



# The Daily

Statistics Canada

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New motor vehicle sales picked up speed in August, when the number of vehicles sold rose 9.5% from July. Dealers reported strong sales gains for both trucks and passenger cars.

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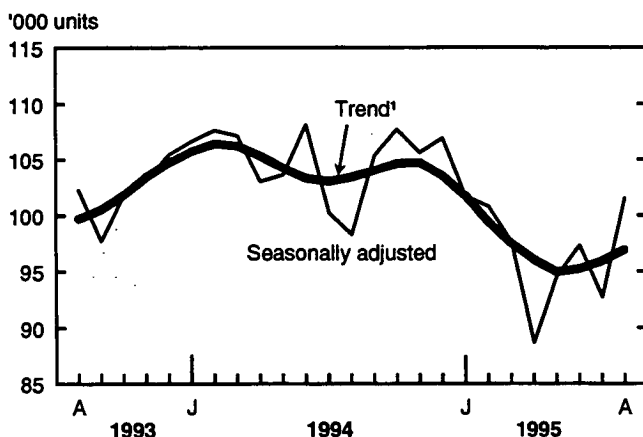
## MAJOR RELEASES

### New motor vehicle sales

August 1995

New motor vehicle sales picked up speed in August, when the number of vehicles sold rose 9.5% from July. After four months of declines in early 1995, sales rose in three of the latest four months. Despite the recent growth, total sales during the first eight months of 1995 were 7.1% below last year's level.

Sales of new vehicles picked up speed in August



<sup>1</sup> The short-term trend represents a moving average of the data.

Dealers saw strong sales gains for both trucks (+11.6%) and passenger cars (+8.1%). Monthly truck sales followed a downward trend from December 1994 to May 1995. Recent gains have started to turn the trend upward. Early reports released by the auto industry indicate another increase in truck sales in September.

Dealers increased their sales of North American-made cars by a strong 8.7% in August. Although this was the fourth monthly increase in 1995, total sales of North American passenger cars since January were 5.0% below last year's level.

Sales of cars built overseas rose 5.5% in August, but imported cars were still losing market share. Cars built overseas have followed a downward sales trend since the beginning of 1988, and since early 1992 the

#### Note to readers

All data are seasonally adjusted except data on average prices and market share.

Trucks also include minivans, sport utility vehicles and buses.

All sales figures include leases of new motor vehicles.

A new series has been added to CANSIM matrix 64. Series 15 shows unadjusted unit sales of passenger cars built by the Big Three automakers and by other automakers.

decline has accelerated. Year-to-date sales to the end of August 1995 were 28.9% below last year's level.

Much of the sales decline for cars built overseas can be attributed to transplants. Most automakers are now producing vehicles in North America: only a handful of companies, mainly European, do not have plants in Canada, the United States or Mexico. Sales of cars made in North America by manufacturers other than the Big Three increased market share to 16.6% during the first eight months of 1995, compared with 13.8% in the same period last year. The Big Three are also selling fewer cars built outside North America. Despite these changes (to the mix of car sales by origin of manufacture), the Big Three's market share remained unchanged at 66% of passenger car sales, as reported during the first eight months of 1994.

The high value of the Japanese yen may also have contributed to the reduced sales of passenger cars from overseas. The average price of Japanese cars purchased in August was \$21,400, compared with \$18,100 in August 1994.

The average price that consumers paid for new passenger cars (all origins) declined in July and August to nearly \$20,500, from over \$21,500 in June. This was still 7% higher than what consumers paid on average for cars in August 1994. Average price reflects both price changes and consumers' choice of models and options.

Available on CANSIM: matrix 64.

The August 1995 issue of *New motor vehicle sales* (63-007, \$16/\$160) will be available in November. See "How to order publications".

For further information on this release, contact Mary Beth Lozinski (613-951-9824), Retail Trade Section, Industry Division. □

## New motor vehicle sales

	August 1994	July 1995 <sup>r</sup>	August 1995 <sup>p</sup>	August 1994 to August 1995	July 1995 to August 1995
seasonally adjusted					
				% change	
<b>New motor vehicles</b>	<b>98,250</b>	<b>92,699</b>	<b>101,542</b>	<b>3.4</b>	<b>9.5</b>
Passenger cars	58,211	54,235	58,615	0.7	8.1
North American <sup>1</sup>	44,390	44,322	48,157	8.5	8.7
Imports	13,821	9,913	10,458	-24.3	5.5
Trucks, vans and buses	40,039	38,464	42,927	7.2	11.6
Market share					
	August 1994	August 1995 <sup>p</sup>	August 1994 to August 1995	August 1994	August 1995
unadjusted					
			% change	%	
<b>New motor vehicles</b>	<b>93,723</b>	<b>99,028</b>	<b>5.7</b>		
Passenger cars	56,763	58,607	3.2	100.0	100.0
North American <sup>1</sup>	40,807	45,940	12.6	71.9	78.4
Big Three	30,242	33,846	11.9	53.3	57.8
Other	10,565	12,094	14.5	18.6	20.6
Imports	15,956	12,667	-20.6	28.1	21.6
Big Three	2,632	1,325	-49.7	4.6	2.3
Other	13,324	11,342	-14.9	23.5	19.4
Trucks, vans and buses	36,960	40,421	9.4	100.0	100.0
North American <sup>1</sup>	33,632	37,509	11.5	91.0	92.8
Big Three	30,839	34,664	12.4	83.4	85.8
Other	2,793	2,845	1.9	7.6	7.0
Imports	3,328	2,912	-12.5	9.0	7.2

<sup>1</sup> Manufactured or assembled in Canada, the United States or Mexico.

<sup>p</sup> Preliminary figures.

<sup>r</sup> Revised figures.

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## OTHER RELEASES

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### Sugar sales

September 1995

Refiners' sales of all types of sugar in September totalled 91 076 tonnes, comprising 85 305 tonnes in domestic sales and 5 771 tonnes in export sales. At the end of September 1995, year-to-date sales of all types of sugar totalled 768 790 tonnes: 704 136 tonnes in domestic sales and 64 654 tonnes in export sales.

This compares with total sales of 98 734 tonnes in September 1994, of which 88 048 tonnes were domestic sales and 10 686 tonnes were export sales. At the end of September 1994, year-to-date sales of all types of sugar totalled 827 896 tonnes: 740 337 tonnes in domestic sales and 87 559 tonnes in export sales.

**Available on CANSIM: matrix 141.**

The September 1995 issue of *The sugar situation* (32-013, \$6/\$60) will be available shortly. See "How to order publications".

For further information on this release, contact Peter Zylstra (613-951-3511), Industry Division. ■

### Industrial chemicals and synthetic resins

August 1995

Chemical firms produced 168 758 tonnes of polyethylene synthetic resins in August, a 0.9% decrease from 170 215 tonnes in August 1994.

For January to August 1995, production totalled 1 394 359 tonnes, a 13.9% increase from 1 224 233 tonnes a year earlier.

Data for August 1994 and August 1995 on the production of 3 other types of synthetic resins and 24 industrial chemicals are also available.

**Available on CANSIM: matrix 951.**

The August 1995 issue of *Industrial chemicals and synthetic resins* (46-002, \$6/\$60) will be available shortly. See "How to order publications".

For further information on this release, contact Suzette DesRosiers (613-951-9836), Industry Division. ■

### Oil pipeline transport

July 1995

Net receipts of crude oil and equivalent hydrocarbons totalled 11 451 198 cubic metres in July, up 2.4% from July 1994; year-to-date receipts to the end of July 1995 (76 213 702 cubic metres) rose 3.1% over the same period in 1994. Net receipts of liquefied petroleum gases and refined petroleum products in July (6 191 222 cubic metres) increased 2.0% from July 1994; year-to-date receipts increased 1.0% to 42 082 748 cubic metres.

Pipeline exports of crude oil (5 229 219 cubic metres) increased 9.3% from July 1994; pipeline imports (843 160 cubic metres) declined 21.3%. Year-to-date exports of crude at the end of July 1995 (34 937 504 cubic metres) were up 10.7% from 1994; year-to-date imports (5 461 936 cubic metres) decreased 18.6%. Canadian crude oil has found a ready market in the United States, where indigenous production has been declining in recent years.

July deliveries of crude oil by pipeline to Canadian refineries totalled 5 351 907 cubic metres, an 8.5% decrease from 1994. July deliveries of liquefied petroleum gases and refined petroleum products climbed 43.1% to 592 209 cubic metres. Year-to-date deliveries of crude oil to refineries at the end of July 1995 totalled 35 401 440 cubic metres, down 3.9% from the same period in 1994.

**Available on CANSIM: matrix 181.**

The July 1995 issue of *Oil pipeline transport* (55-001, \$11/\$110) will be available shortly. See "How to order publications".

For further information on this release, contact Gérard O'Connor (613-951-3562), Energy Section, Industry Division. ■

### Survey of fishers, plant workers and youth in Nova Scotia

Statistics Canada recently conducted a survey for St. Francis Xavier University and The Atlantic Groundfish Strategy (TAGS) communications working group.

For further information on this survey, contact Andrew Maw (902-426-6374, fax: 902-426-9538), Advisory Services, Halifax Regional Reference Centre. ■

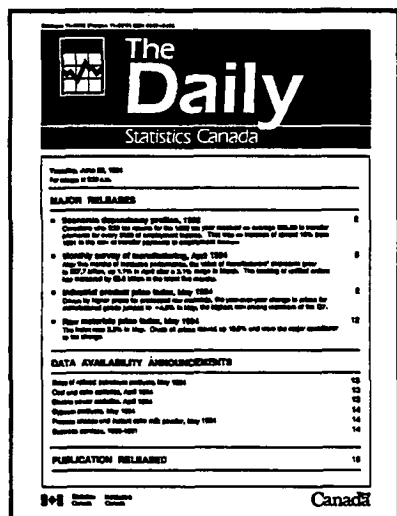
## Financial statistics on university education 1993/94

Data for the 1993/94 fiscal year on university revenues and expenditures are now available, as are data on government expenditures on university education.

Available on CANSIM: table 00590206.

For further information on this release, contact Don Little (613-951-1507) or Mongi Mouelhi (613-951-1537), Education, Culture and Tourism Division.

Custom tabulations of the data are also available. For information on the products and services available from Education, Culture and Tourism Division, contact Daniel Perrier (613-951-1503). ■



### Statistics Canada's official release bulletin

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## DATE PUBLICATIONS RELEASED

### Gross domestic product by industry, July 1995

#### Catalogue number 15-001

(Canada: \$14/\$140; United States: US\$ 17/US\$168; other countries: US\$20/US\$196).

### Cereals and oilseeds review, July 1995

#### Catalogue number 22-007

(Canada: \$15/\$144; United States: US\$ 18/US\$173; other countries: US\$21/US\$202).

### Specified domestic electrical appliances, August 1995

#### Catalogue number 43-003

(Canada: \$6/\$60; United States: US\$ 8/US\$72; other countries: US\$9/US\$ 84).

### Factory sales of electric storage batteries, August 1995

#### Catalogue number 43-005

(Canada: \$6/\$60; United States: US\$ 8/US\$72; other countries: US\$9/US\$ 84).

### Exports by commodity, July 1995, microfiche version

#### Catalogue number 65-0040XMB

(Canada: \$35/\$350; United States: US\$ 42/US\$420; other countries: US\$49/US\$490).

### Exports by commodity, July 1995, paper version

#### Catalogue number 65-0040XPB

(Canada: \$75/\$750; United States: US\$ 90/US\$900; other countries: US\$105/US\$1,050).

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