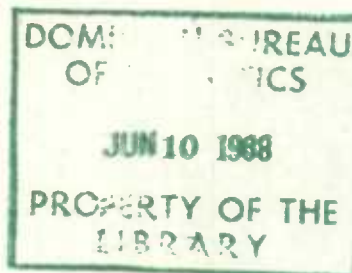


CATALOGUE No.

63-208

ANNUAL

C.3



# NEW MOTOR VEHICLE SALES 1967

*Published by Authority of*  
The Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**  
Merchandising and Services Division

May 1968  
6403-531

Price: 50 cents

W. J. ...  
...  
...  
...  
...

...  
...

...

## TABLE OF CONTENTS

	Page
Summary .....	5
 Table	
1. Percentage Changes in Number and Retail Value of New Motor Vehicles Sold, 1967/1966 and Percentage Distribution, by Type of Vehicle and by Province 1966 and 1967 .....	6
2. Annual Sales of New Motor Vehicles in Canada, by Type of Vehicle, 1946-67 .....	7
3. Total Number of New Motor Vehicles Sold in Canada, by Province and by Month, 1967 .....	8
4. Total Retail Value of New Motor Vehicles Sold in Canada, by Province and by Month, 1967 .....	9
5. Number of Canadian and United States Manufactured Vehicles Sold in Canada, by Province and by Month, 1967 .....	10
6. Retail Value of Canadian and United States Manufactured Vehicles Sold in Canada, by Province and by Month, 1967 .....	11
7. Number of Overseas Manufactured Vehicles Sold in Canada, by Province and by Month, 1967 .....	12
8. Retail Value of Overseas Manufactured Vehicles Sold in Canada, by Province and by Month, 1967 .....	13
Chart: Number of New Motor Vehicles Sold in Canada, and Proportion of Passenger and Commercial Models Sold, 1940-1967 .....	14

### NOTES

This bulletin summarizes the statistics published in the monthly series "New Motor Vehicle Sales", Catalogue No. 63-007, and, in addition, contains minor revisions to the data published in this series.

**New Motor Vehicle Sales** statistics are obtained from Canadian manufacturers (for both Canadian and U.S. made cars) and from direct importers of cars of other than Canadian or U.S. manufacture. In both cases, respondents are requested to provide consolidated totals of their dealers' monthly statements on sales of new motor vehicles. Every effort is made to avoid duplication, particularly for sales reported by distributors of European cars.

**Commercial Vehicles** is a term employed for convenience throughout the text, with reference solely to "trucks and buses". Passenger-carrying automobiles used for commercial purposes, such as taxis and local delivery services, are nevertheless classified with passenger vehicles for the purpose of this report.

### SYMBOLS

The following standard symbols are used in Dominion Bureau of Statistics publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed.
- P preliminary figures.
- r revised figures.
- x confidential to meet secrecy requirements of the Statistics Act.

# NEW MOTOR VEHICLE SALES

1967

## SUMMARY

The total value of new motor vehicles sold in Canada fell during 1967 by more than \$26 million, a decline of 0.9 per cent from the previous year. As reported by automobile manufacturers, sales of passenger and commercial vehicles in 1967 reached a value of \$2,798,366,000, as compared to the \$2,824,591,000 recorded during 1966. Although a sizeable proportion of this decline can be traced to a change in reporting methods which took effect in 1967, there was no similar explanation for the fact that, for the second successive year, there was an absolute decline in the **number** of new motor vehicles sold across the country. The total of 815,307 vehicles sold in 1967 was 12,124 units or 1.5 per cent lower than in 1966, and 15,688 (1.9 per cent) less than the 1965 total.

The drop in number and value of new vehicles sold was confined to the passenger car field, where sales declined in number by 15,385 units (2.2 per cent) and in value by \$63,774,000 (2.8 per cent) below 1966 levels. Even the average retail value (based on number of passenger vehicles sold) fell during the year—from \$3,273 in 1966 to \$3,253 in 1967. In marked contrast, sales of new commercial vehicles reached new highs during 1967, in terms of both number (135,872) and value (\$588,057,000). These represented increases of 2.5 per cent and 6.8 per cent, respectively, over the previous year. As a result, the average retail value of commercial vehicles rose during 1967 to a new high of \$4,328.

Reference was made earlier to a change in reporting methods which affected the data on value of sales of new motor vehicles. During 1967, automobile manufacturers and distributors were requested to report the **actual cost to purchasers** of new motor vehicles, rather than the value based on manufacturers' suggested list prices. By year-end 1967, nearly all respondents (in terms of dollar sales) were supplying monthly valuations on the new basis. Since the values reported following the change-over are assumed to be somewhat lower than under the previous basis, the net result is an unknown amount of contraction in the value of new motor vehicle sales, as noted above, and an interruption in the continuity of the historical series shown on page 7. This factor must be borne in mind by the reader when studying the percentage changes in retail sales value described elsewhere in this report. It must also form an important part in any analysis of trends in the new motor vehicle field.

One of the more significant of these trends, in recent years, has been the declining share of the new motor vehicle market held by overseas-manufactured passenger and commercial automobiles—a decline which was at least partially attributable to

the growing number of automotive plants operated in Canada for the assembly of European and other overseas cars. In 1967, however, overseas-manufactured vehicles accounted for 9.4 per cent of total unit sales, as compared with 8.4 per cent in 1966 and 9.3 per cent in 1965. The value of these sales, as a proportion of total new motor vehicle sales, also rose during 1967, to 6.1 per cent—the first such increase since 1964. Growth in this field can be traced to the fact that the number of overseas-manufactured vehicles sold last year increased by 10.2 per cent and the sales value by 13.3 per cent.

Another reversal of trend which invites closer study is the increase in second-quarter results, from 28.2 per cent of total unit sales during 1966 to 32.6 per cent in 1967. Since 1963, the levelling off of spring sales had produced a more even distribution of new motor vehicle sales throughout the year and a resulting decline in second-quarter volume. The rather sizeable increase in the 1967 second quarter results in a figure which is only slightly less than the 33.0 per cent recorded in 1963 and indicates a resurgence of this period as the most popular one for new motor vehicle buyers.

Manitoba and Alberta were the only provinces that experienced an increase in the number and value of new motor vehicles sold during 1967. The largest gains, for both passenger cars and commercial vehicles, were recorded in Manitoba—where the value of sales increased over 1966 by 3.6 per cent for passenger cars, 15.2 per cent for commercial vehicles and 6.2 per cent for both types combined. In the commercial vehicle field, which in general showed positive gains in 1967, declines were experienced in the Atlantic Provinces (in terms of number), Saskatchewan (in value of sales) and British Columbia.

The two central provinces, Ontario and Quebec, continued to account for a major share of the new motor vehicle market, although the proportion—63.6 per cent—was unchanged from the previous year, in contrast with the 1.9 per cent decline experienced between 1965 and 1966. A downward trend was also noted in British Columbia, where the share of the market has fallen from 9.7 per cent to 9.4 per cent during the past two years. On the other hand, continuing gains in market share were registered in Manitoba, which rose from 4.0 per cent in 1965 to 5.0 per cent in 1967, and in Alberta, which increased during the same period from 8.1 to 9.1 per cent.

A detailed study of motor vehicle financing by sales finance companies is included as part of the annual report "Sales Financing," Catalogue No. 63-211.



**TABLE 1 Percentage Changes in Number and Retail Value of New Motor Vehicles Sold, 1967/1966 and Percentage Distribution, by Type of Vehicle and by Province, 1966 and 1967**

Province	Change 1967/1966						Unit distribution					
	Total vehicles		Passenger cars		Commercial vehicles		Total vehicles		Passenger cars		Commercial vehicles	
	Number	Retail value	Number	Retail value	Number	Retail value	1966	1967	1966	1967	1966	1967
%												
Canadian and United States manufactured vehicles												
Atlantic Provinces .....	- 4.9	- 3.5	- 5.6	- 5.9	- 1.5	+ 5.5	7.9	7.7	7.8	7.6	8.4	8.1
Quebec .....	- 1.7	- 0.8	- 1.9	- 2.2	--	+ 7.2	24.3	24.5	25.8	26.2	17.3	17.0
Ontario .....	- 3.5	- 2.5	- 4.8	- 5.9	+ 4.9	+ 14.4	39.7	39.3	41.2	40.7	32.3	33.2
Manitoba .....	+ 5.6	+ 5.9	+ 3.7	+ 3.3	+ 13.4	+ 15.0	4.8	5.3	4.7	5.0	5.4	6.0
Saskatchewan .....	- 2.0	- 4.1	- 3.6	- 4.8	+ 1.9	- 2.5	5.7	5.7	4.8	4.8	10.0	10.0
Alberta .....	+ 1.0	+ 0.9	+ 0.5	+ 1.1	+ 2.2	+ 0.6	8.9	9.2	7.6	7.9	15.0	15.1
British Columbia <sup>1</sup> .....	- 7.1	- 4.7	- 7.5	- 5.2	- 5.5	- 3.4	8.7	8.3	8.1	7.8	11.6	10.6
<b>Canada .....</b>	<b>- 2.5</b>	<b>- 1.7</b>	<b>- 3.5</b>	<b>- 3.9</b>	<b>+ 2.1</b>	<b>+ 6.6</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Overseas manufactured vehicles												
Atlantic Provinces .....	- 5.8	- 6.5	- 6.0	- 6.8	+ 3.0	+ 4.8	12.3	10.5	12.5	10.7	8.5	6.3
Quebec .....	+ 8.8	+ 13.0	+ 8.6	+ 12.8	+ 22.2	+ 20.3	23.4	23.1	23.7	23.4	13.6	13.0
Ontario .....	+ 12.2	+ 14.6	+ 12.1	+ 14.6	+ 15.7	+ 16.3	37.0	37.6	37.1	38.0	31.1	28.1
Manitoba .....	+ 9.6	+ 14.1	+ 8.6	+ 13.0	+ 58.3	+ 52.5	2.5	2.5	2.5	2.5	1.8	2.2
Saskatchewan .....	+ 4.3	+ 8.2	+ 4.3	+ 8.2	+ 4.3	+ 8.5	1.8	1.7	1.8	1.7	1.2	0.9
Alberta .....	+ 17.9	+ 19.8	+ 17.1	+ 18.8	+ 36.7	+ 41.1	4.9	5.3	4.9	5.2	6.5	6.9
British Columbia <sup>1</sup> .....	+ 17.4	+ 21.5	+ 15.7	+ 20.1	+ 44.5	+ 42.2	18.1	19.3	17.5	18.5	37.3	42.0
<b>Canada .....</b>	<b>+ 10.2</b>	<b>+ 13.3</b>	<b>+ 9.7</b>	<b>+ 12.7</b>	<b>- 28.3</b>	<b>+ 27.5</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Total all vehicles												
Atlantic Provinces .....	- 5.0	- 3.8	- 5.7	- 6.0	- 1.4	+ 5.5	8.3	8.0	8.2	7.9	8.4	8.1
Quebec .....	- 0.8	- 0.1	- 1.0	- 1.3	+ 0.2	+ 7.3	24.3	24.4	25.6	25.9	17.2	16.9
Ontario .....	- 2.2	- 1.6	- 3.3	- 4.7	+ 5.0	+ 14.4	39.5	39.2	40.9	40.4	32.3	33.1
Manitoba .....	+ 5.7	+ 6.2	+ 3.9	+ 3.6	+ 13.6	+ 15.2	4.6	5.0	4.5	4.8	5.3	6.0
Saskatchewan .....	- 1.8	- 3.9	- 3.3	- 4.5	+ 1.9	- 2.5	5.4	5.3	4.5	4.5	9.9	9.8
Alberta .....	+ 1.8	+ 1.5	+ 1.6	+ 1.8	+ 2.4	+ 0.8	8.5	8.8	7.3	7.6	15.0	14.9
British Columbia <sup>1</sup> .....	- 3.1	- 1.9	- 3.1	- 1.8	- 3.1	- 2.2	9.4	9.3	9.0	8.9	11.9	11.2
<b>Canada .....</b>	<b>- 1.5</b>	<b>- 0.9</b>	<b>- 2.2</b>	<b>- 2.8</b>	<b>+ 2.5</b>	<b>+ 6.8</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

<sup>1</sup> Includes Yukon and Northwest Territories.

TABLE 2. Annual Sales of New Motor Vehicles in Canada, by Type of Vehicle, 1946-67

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
1967 .....	815,307	2,798,366	3,432	679,435	2,210,309	3,253	135,872	588,057	4,328
Overseas vehicles (included above):									
1949 .....	30,101	..	..	28,263	..	..	1,838	..	..
1950 .....	67,506	..	..	62,880	..	..	4,626	..	..
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
1967 .....	76,928	171,266	2,226	74,386	164,576	2,212	2,542	6,690	2,632

2,273,000

1,608

**TABLE 3. Total Number of New Motor Vehicles Sold in Canada, by Province and by Month, 1967**  
(Canadian, United States and Overseas Manufactured)

Month	Canada	New-found-land	Prince Edward Island	Nova Scotia	New-Brunswick	Quebec	Ontario	Mani-toba	Saskat-chewan	Alberta	British Columbia <sup>1</sup>
	number										
<b>Passenger cars:</b>											
January .....	45,475	656	202	1,425	1,047	10,713	19,376	2,131	2,021	3,368	4,536
February .....	45,276	678	136	1,451	809	10,195	19,034	2,346	2,072	3,702	4,853
March .....	68,381	1,389	195	2,221	1,514	18,601	26,149	3,895	3,384	5,462	5,571
April .....	65,852	1,083	281	2,335	1,680	17,624	26,010	4,096	3,089	4,779	4,875
May .....	81,259	1,639	369	3,031	2,122	21,820	31,142	6,258	3,207	5,748	6,123
June .....	75,157	1,572	370	2,836	1,904	19,663	31,106	2,237	3,161	5,639	6,669
July .....	47,889	999	249	1,819	1,249	12,581	18,766	1,493	2,033	3,698	5,002
August .....	45,822	1,044	199	1,731	1,251	11,707	17,567	1,718	2,086	3,493	5,026
September .....	43,556	788	163	1,181	981	11,797	17,639	1,782	2,080	3,012	4,133
October .....	55,609	893	211	1,653	1,282	15,198	22,120	2,365	2,673	4,632	4,582
November .....	55,065	761	177	1,673	1,299	14,331	23,062	2,045	2,339	4,376	5,002
December .....	50,094	626	207	1,553	1,043	12,110	22,320	2,032	2,182	3,806	4,215
<b>Total units .....</b>	<b>679,435</b>	<b>12,128</b>	<b>2,759</b>	<b>22,909</b>	<b>16,181</b>	<b>176,140</b>	<b>274,291</b>	<b>32,398</b>	<b>30,327</b>	<b>51,715</b>	<b>60,587</b>
<b>Commercial vehicles:</b>											
January .....	9,466	167	61	320	237	1,512	3,302	439	989	1,483	956
February .....	9,425	122	35	247	235	1,413	3,052	587	1,031	1,487	1,216
March .....	14,401	243	48	412	276	2,384	5,082	807	1,607	2,111	1,431
April .....	12,680	172	52	402	295	2,068	3,803	1,005	1,515	1,979	1,389
May .....	15,694	205	90	486	385	2,461	4,970	1,750	1,474	2,204	1,669
June .....	14,951	271	91	525	389	2,451	5,377	579	1,289	2,110	1,869
July .....	9,892	222	76	366	320	1,639	3,410	409	818	1,303	1,329
August .....	9,882	267	47	292	361	1,727	3,036	470	913	1,440	1,329
September .....	9,392	215	34	232	274	1,801	2,880	571	1,062	1,278	1,045
October .....	11,071	232	57	328	325	1,989	3,540	581	1,079	1,845	1,095
November .....	9,609	193	43	298	289	1,868	3,202	452	799	1,535	930
December .....	9,409	127	64	283	278	1,603	3,327	439	810	1,486	992
<b>Total units .....</b>	<b>135,872</b>	<b>2,436</b>	<b>698</b>	<b>4,191</b>	<b>3,664</b>	<b>22,916</b>	<b>44,981</b>	<b>8,089</b>	<b>13,386</b>	<b>20,261</b>	<b>15,250</b>
<b>All vehicles:</b>											
January .....	54,941	823	263	1,745	1,284	12,225	22,878	2,570	3,010	4,851	5,492
February .....	54,701	800	171	1,698	1,044	11,608	22,086	2,933	3,103	5,189	6,069
March .....	82,782	1,632	243	2,633	1,790	20,985	31,231	4,702	4,991	7,573	7,002
April .....	78,532	1,255	333	2,737	1,975	19,692	29,813	5,101	4,604	6,758	6,264
May .....	96,953	1,844	459	3,517	2,507	24,081	36,112	8,008	4,681	7,952	7,792
June .....	90,108	1,843	461	3,361	2,293	22,114	36,483	2,816	4,450	7,749	8,538
July .....	57,781	1,221	325	2,185	1,569	14,220	22,176	1,902	2,851	5,001	6,331
August .....	55,704	1,311	246	2,023	1,612	13,434	20,603	2,188	2,999	4,933	6,355
September .....	52,948	1,003	197	1,413	1,255	13,598	20,519	2,353	3,142	4,290	5,178
October .....	66,680	1,125	268	1,981	1,607	17,187	25,660	2,946	3,752	6,477	5,677
November .....	64,674	954	220	1,971	1,588	16,199	26,264	2,497	3,138	5,911	5,933
December .....	59,503	753	271	1,836	1,321	13,713	25,647	2,471	2,992	5,292	5,207
<b>Total units .....</b>	<b>815,307</b>	<b>14,564</b>	<b>3,457</b>	<b>27,100</b>	<b>19,845</b>	<b>199,056</b>	<b>319,272</b>	<b>40,487</b>	<b>43,713</b>	<b>71,976</b>	<b>75,837</b>

<sup>1</sup> Includes Yukon and Northwest Territories.



**TABLE 4. Total Retail Value of New Motor Vehicles Sold in Canada, by Province and by Month, 1967**  
(Canadian, United States and Overseas Manufactured)

Month	Canada	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Mani-toba	Saskat-chewan	Alberta	British Columbia <sup>1</sup>
thousands of dollars											
<b>Passenger cars:</b>											
January .....	147,713	2,002	647	4,363	3,259	35,179	62,973	6,991	6,690	11,208	14,401
February .....	145,221	2,059	420	4,374	2,513	32,845	60,939	7,690	6,801	12,255	15,325
March .....	219,896	4,215	582	6,604	4,670	59,897	83,906	12,680	11,105	18,176	18,061
April .....	213,525	3,365	699	7,365	5,330	57,178	84,048	13,478	10,186	16,031	15,645
May .....	264,721	5,141	1,151	9,318	6,631	69,992	101,911	20,711	10,772	19,488	19,606
June .....	246,799	4,884	1,163	8,752	5,932	64,131	104,256	7,553	10,573	18,839	20,716
July .....	153,906	3,037	778	5,580	3,926	40,396	60,370	4,925	6,761	12,389	15,724
August .....	145,827	3,086	615	5,295	3,895	37,306	55,874	5,809	6,872	11,579	15,696
September .....	141,211	2,450	502	3,689	3,101	38,746	56,458	5,902	7,010	10,201	13,152
October .....	181,356	2,819	685	5,247	4,054	50,256	71,467	7,851	8,931	15,676	14,350
November .....	162,210	2,462	574	5,441	4,285	48,068	75,947	6,843	7,862	14,917	15,791
December .....	167,924	2,033	683	5,055	3,464	41,345	74,253	6,624	7,393	13,209	13,665
<b>Total value .....</b>	<b>2,210,309</b>	<b>37,553</b>	<b>8,699</b>	<b>71,083</b>	<b>51,060</b>	<b>575,339</b>	<b>892,422</b>	<b>107,057</b>	<b>100,996</b>	<b>173,968</b>	<b>192,132</b>
<b>Commercial vehicles:</b>											
January .....	40,634	597	231	1,196	1,225	6,883	14,921	1,618	3,556	5,960	4,447
February .....	42,593	483	122	898	956	7,070	14,678	2,467	3,512	6,572	5,835
March .....	60,378	894	190	1,469	1,291	10,344	23,117	3,207	5,594	8,190	6,062
April .....	54,841	609	187	1,512	1,252	10,451	16,751	3,964	5,179	7,813	7,123
May .....	68,583	785	338	1,906	1,806	12,307	22,352	7,312	4,987	9,385	7,405
June .....	63,021	992	348	2,032	1,895	11,430	22,587	2,849	4,531	8,274	8,083
July .....	41,765	1,009	285	1,465	1,339	7,881	14,511	1,596	2,768	5,183	5,728
August .....	44,257	1,119	183	1,099	1,824	8,318	14,777	1,899	3,309	5,535	6,194
September .....	40,364	860	131	969	1,227	7,818	13,158	2,416	3,868	5,063	4,854
October .....	48,583	920	222	1,362	1,721	9,044	16,107	2,438	4,042	7,181	5,526
November .....	41,482	709	153	1,152	1,226	8,399	14,916	1,855	2,941	6,104	4,027
December .....	41,556	611	247	1,120	1,418	8,084	14,725	1,846	3,038	5,666	4,801
<b>Total value .....</b>	<b>588,057</b>	<b>9,588</b>	<b>2,637</b>	<b>16,220</b>	<b>17,180</b>	<b>108,029</b>	<b>202,600</b>	<b>13,467</b>	<b>47,325</b>	<b>80,926</b>	<b>70,085</b>
<b>All vehicles:</b>											
January .....	188,347	2,599	878	5,559	4,484	42,062	77,894	8,609	10,246	17,168	18,848
February .....	187,814	2,542	542	5,272	3,469	39,915	75,617	10,157	10,313	18,827	21,160
March .....	280,274	5,109	772	8,093	5,961	70,241	107,023	15,887	16,699	26,366	24,123
April .....	268,366	3,974	1,080	8,877	6,582	67,629	100,799	17,442	15,365	23,844	22,768
May .....	333,304	5,926	1,489	11,224	8,437	82,299	124,263	28,023	15,759	28,873	27,011
June .....	309,820	5,876	1,511	10,784	7,827	75,561	126,643	10,402	15,104	27,113	28,799
July .....	195,671	4,046	1,063	7,045	5,265	48,277	74,881	6,521	9,549	17,572	21,452
August .....	190,084	4,205	798	6,394	5,719	45,624	70,651	7,508	10,181	17,114	21,890
September .....	181,575	3,310	633	4,656	4,328	46,564	69,616	8,318	10,878	15,264	18,006
October .....	229,939	3,739	907	6,629	5,775	59,300	87,594	10,289	12,973	22,857	19,876
November .....	223,692	3,171	727	6,593	5,511	56,467	90,863	8,698	10,623	21,021	19,818
December .....	209,480	2,644	930	6,175	4,882	49,429	88,978	8,670	10,431	18,875	18,466
<b>Total value .....</b>	<b>2,798,366</b>	<b>47,141</b>	<b>11,336</b>	<b>87,303</b>	<b>68,240</b>	<b>683,368</b>	<b>1,095,022</b>	<b>140,524</b>	<b>148,321</b>	<b>254,894</b>	<b>262,217</b>

<sup>1</sup> Includes Yukon and Northwest Territories.

TABLE 5. Number of Canadian and United States Manufactured Vehicles Sold in Canada, by Province and by Month, 1967

Month	Canada	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia <sup>1</sup>
number											
<b>Passenger cars:</b>											
January .....	41,796	572	191	1,238	945	9,976	17,990	2,045	1,961	3,141	3,737
February .....	40,325	590	120	1,177	719	9,228	17,087	2,210	1,985	3,421	3,788
March .....	62,165	1,219	167	1,810	1,320	17,154	23,740	3,691	3,270	5,093	4,701
April .....	59,438	939	257	2,065	1,491	15,988	23,390	3,895	2,968	4,455	3,990
May .....	73,806	1,472	324	2,542	1,882	19,741	28,441	5,968	3,072	5,411	4,953
June .....	65,957	1,346	321	2,401	1,633	17,441	27,637	2,041	3,010	5,189	4,938
July .....	41,594	805	207	1,489	1,070	11,052	16,625	1,383	1,932	3,336	3,695
August .....	39,194	793	172	1,390	1,059	10,141	15,214	1,586	1,931	3,183	3,725
September .....	37,122	638	134	918	802	10,309	14,891	1,647	1,991	2,756	3,036
October .....	48,676	745	186	1,360	1,049	13,539	19,540	2,214	2,560	4,232	3,251
November .....	49,286	662	153	1,454	1,145	13,076	20,892	1,912	2,260	4,051	3,681
December .....	45,690	544	189	1,366	966	11,061	20,597	1,940	2,119	3,556	3,352
<b>Total units</b> .....	<b>605,049</b>	<b>10,325</b>	<b>2,421</b>	<b>19,210</b>	<b>14,081</b>	<b>158,706</b>	<b>246,044</b>	<b>30,532</b>	<b>29,059</b>	<b>47,824</b>	<b>46,847</b>
	Canada	Atlantic Provinces			Quebec	Ontario	Prairie Provinces			British Columbia <sup>1</sup>	
number											
<b>Commercial vehicles:</b>											
January .....	9,322		773			1,498	3,270		2,893		888
February .....	9,233		636			1,393	2,987		3,088		1,159
March .....	14,262		969			2,350	5,038		4,510		1,395
April .....	12,486		903			2,040	3,756		4,485		1,302
May .....	15,398		1,155			2,416	4,907		5,389		1,571
June .....	14,750		1,263			2,420	5,319		3,952		1,796
July .....	9,658		967			1,613	3,366		2,501		1,211
August .....	9,722		958			1,716	2,999		2,811		1,238
September .....	9,182		735			1,779	2,830		2,900		938
October .....	10,849		917			1,955	3,451		3,490		1,036
November .....	9,274		799			1,834	3,106		2,742		793
December .....	9,194		740			1,572	3,238		2,719		925
<b>Total units</b> .....	<b>133,330</b>		<b>10,815</b>			<b>22,586</b>	<b>44,267</b>		<b>41,480</b>		<b>14,182</b>
<b>All vehicles:</b>											
January .....	51,118		3,719			11,474	21,260		10,040		4,625
February .....	49,558		3,242			10,621	20,074		10,704		4,917
March .....	76,427		5,485			19,504	28,778		16,564		6,096
April .....	71,924		5,655			18,028	27,146		15,803		5,292
May .....	89,204		7,375			22,157	33,348		19,840		6,484
June .....	80,707		6,964			19,861	32,956		14,192		6,734
July .....	51,252		4,538			12,665	19,991		9,152		4,906
August .....	48,916		4,372			11,857	18,213		9,511		4,963
September .....	46,304		3,227			12,088	17,721		9,294		3,974
October .....	59,525		4,257			15,494	22,991		12,496		4,287
November .....	58,560		4,213			14,910	23,998		10,965		4,474
December .....	54,884		3,805			12,633	23,835		10,334		4,277
<b>Total units</b> .....	<b>738,379</b>		<b>56,852</b>			<b>181,292</b>	<b>290,311</b>		<b>148,895</b>		<b>61,029</b>

<sup>1</sup> Includes Yukon and Northwest Territories.

TABLE 6. Retail Value of Canadian and United States Manufactured Vehicles Sold in Canada, by Province and by Month, 1967

Month	Canada	New-found-land	Prince Edward Island	Nova Scotia	New-Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia <sup>1</sup>
Passenger cars:											
thousands of dollars											
January .....	139,783	1,843	627	4,006	3,067	33,560	59,958	6,802	6,562	10,723	12,635
February .....	134,599	1,900	388	3,837	2,325	30,765	56,805	7,405	6,625	11,703	12,846
March .....	206,807	3,903	531	5,853	4,297	56,788	78,890	12,267	10,880	17,393	16,005
April .....	199,487	3,094	852	6,814	4,953	53,564	78,356	13,043	9,939	15,311	13,561
May .....	248,121	4,830	1,065	8,347	6,167	65,862	95,857	20,095	10,377	18,699	16,822
June .....	227,247	4,450	1,066	7,887	5,408	59,423	96,849	7,148	10,256	17,896	16,864
July .....	140,147	2,663	696	4,929	3,570	37,004	55,700	4,693	6,567	11,553	12,772
August .....	131,336	2,630	563	4,628	3,523	33,777	50,663	5,334	6,535	10,907	12,776
September .....	126,517	2,149	443	3,098	2,730	35,283	50,213	5,613	6,813	9,604	10,571
October .....	165,291	2,520	634	4,622	3,566	46,394	65,463	7,503	8,665	14,760	11,164
November .....	168,735	2,261	524	4,962	3,934	45,143	70,984	6,534	7,702	14,145	12,546
December .....	157,663	1,869	645	4,648	3,308	38,829	70,262	6,600	7,251	12,637	11,614
<b>Total value .....</b>	<b>2,045,733</b>	<b>34,112</b>	<b>8,034</b>	<b>63,631</b>	<b>46,848</b>	<b>536,392</b>	<b>830,000</b>	<b>103,037</b>	<b>98,172</b>	<b>165,331</b>	<b>160,176</b>
	Canada	Atlantic Provinces			Quebec	Ontario	Prairie Provinces			British Columbia <sup>1</sup>	
Commercial vehicles:											
thousands of dollars											
January .....	40,249		3,212			6,845	14,836		11,085		4,271
February .....	42,090		2,451			7,016	14,505		12,506		5,612
March .....	59,999		3,836			10,253	23,000		16,948		5,962
April .....	54,322		3,508			10,378	16,627		16,916		6,893
May .....	67,835		4,805			12,186	22,208		21,572		7,064
June .....	62,489		5,230			11,346	22,433		15,584		7,896
July .....	41,157		4,051			7,812	14,393		9,472		5,429
August .....	43,848		4,202			8,290	14,683		10,714		5,959
September .....	39,841		3,133			7,764	13,018		11,321		4,605
October .....	47,979		4,175			8,952	15,859		13,619		5,374
November .....	40,584		3,173			8,306	14,653		10,781		3,671
December .....	40,974		3,364			7,999	14,476		10,508		4,627
<b>Total value .....</b>	<b>581,367</b>		<b>45,140</b>			<b>107,147</b>	<b>200,691</b>		<b>161,026</b>		<b>67,363</b>
All vehicles:											
January .....	180,032		12,755			40,405	74,794		35,172		16,906
February .....	176,689		10,901			37,781	71,310		38,239		18,458
March .....	266,806		18,420			67,041	101,890		57,488		21,967
April .....	253,809		19,221			63,942	94,983		55,209		20,454
May .....	315,956		25,214			78,048	118,065		70,743		23,886
June .....	289,736		24,041			70,769	119,282		50,884		24,760
July .....	181,304		15,909			44,816	70,093		32,285		16,201
August .....	175,184		15,546			42,067	65,346		33,490		18,735
September .....	166,358		11,553			43,047	63,231		33,351		15,176
October .....	213,270		15,517			55,346	81,322		44,547		16,538
November .....	209,319		14,854			53,449	85,637		39,162		16,217
December .....	198,637		13,834			46,828	84,738		36,996		16,241
<b>Total value .....</b>	<b>2,627,100</b>		<b>197,765</b>			<b>643,539</b>	<b>1,030,691</b>		<b>527,566</b>		<b>227,539</b>

<sup>1</sup> Includes Yukon and Northwest Territories.

TABLE 7. Number of Overseas Manufactured Vehicles Sold in Canada, by Province and by Month, 1967

Month	Canada	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Mani-toba	Saskat-chewan	Alberta	British Columbia <sup>1</sup>
	number										
<b>Passenger cars:</b>											
January .....	3,679	84	11	187	102	737	1,386	86	60	227	799
February .....	4,951	88	16	274	90	967	1,947	136	87	281	1,065
March .....	6,216	170	28	411	194	1,447	2,409	204	114	369	870
April .....	6,414	144	24	270	189	1,636	2,620	201	121	324	885
May .....	7,453	167	45	489	240	1,879	2,701	290	135	337	1,170
June .....	9,200	226	49	435	271	2,222	3,469	196	151	450	1,731
July .....	6,295	194	42	330	179	1,529	2,141	110	101	362	1,307
August .....	6,628	251	27	341	192	1,566	2,353	132	155	310	1,301
September .....	6,434	150	29	263	179	1,488	2,748	135	89	256	1,097
October .....	6,933	148	25	293	233	1,659	2,580	151	113	400	1,331
November .....	5,779	99	24	219	154	1,255	2,170	133	79	325	1,321
December .....	4,404	82	18	187	77	1,049	1,723	92	63	250	863
<b>Total units .....</b>	<b>74,386</b>	<b>1,803</b>	<b>338</b>	<b>3,699</b>	<b>2,100</b>	<b>17,434</b>	<b>28,247</b>	<b>1,866</b>	<b>1,268</b>	<b>3,891</b>	<b>13,740</b>
	Canada	Atlantic Provinces			Quebec	Ontario	Prairie Provinces			British Columbia <sup>1</sup>	
	number										
<b>Commercial vehicles:</b>											
January .....	144		12			14	32		18		68
February .....	192		3			20	65		17		87
March .....	139		10			34	44		15		30
April .....	194		18			28	47		14		87
May .....	296		11			45	63		39		138
June .....	201		13			31	58		26		73
July .....	234		17			26	44		29		118
August .....	160		9			11	37		12		91
September .....	210		20			22	50		11		107
October .....	222		25			34	89		15		59
November .....	335		24			34	96		44		137
December .....	215		12			31	89		16		67
<b>Total units .....</b>	<b>2,542</b>		<b>174</b>			<b>330</b>	<b>714</b>		<b>256</b>		<b>1,068</b>
<b>All vehicles:</b>											
January .....	3,823		396			751	1,418		391		867
February .....	5,143		471			987	2,012		521		1,152
March .....	6,355		813			1,481	2,453		702		906
April .....	6,608		645			1,664	2,667		660		972
May .....	7,749		952			1,924	2,764		801		1,308
June .....	9,401		994			2,253	3,527		823		1,804
July .....	6,529		762			1,555	2,185		602		1,425
August .....	6,788		820			1,577	2,390		609		1,392
September .....	6,644		641			1,510	2,798		491		1,204
October .....	7,155		724			1,693	2,669		679		1,390
November .....	6,114		520			1,289	2,266		581		1,458
December .....	4,619		376			1,080	1,812		421		930
<b>Total units .....</b>	<b>76,928</b>		<b>8,114</b>			<b>17,764</b>	<b>28,961</b>		<b>7,281</b>		<b>14,808</b>

<sup>1</sup> Includes Yukon and Northwest Territories.



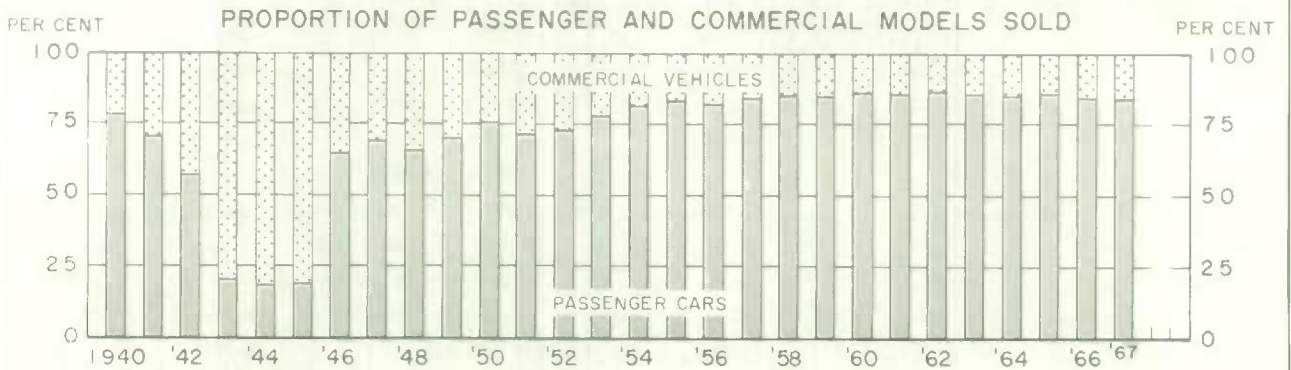
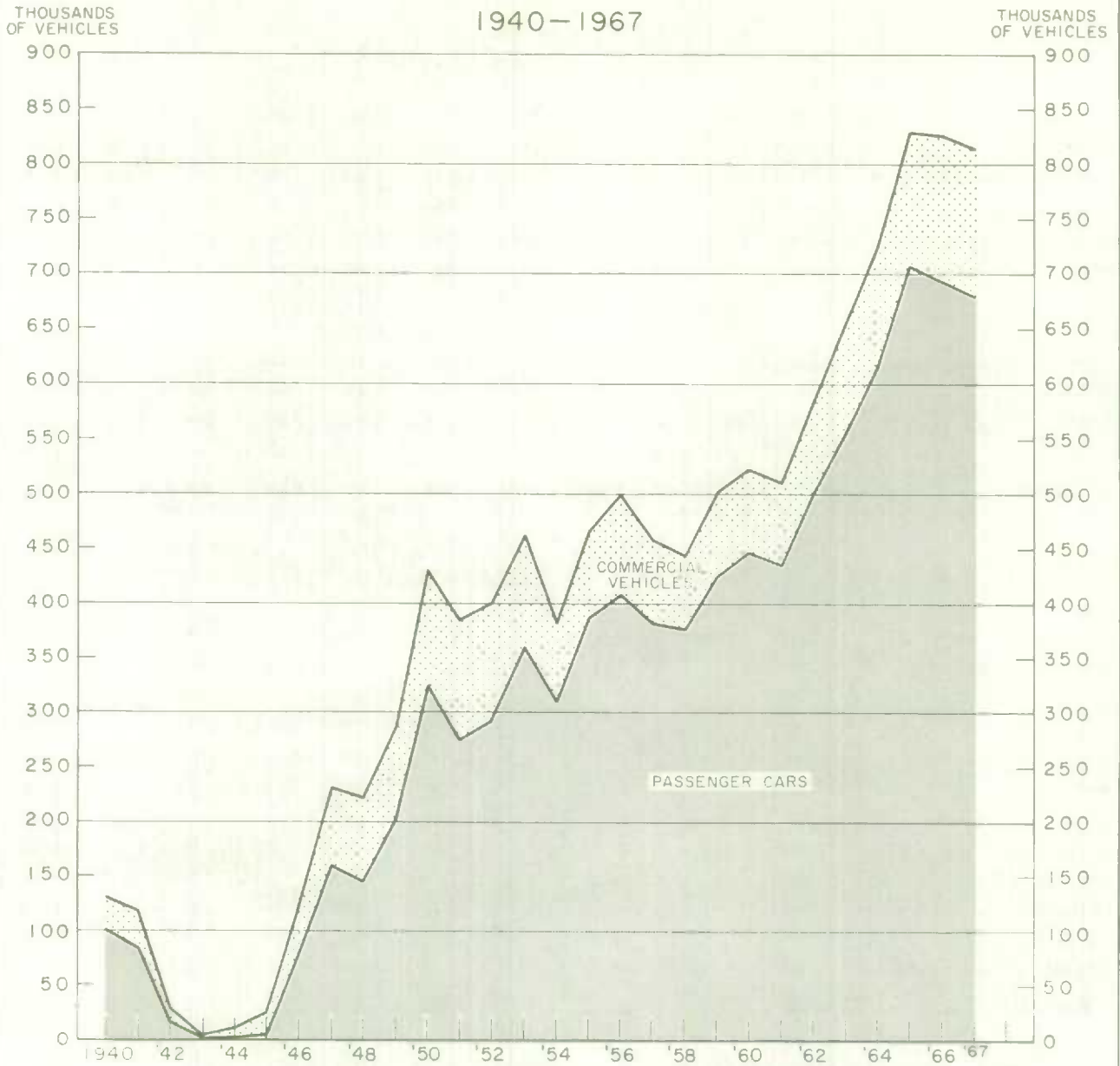
TABLE 8. Retail Value of Overseas Manufactured Vehicles Sold in Canada, by Province and by Month, 1967

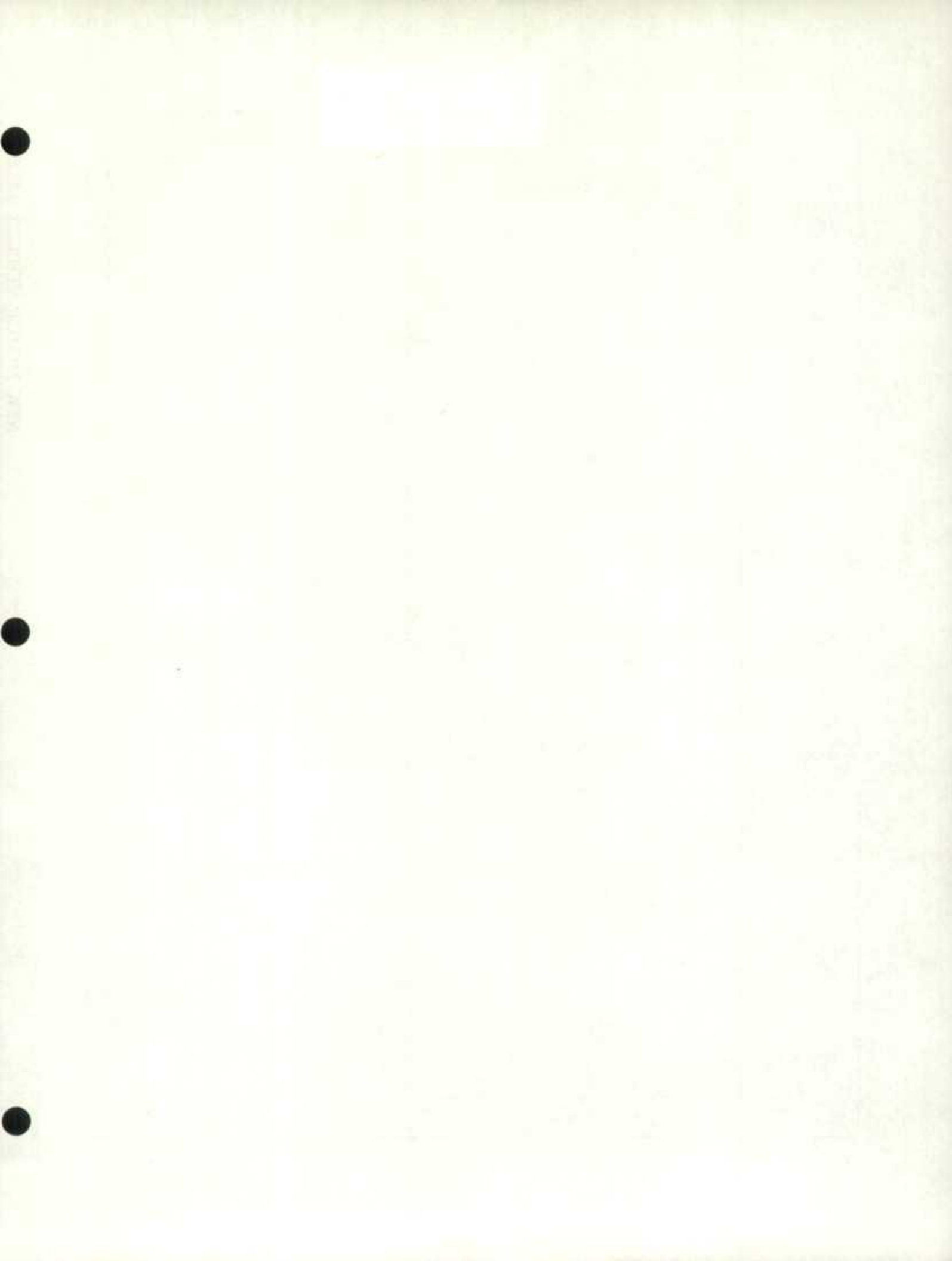
Month	Canada	New-found-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia <sup>1</sup>
thousands of dollars											
<b>Passenger cars:</b>											
January .....	7,930	159	20	357	192	1,619	3,015	189	128	485	1,766
February .....	10,622	159	32	537	188	2,080	4,134	285	176	552	2,479
March .....	13,089	312	51	751	373	3,109	5,016	413	225	783	2,056
April .....	14,038	271	47	551	377	3,614	5,692	435	247	720	2,084
May .....	16,600	311	86	971	464	4,130	6,054	616	395	789	2,784
June .....	19,552	434	97	865	524	4,708	7,407	405	317	943	3,852
July .....	13,759	374	82	651	356	3,392	4,670	232	214	836	2,952
August .....	14,491	456	52	667	372	3,529	5,211	275	337	672	2,920
September .....	14,694	301	59	591	371	3,463	6,245	289	197	597	2,581
October .....	16,065	299	51	625	488	3,862	6,024	348	266	916	3,186
November .....	13,475	201	50	479	351	2,925	4,963	309	180	772	3,245
December .....	10,261	164	38	407	156	2,516	3,991	224	142	572	2,051
<b>Total value .....</b>	<b>164,576</b>	<b>3,441</b>	<b>665</b>	<b>7,452</b>	<b>4,212</b>	<b>38,947</b>	<b>62,422</b>	<b>4,020</b>	<b>2,824</b>	<b>8,637</b>	<b>31,956</b>
	Canada	Atlantic Provinces			Quebec	Ontario	Prairies Provinces			British Columbia <sup>1</sup>	
thousands of dollars											
<b>Commercial vehicles:</b>											
January .....	385		37			38	85		49		176
February .....	503		8			54	173		45		223
March .....	379		28			91	117		43		100
April .....	519		52			73	124		40		230
May .....	748		30			121	144		112		341
June .....	532		37			84	154		70		187
July .....	608		47			69	118		75		299
August .....	409		23			28	94		29		235
September .....	523		54			54	140		26		249
October .....	604		70			92	248		42		152
November .....	398		67			93	263		119		356
December .....	582		32			85	249		42		174
<b>Total value .....</b>	<b>6,690</b>		<b>485</b>			<b>882</b>	<b>1,909</b>		<b>692</b>		<b>2,722</b>
<b>All vehicles:</b>											
January .....	8,315		765			1,657	3,100		851		1,942
February .....	11,125		924			2,134	4,307		1,058		2,702
March .....	13,468		1,515			3,200	5,133		1,464		2,156
April .....	14,557		1,298			3,687	5,816		1,442		2,314
May .....	17,348		1,862			4,251	6,198		1,912		3,125
June .....	20,084		1,957			4,792	7,561		1,735		4,039
July .....	14,367		1,510			3,461	4,788		1,357		3,251
August .....	14,900		1,570			3,557	5,305		1,313		3,155
September .....	15,217		1,376			3,517	6,385		1,109		2,830
October .....	16,669		1,533			3,954	6,272		1,572		3,338
November .....	14,373		1,148			3,018	5,226		1,380		3,601
December .....	10,843		797			2,601	4,240		980		2,225
<b>Total value .....</b>	<b>171,266</b>		<b>16,255</b>			<b>39,829</b>	<b>64,331</b>		<b>16,173</b>		<b>34,678</b>

<sup>1</sup> Includes Yukon and Northwest Territories.



### NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA 1940-1967





STATISTICS CANADA LIBRARY  
BIBLIOTHÈQUE STATISTIQUE CANADA



1010769641