035	353	1,394	1,498	10,880	15,843	3,354	4,369	7,954	7,544
July	40,464	904	258	1,289	950	7,579	12,357	2,144	3,476	5,799	5,708
August	44,891	857	189	1,000	1,397	8,930	13,149	2,603	4,527	5,878	6,361
September	36,337	754	127	1,003	912	7,265	11,013	1,560	3,091	5,419	5,193
October	40,356	883	264	1,382	1,176	7,561	12,435	2,122	3,705	6,347	4,481
November	43,584	681	278	1,069	994	8,654	12,939	2,569	3,671	7,518	5,211
December	46,446	833	227	1,110	1,836	7,388	15,944	2,230	4,064	7,720	5,094
Total value	550,508	9,853	2,888	14,591	15,919	100,661	177,023	29,057	48,539	80,316	71,661
All vehicles:											
January	196,285	2,406	814	6,280	5,384	43,995	81,107	8,607	9,618	16,906	21,168
February	206,228	3,337	827	5,416	5,442	43,348	90,106	8,316	9,712	18,422	21,302
March	323,969	4,867	1,190	9,134	9,683	70,113	152,652	11,102	16,341	24,143	24,744
April	268,718	4,823	1,464	9,795	8,265	75,285	87,586	13,296	17,623	25,333	25,248
May	257,376	5,059	1,412	9,261	7,263	69,628	91,298	13,412	13,775	23,142	23,126
June	267,288	5,102	1,399	8,280	6,584	68,430	98,232	14,041	14,055	24,450	26,715
July	205,565	4,240	959	7,291	5,506	51,146	75,601	9,800	11,052	18,357	21,613
August	210,085	3,967	962	6,437	5,390	50,879	78,041	10,253	12,234	18,517	23,405
September	178,182	2,947	528	4,985	3,899	44,655	66,348	8,586	10,726	17,422	18,086
October	232,026	4,104	1,187	7,012	6,249	54,717	94,123	10,882	13,340	21,226	19,186
November	243,176	2,576	811	6,291	5,602	60,127	99,072	12,426	13,058	21,906	21,307
December	235,693	2,931	762	6,237	8,012	51,486	99,216	11,642	12,732	21,320	21,355
Total value	2,824,591	46,359	12,315	86,419	77,279	683,809	1,113,382	132,363	154,266	251,144	267,255

¹ Includes Yukon and Northwest Territories.

TABLE 5. Number of Canadian and United States Manufactured Vehicles Sold in Canada, by Province and by Month, 1966

Month	Canada	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹
	number										
Passenger cars:											
January	44,174	523	190	1,409	1,193	10,223	19,185	1,977	2,028	3,238	4,208
February	46,620	762	169	1,244	1,252	10,129	21,458	1,868	1,894	3,567	4,277
March	72,983	1,061	255	2,163	2,282	16,629	35,634	2,371	3,176	4,723	4,689
April	60,108	1,137	350	2,283	1,796	18,399	20,138	2,895	3,448	4,853	4,809
May	56,387	1,109	314	2,056	1,471	16,364	20,691	2,993	2,579	4,579	4,231
June	58,938	1,105	295	1,898	1,405	16,003	22,669	3,084	2,744	4,654	5,081
July	45,635	898	196	1,833	1,223	12,250	17,493	2,156	2,138	3,461	4,187
August	45,782	714	220	1,477	1,083	11,863	18,034	2,192	2,200	3,565	4,434
September	38,431	554	115	1,040	808	10,340	14,962	2,029	2,152	3,329	3,102
October	52,045	837	255	1,502	1,390	13,122	22,252	2,460	2,717	3,947	3,563
November	54,174	469	146	1,398	1,254	14,244	23,383	2,763	2,641	3,947	3,929
December	51,709	563	148	1,414	1,721	12,261	22,632	2,664	2,441	3,711	4,154
Total units	626,986	9,732	2,653	19,517	16,878	161,827	258,531	29,452	30,158	47,574	50,664
	Canada	Atlantic Provinces			Quebec	Ontario	Prairie Provinces			British Columbia	
	number										
Commercial vehicles:											
January	10,352		882			1,713	3,551		2,915		1,291
February	10,387		770			1,739	3,662		3,013		1,183
March	14,288		1,071			2,091	5,639		4,026		1,461
April	12,623		1,060			2,084	3,686		4,253		1,540
May	12,499		1,083			2,342	3,984		3,666		1,424
June	12,840		1,061			2,370	3,945		3,810		1,654
July	9,672		922			1,724	2,884		2,861		1,281
August	10,206		858			1,844	2,972		3,244		1,288
September	7,931		638			1,488	2,304		2,551		950
October	9,057		929			1,586	2,737		2,881		924
November	10,151		735			1,951	3,149		3,316		1,000
December	10,643		968			1,664	3,690		3,314		1,007
Total units	130,629		10,977			22,596	42,203		39,850		15,003
All vehicles:											
January	54,526		4,197			11,936	22,736		10,158		5,499
February	56,987		4,197			11,868	25,120		10,342		5,460
March	87,271		6,832			18,720	41,273		14,296		6,150
April	72,731		6,626			20,483	23,824		15,449		6,349
May	68,886		6,033			18,706	24,875		13,817		5,655
June	71,778		5,764			18,373	26,614		14,292		6,735
July	55,307		4,872			13,974	20,377		10,616		5,468
August	55,988		4,352			13,707	21,006		11,201		5,722
September	46,362		3,155			11,828	17,266		10,061		4,052
October	61,102		4,913			14,708	24,989		12,005		4,487
November	64,325		4,002			16,195	26,532		12,667		4,929
December	62,352		4,814			13,925	26,322		12,130		5,161
Total units	757,615		59,757			184,423	300,734		147,034		65,667

¹ Includes Yukon and Northwest Territories.

TABLE 6. Retail Value of Canadian and United States Manufactured Vehicles Sold in Canada, by Province and by Month, 1966

Month	Canada	New-found-land	Prince Edward Island	Nova Scotia	New-Brunswick	Quebec	Ontario	Mani-toba	Saskat-chewan	Alberta	British Columbia ¹
thousands of dollars											
Passenger cars:											
January	150,173	1,720	618	4,582	3,917	35,610	65,267	6,636	6,841	11,005	13,977
February	155,522	2,477	557	4,039	4,111	34,419	71,569	6,172	6,306	11,915	13,957
March	248,346	3,410	846	7,234	7,552	57,380	121,236	8,097	10,817	16,105	15,669
April	203,380	3,749	1,155	7,559	5,961	62,521	68,344	9,789	11,708	16,732	15,862
May	191,258	3,675	1,032	6,801	4,910	55,841	70,266	10,122	8,803	15,691	14,117
June	199,124	3,666	977	6,260	4,692	54,229	76,833	10,334	9,427	15,865	16,841
July	153,301	2,985	654	5,458	4,082	40,515	59,278	7,338	7,334	11,843	13,814
August	152,751	2,369	723	4,916	3,574	39,005	60,769	7,286	7,480	12,046	14,583
September	128,827	1,895	360	3,468	2,716	34,044	50,531	6,731	7,384	11,365	10,333
October	178,287	2,879	861	5,080	4,696	44,111	76,536	8,436	9,344	14,228	12,116
November	187,245	1,573	502	4,713	4,228	48,579	81,601	9,608	9,185	13,788	13,468
December	179,898	1,893	486	4,775	5,809	42,374	79,658	9,199	8,489	12,975	14,240
Total value	2,128,112	32,291	8,771	64,885	56,248	548,628	881,888	99,748	103,118	163,558	168,977
	Canada	Atlantic Provinces			Quebec	Ontario	Prairie Provinces			British Columbia	
thousands of dollars											
Commercial vehicles:											
January	38,215		3,059			6,832	12,934		9,974		5,416
February	41,013		2,819			7,045	14,414		11,338		5,397
March	60,392		4,122			9,434	24,484		15,498		6,854
April	51,865		4,053			9,213	14,943		16,558		7,098
May	50,670		4,340			9,611	15,904		14,202		6,613
June	53,720		4,253			10,816	15,680		15,641		7,330
July	40,027		3,363			7,524	12,234		11,348		5,558
August	44,385		3,422			8,862	12,994		12,959		6,148
September	35,875		2,750			7,183	10,675		10,034		5,033
October	39,890		3,684			7,488	12,296		12,132		4,290
November	43,128		2,965			8,574	12,612		13,731		5,046
December	46,081		3,958			7,346	15,812		14,001		4,964
Total value	545,261		42,788			99,928	175,382		157,416		69,747
All vehicles:											
January	188,388		13,896			42,442	78,201		34,456		19,393
February	196,535		14,003			41,464	85,983		35,731		19,354
March	308,738		23,164			66,814	145,720		50,517		22,523
April	255,245		22,477			71,734	83,287		54,787		22,960
May	241,928		20,758			65,452	86,170		48,818		20,730
June	252,844		19,848			65,045	92,513		51,267		24,171
July	193,328		16,542			48,039	71,512		37,863		19,372
August	197,136		15,004			47,867	73,763		39,771		20,731
September	164,702		11,189			41,227	61,406		35,514		15,366
October	218,177		17,200			51,599	88,832		44,140		16,406
November	230,373		13,981			57,153	94,413		46,312		18,514
December	225,979		16,921			49,720	95,470		44,664		19,204
Total value	2,673,373		204,983			648,556	1,057,270		523,840		238,724

¹ Includes Yukon and Northwest Territories.

TABLE 7. Number of Overseas Manufactured Vehicles Sold in Canada, by Province and by Month, 1966

Month	Canada	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Mani-toba	Saskat-chewan	Alberta	British Columbia ¹
	number										
Passenger cars:											
January	3,593	91	12	225	145	720	1,335	75	50	176	764
February	4,446	112	18	202	172	881	1,893	83	40	194	851
March	6,899	186	36	357	281	1,503	3,139	135	62	272	928
April	6,076	183	44	418	307	1,629	1,910	164	144	334	943
May	7,133	250	49	500	343	1,948	2,324	228	137	336	1,018
June	6,470	212	35	316	195	1,536	2,544	179	127	282	1,044
July	5,403	179	25	271	236	1,396	1,810	153	113	324	896
August	5,637	219	26	267	216	1,381	1,898	172	108	270	1,080
September	6,012	157	21	251	139	1,542	2,195	148	122	286	1,151
October	6,168	174	30	278	184	1,400	2,385	149	129	296	1,143
November	5,723	155	15	259	172	1,338	2,092	129	98	268	1,197
December	4,274	102	25	180	176	780	1,674	103	86	284	864
Total units	67,834	2,020	336	3,524	2,566	16,054	25,199	1,718	1,216	3,322	11,879
	Canada	Atlantic Provinces			Quebec	Ontario	Prairie Provinces			British Columbia	
	number										
Commercial vehicles:											
January	109		12			18	34		10		35
February	133		15			11	46		13		48
March	196		19			26	73		20		68
April	172		18			23	45		23		68
May	163		11			23	52		17		60
June	194		10			24	61		14		85
July	161		14			18	46		26		57
August	194		8			25	58		18		85
September	175		17			31	52		13		62
October	176		7			27	52		17		73
November	172		21			29	48		11		63
December	137		17			15	50		5		50
Total units	1,982		169			270	617		187		739
All vehicles:											
January	3,702		485			738	1,369		311		799
February	4,579		519			892	1,939		330		899
March	7,095		879			1,529	3,212		489		986
April	6,248		970			1,652	1,955		665		1,006
May	7,296		1,153			1,971	2,376		718		1,078
June	6,664		768			1,560	2,605		602		1,129
July	5,564		725			1,414	1,856		616		953
August	5,831		736			1,406	1,956		568		1,165
September	6,187		585			1,573	2,247		569		1,213
October	6,344		673			1,427	2,437		591		1,216
November	5,895		622			1,367	2,140		506		1,260
December	4,411		500			795	1,724		478		914
Total units	69,816		8,615			16,324	25,816		6,443		12,618

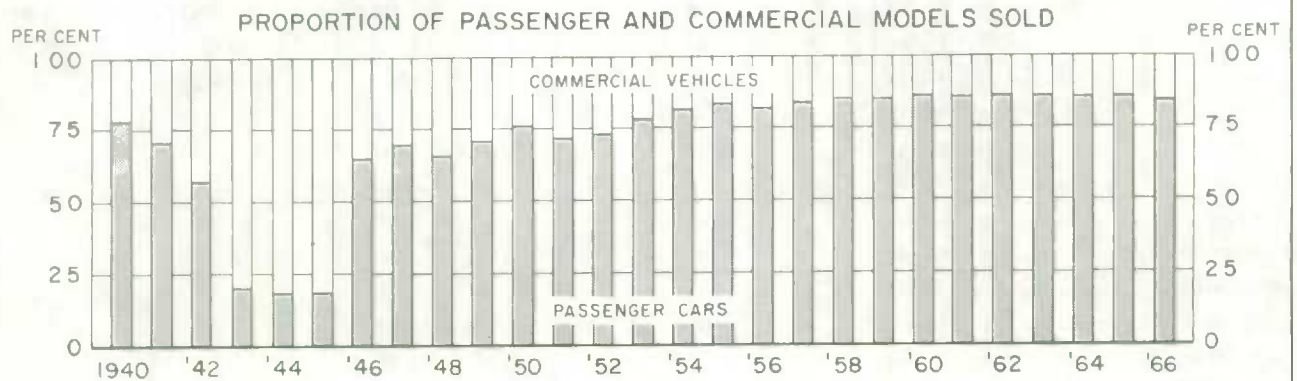
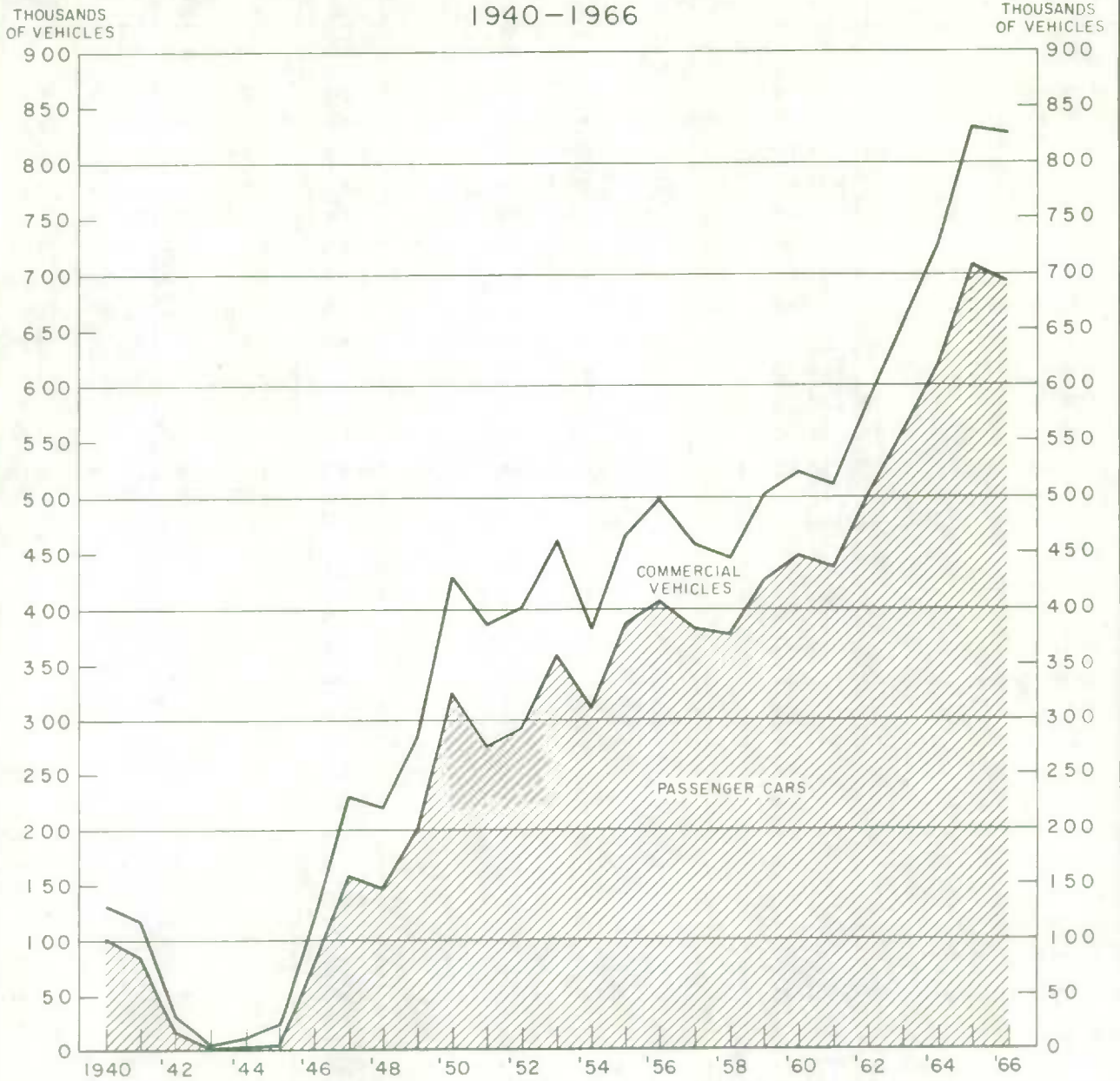
¹ Includes Yukon and Northwest Territories.

TABLE 8. Retail Value of Overseas Manufactured Vehicles Sold in Canada, by Province and Month, 1966

Month	Canada	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia ¹
Passenger cars:											
thousands of dollars											
January	7,609	184	23	457	292	1,507	2,817	167	104	377	1,681
February	9,337	212	34	398	335	1,855	3,999	175	97	410	1,822
March	14,708	345	72	693	548	3,228	6,736	296	130	588	2,070
April	13,024	341	83	801	596	3,490	4,181	337	335	734	2,126
May	15,015	473	95	978	659	4,114	4,991	467	292	708	2,238
June	13,940	401	69	626	394	3,321	5,556	353	259	631	2,330
July	11,800	351	47	544	474	3,052	3,966	318	242	715	2,091
August	12,443	741	50	521	419	2,944	4,123	364	227	593	2,461
September	13,018	298	41	514	271	3,346	4,804	295	251	638	2,560
October	13,383	342	62	550	377	3,045	5,152	324	291	651	2,589
November	12,347	322	31	509	380	2,894	4,532	249	202	600	2,628
December	9,349	205	49	352	367	1,724	3,614	213	179	625	2,021
Total value	145,971	4,215	656	6,943	5,112	34,520	54,471	3,558	2,609	7,270	26,617
Commercial vehicles:											
thousands of dollars											
January	288		32			46	89		27		94
February	356		40			29	124		37		126
March	525		52			71	196		55		151
April	449		49			61	118		59		162
May	433		32			62	137		44		158
June	504		27			64	163		36		214
July	437		38			55	123		71		150
August	506		21			68	155		49		213
September	462		46			82	138		36		160
October	466		21			73	139		42		191
November	456		57			80	127		27		165
December	365		48			42	132		13		130
Total value	5,247		463			733	1,641		496		1,914
All vehicles:											
January	7,897		968			1,553	2,906		675		1,775
February	9,693		1,019			1,884	4,123		719		1,948
March	15,231		1,710			3,299	6,932		1,069		2,221
April	13,473		1,870			3,551	4,299		1,465		2,288
May	15,448		2,237			4,176	5,128		1,511		2,396
June	14,444		1,517			3,385	5,719		1,279		2,544
July	12,237		1,454			3,107	4,089		1,346		2,241
August	12,949		1,752			3,012	4,276		1,233		2,674
September	13,480		1,170			3,428	4,942		1,220		2,720
October	13,849		1,352			3,118	5,291		1,308		2,780
November	12,803		1,299			2,974	4,659		1,078		2,793
December	9,714		1,021			1,766	3,746		1,030		2,151
Total value	151,218		17,389			35,253	56,112		13,933		28,531

¹ Includes Yukon and Northwest Territories.

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA 1940-1966



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