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MAJOR RELEASE

JAN 10 1995

- **New motor vehicle sales, November 1994**

Continuing their bumpy ride, sales of new cars and trucks declined in November 1994 after two monthly increases. LIBRARY BIBLIOTHÈQUE 2

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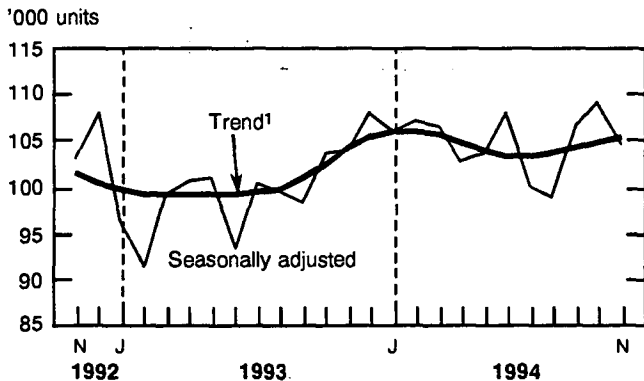
New motor vehicle sales

November 1994

Continuing their bumpy ride, sales of new cars and trucks declined in November 1994 after two monthly increases. Despite the volatility, 1994 sales will surpass the previous two years' sales, bringing an end to five consecutive years of annual declines.

Seasonally adjusted new motor vehicle sales declined 4.3% in November. Car sales declined 3.6% and truck sales (including minivans, light trucks and sport-utility vehicles) dropped 5.2%.

New motor vehicle sales



¹ The short-term trend represents a moving average of the data.

For the first 11 months of 1994, combined car and truck sales were 6% higher than for the same period of 1993 and were almost 3% higher than for

the same period of 1992. Truck sales advanced 14% over the 1993 period and 20% over the 1992 period. In contrast, car sales were only 1% higher compared with the first 11 months of 1993 and were 7% lower compared with the 1992 period.

Market shares

The Big Three automakers accounted for 74% of all new motor vehicles sold in the first 11 months of 1994—up from 72% in the same period of 1993 and up from 69% in 1992. The share of sales accounted for by foreign manufacturers of North American made vehicles (transplants or new North American manufacturers) grew to 10% from 7% in each of the previous two years. The pure import share dropped to 16% from 21% in 1993 and from 25% in 1992.

Consumer demand for minivans and sport-utility vehicles is on the rise, so the market share of passenger cars sales has declined (cumulative car sales for the first 11 months of 1994 accounted for a 60% share, down from 66% for the same period of 1992). Within the new car market, however, the Big Three automakers have increased their share relative to their Japanese and European competitors. The Big Three's new car sales for the first 11 months of 1994 accounted for 66%, up from 61% in 1992.

Available on CANSIM: matrix 64.

The November 1994 issue of *New motor vehicle sales* (63-007, \$16/\$160) will be available in February. See "How to order publications".

For further information on this release, contact Janet Sear (613-951-3551), Retail Trade Section, Industry Division. □

New motor vehicle sales

	August 1994 ^r	September 1994 ^r	October 1994 ^r	November 1994 ^p
seasonally adjusted				
	units % change	units % change	units % change	units % change
Total new motor vehicles	98,704 -1.2	106,558 8.0	108,982 2.3	104,314 -4.3
Passenger cars by origin				
North America ¹	43,086 0.3	46,308 7.5	48,226 4.1	46,240 -4.1
Imported ²	15,056 -5.1	15,577 3.5	14,619 -6.2	14,330 -2.0
Total	58,142 -1.2	61,885 6.4	62,845 1.6	60,571 -3.6
Trucks, vans and buses	40,562 -1.3	44,673 10.1	46,136 3.3	43,743 -5.2
	November 1994	November 1993 to November 1994	January to November 1994	Jan.-Nov. 1993 to Jan.-Nov. 1994
unadjusted				
	units	% change	units	% change
Total new motor vehicles	97,197	2.7	1,175,094	5.8
Passenger cars by origin				
North America ¹	41,702	5.2	525,877	14.2
Japan ²	8,372	-30.4	133,460	-28.7
Other countries ²	4,000	35.3	41,953	-9.9
Total	54,074	-1.0	701,290	1.0
Trucks, vans and buses by origin				
North America ¹	39,925	10.4	433,671	17.8
Imported ²	3,198	-17.4	40,133	-17.2
Total	43,123	7.7	473,804	13.8

¹ North American vehicles: motor vehicles manufactured or assembled in North America. These vehicles may be built by domestic companies or may include transplants (vehicles built by foreign manufacturers in North America).

² Imported vehicles: motor vehicles manufactured or assembled overseas and marketed in Canada by domestic or foreign-owned companies.

^p Preliminary figures.

^r Revised figures.

OTHER RELEASES

Cereals and oilseeds review

October 1994

Canola futures rose dramatically in November, pressured by strong seed export demand and by strong world vegetable oil demand. By contrast, flaxseed prices trended upward in October, and then declined in November due to a lessening of European demand. Statistics Canada's last production report for 1994 indicated record canola production and the largest flaxseed output since 1986.

The October 1994 issue of *Cereals and oilseeds review* (22-007, \$15/\$144) is scheduled for release this month. See "How to order publications".

For further information on this release, contact Alain Y. Bertrand (613-951-3859) or Karen Gray (204-983-2856), Grain Marketing Unit, Agriculture Division.

Coal production

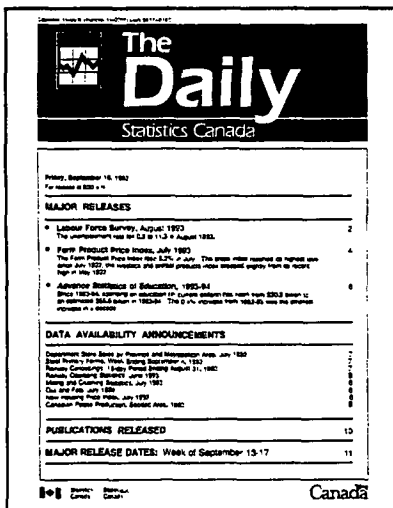
1994

The volume and value of coal production for 1994 are estimated to have increased. Production is estimated at 72.9 million tonnes with a value of \$1.8 billion, increases of 5.6% and 1.6% respectively from 1993.

For further information on this release, contact Dave Madsen (613-951-3565), Energy Division.

Coal production

	1993 Final		1994 Estimate	
	Tonnes '000	\$ '000	Tonnes '000	\$ '000
Canada	69,029	1,767,600	72,880	1,796,250
Nova Scotia	3,647	228,600	3,480	216,000
New Brunswick	389	33,800	330	29,250
Saskatchewan	10,045	111,400	10,680	121,000
Alberta	34,319	571,550	35,810	590,000
Sub-bituminous	23,661	223,300	25,650	260,000
Bituminous	10,658	348,250	10,160	330,000
British Columbia	20,629	822,250	22,580	840,000



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PUBLICATIONS RELEASED

Specified domestic electrical appliances,
November 1994.
Catalogue number 43-003
(Canada: \$6/\$60; United States: US\$8/US\$72;
other countries: US\$9/US\$84).

Cement, November 1994.
Catalogue number 44-001
(Canada: \$6/\$60; United States: US\$8/US\$72;
other countries: US\$9/US\$84).

Coal and coke statistics, October 1994.
Catalogue number 45-002
(Canada: \$11/\$110; United States: US\$14/US\$132;
other countries: US\$16/US\$154).

Construction price statistics, third quarter 1994.
Catalogue number 62-007
(Canada: \$19/\$76; United States: US\$23/US\$92;
other countries: US\$27/US\$107).

The paper used in this publication meets the minimum requirements of American National Standard for Information Sciences – Permanence of Paper for Printed Library Materials, ANSI Z39.48 – 1984.



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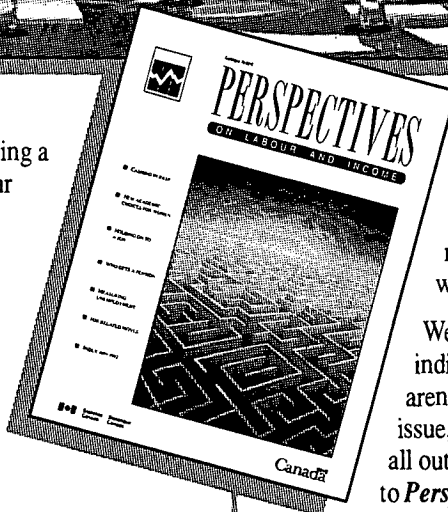
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