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- Sales of all new motor vehicles totalled 145,891 units, up 9.3% from the March 1986 level.

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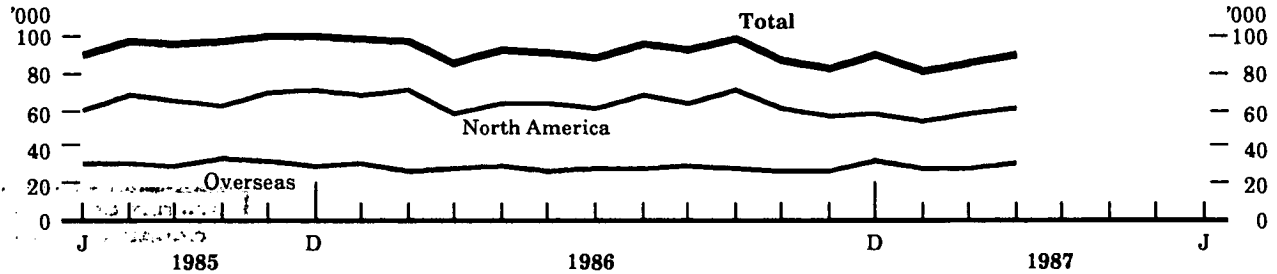


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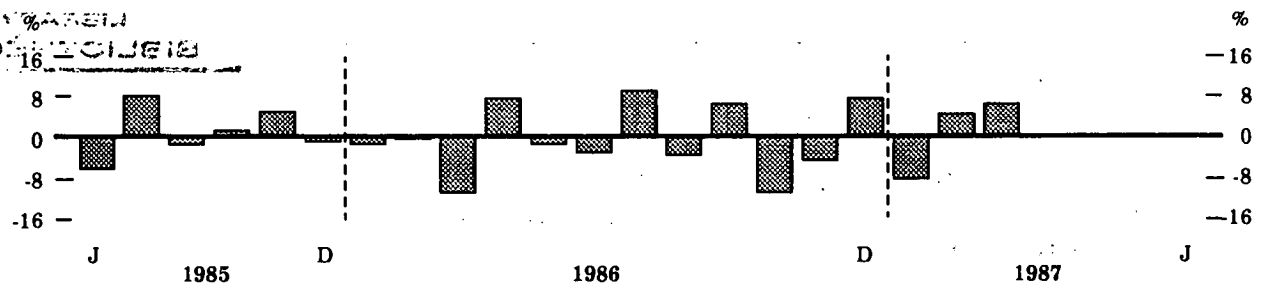
Canada

Major Release

Monthly Sales of New Passenger Cars by Origin, Canada, Seasonally Adjusted, in Units, 1985 - 1987



Month-to-month Changes in Total New Passenger Car Sales (Seasonally Adjusted)



New Motor Vehicle Sales

March 1987

Highlights

Seasonally Adjusted Sales

- Adjusted for seasonal fluctuations and the number of trading days, preliminary estimates indicate that sales of all new motor vehicles totalled 125,671 units in March 1987, an increase of 3.7% over the revised February 1987 level of 121,224 units. The March increase was due to a 6.4% gain in sales of passenger cars, which more than offset a 2.8% decline in commercial vehicles.
- Following several months characterized by significant fluctuations, new motor vehicle sales increased for the second consecutive

month. This still resulted in a modest 0.8% decline for the first quarter of 1987, a considerably more moderate decline than the 8.1% decrease observed in the last quarter of 1986.

- On an origin basis, sales of imported passenger cars increased by 8.9% in March 1987 to reach a level of 29,840 units, while sales of North American built passenger cars recorded an increase of 5.3% to a level of 60,608 units. The increase in March for imported passenger cars followed a significant decrease of 13.5% in January and a marginal 0.4% increase in February. North American built passenger cars increased for the second consecutive month.

(continued on page 3)

Unadjusted Sales

- Sales of all new motor vehicles totalled 145,891 units in March 1987, up 9.3% over the March 1986 level of 133,481 units. Passenger car sales increased by 8.0% to 105,365 units, while commercial vehicle sales recorded a gain of 12.7% to 40,526 units.
- The 8.0% increase in passenger car sales, which followed five consecutive year-over-year declines, comprised an increase of 8.1% for imported passenger cars and a rise of 8.0% for North American built passenger cars. The increase in imported passenger cars was attributable to a 23.9% rise in Japanese car sales. Partly offsetting this increase was a 26.0% decrease in South Korean passenger car sales and, to a lesser extent, a 1.2% drop in sales of cars imported from other countries.
- In terms of market share, North American manufacturers held 68.5% of the Canadian passenger car market in March 1987 (based on unit sales), unchanged from March 1986. The market share of Japanese passenger cars rose to 21.3% from 18.6% a year earlier. Manufacturers from other countries (including South Korea) held 10.2% of the market in March 1987, down from 12.9% in March 1986. This decline was mainly due to a decrease in the market share held by South Korea, to 4.8% in March 1987 from 7.0% in March 1986.
- In spite of the overall national increase, total unit sales of passenger cars only rose in five provinces. Compared to March 1986, increases ranged from 39.1% in Newfoundland to 0.7% in New Brunswick. Declines varied from 13.5% in Alberta to 1.1% in Prince Edward Island. Sales of commercial vehicles (in units) increased from March 1986 in all provinces except Alberta (-16.8%) and Saskatchewan (-6.6%).

- For the first quarter of 1987, total new motor vehicle sales decreased by 3.3% from the same period last year to 330,452 units. Sales of domestic cars were down 9.0% to 157,945 units, while imported passenger car sales increased by a modest 0.7% to 74,141 units. Commercial vehicle sales totalled 98,366 units during this period, up 4.0% from a year earlier.

(see table on page 4)

Note to Users:

Data users should note that unadjusted monthly new motor vehicle sales data for 1986 have been revised to incorporate late responses. Seasonally adjusted data have also been revised for the period January 1982 to February 1987, and incorporate the latest unadjusted data as well as updated trading day adjustment factors.

North American vehicles: motor vehicles manufactured or assembled in North America. These vehicles may be built by domestic or foreign-owned companies.

Imported vehicles: motor vehicles manufactured or assembled overseas and marketed in Canada by domestic or foreign-owned companies.

Available on CANSIM: matrix 64.

Order the March 1987 issue of *New Motor Vehicle Sales* (63-007, \$8/\$80), available the fourth week of June. Contact Roger Laplante (613-991-3549), Retail Trade Section, Industry Division.

New Motor Vehicle Sales (Unadjusted) Canada
March 1987

	March 1987	Change 1987/86	Jan.-Mar. 1987	Change 1987/86 ^r
	Units	%	Units	%
Total new motor vehicles	145,891	9.3	330,452	-3.3
Passenger cars by origin:				
North America	72,170	8.0	157,945	-9.0
Japan	22,494	23.9	48,117	13.4
Other countries (including South Korea)	10,701	-14.7	26,024	-16.6
(South Korea)	(5,050)	(-26.0)	(12,859)	(-25.6)
Total	105,365	8.0	232,086	-6.1
Commercial vehicles by origin:				
North America	36,455	17.0	88,194	5.9
Overseas	4,071	-14.9	10,172	-10.2
Total	40,526	12.7	98,366	4.0
	Value \$000	%	Value \$000	%
Total new motor vehicles	2,213,742	21.0	5,044,354	7.1
Passenger cars by origin:				
North America	1,011,616	21.3	2,201,663	1.3
Japan	326,544	35.0	691,159	28.4
Other countries (including South Korea)	189,882	6.4	445,062	-0.1
(South Korea)	(42,894)	(-25.7)	(109,314)	(-29.0)
Total	1,528,042	21.8	3,337,884	5.8
Commercial vehicles by origin:				
North America	624,798	22.1	1,555,209	10.1
Overseas	60,902	-3.6	151,261	6.9
Total	685,700	19.2	1,706,470	9.8

^r revised figures.

Data Availability Announcements

Canadian Travel Survey Fourth Quarter 1986

Domestic Travel

Results from the fourth quarter 1986 Canadian Travel Survey indicate that the upward trend in domestic travel noted earlier in the year (over 20% increase in each of the first three quarters of 1986 compared to the corresponding quarters of 1984) appears to be slowing.

During October, November and December of 1986, domestic travellers took an estimated 24.8 million trips throughout Canada. These travel patterns resulted in a 14% increase over the 1984 fourth-quarter level, or an increase of approximately 3 million trips.

Some 15.1 million of the journeys taken during the fourth quarter were for one night or longer, a 7% increase over the level of 1984. Trips of less than 24 hours increased to 9.7 million during this quarter from 7.6 million in 1984 - a 27% increase.

During the year 1986, 116.7 million domestic trips were taken by Canadians. Travel for the year showed a substantial gain (20%) over 1984. Travellers reported staying one or more nights on 75.3 million trips, 13% above 1984. Same-day excursions increased to 41.4 million, 37% more than in 1984.

Order the July issue of *Travel-log* (87-003, \$8/\$32). Contact Pierre J. Hubert (613-991-1513), Travel, Tourism and Recreation Section, Education, Culture and Tourism Division.

Per Capita Food Consumption in Canada 1985 and 1986

Estimates of 1985 and 1986 apparent per capita consumption in Canada are now available for cereals, sugars and syrups, pulses and nuts, beverages, dairy products and by-products, poultry, eggs and meat.

Available on CANSIM: tables 00190101-00190103, 00190109-00190111, 00190113 and 00190114.

Order *Apparent Per Capita Food Consumption in Canada, Part I, 1986* (32-229, \$25), available in early June. Contact L. Magahay (613-990-8727), Agriculture/Natural Resources Division.

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Publications Released

Gross Domestic Product by Industry,
February 1987. Catalogue number 15-001
(Canada: \$10/\$100; Other Countries:
\$11/\$110).

Fruit and Vegetable Preservation
Service Bulletin, Vol. 15, No. 3,
Pack of Processed Strawberries, 1986.
Catalogue number 32-023
(Canada: \$6/\$100; Other Countries: \$7/\$110).

Fruit and Vegetable Preservation
Service Bulletin, Vol. 15, No. 6,
Pack of Processed Corn, 1986.
Catalogue number 32-023
(Canada: \$6/\$100; Other Countries: \$7/\$110).

Food Industries - Sugar and
Chocolate Confectionery Industry,
1985 Census of Manufactures.
Catalogue number 32-250B 1083
(Canada: \$4; Other Countries: \$5).

Textile Products Industries -
Narrow Fabric Industry, 1985 Census
of Manufactures.
Catalogue number 34-251B 1991
(Canada: \$4; Other Countries: \$5).

Clothing Industries - Women's Clothing
Contractors, 1985 Census of Manufactures.
Catalogue number 34-252B 2445
(Canada: \$4; Other Countries: \$5).

Production, Shipments and Stocks
on Hand of Sawmills in British
Columbia, February 1987.
Catalogue number 35-003
(Canada: \$6/\$60; Other Countries: \$7/\$70).

Corrugated Boxes and Wrappers,
March 1987. Catalogue number 36-004
(Canada: \$4/\$40; Other Countries: \$5/\$50).

Fabricated Metal Products Industries -
Industrial Fastener Industry, 1985
Census of Manufactures.
Catalogue number 41-251B 3053
(Canada: \$4; Other Countries: \$5).

Transportation Equipment Industries -
Truck and Bus Body Industry, 1985
Census of Manufactures.
Catalogue number 42-251B 3241
(Canada: \$4; Other Countries: \$5).

Transportation Equipment Industries -
Motor Vehicle Stampings Industry,
1985 Census of Manufactures.
Catalogue number 42-251B 3253
(Canada: \$4; Other Countries: \$5).

Non-metallic Mineral Products
Industries - Other Concrete Products
Industries, 1985 Census of Manufactures.
Catalogue number 44-250B 3549
(Canada: \$4; Other Countries: \$5).

Non-metallic Mineral Products
Industries - Other Non-metallic
Mineral Products Industries n.e.c.,
1985 Census of Manufactures.
Catalogue number 44-250B 3599
(Canada: \$4; Other Countries: \$5).

Chemical and Chemical Products
Industries - Toilet Preparations
Industry, 1985 Census of Manufactures.
Catalogue number 46-250B 3771
(Canada: \$4; Other Countries: \$5).

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