

### 35.—Retail Sales of New Motor Vehicles in Canada, calendar years, 1932-37, with Total Value for 1930.

NOTE.—The first year for which details are available is 1932. The total for 1930 was secured in connection with the Census of Merchandising and Service Establishments.

Year.	Passenger Cars.		Trucks and Buses.		Totals.	
	Number.	Value.	Number.	Value.	Number.	Value.
		\$		\$		\$
1930.....	1	-	1	-	1	122,165,000
1932.....	38,621	38,919,015	7,249	6,341,727	45,870	45,260,742
1933.....	39,568	39,692,630	5,764	5,757,600	45,332	45,450,230
1934.....	61,503	63,566,402	11,855	12,219,059	73,358	75,785,461
1935.....	83,242	83,429,114	18,219	18,313,335	101,461	101,742,449
1936 <sup>1</sup> .....	92,287	95,403,199	21,027	22,179,597	113,314	117,582,796
1937 <sup>2</sup> .....	114,153	116,714,488	29,867	31,771,731	144,020	148,486,219

<sup>1</sup> Not available.  
revision.

<sup>2</sup> Revised since the publication of the 1937 Year Book.

<sup>3</sup> Subject to

**Financing of Motor Vehicle Sales in Canada.**—Financing corporations play an important part in the retail distribution of both new and used motor vehicles in Canada. They extend credit facilities to customers who could not enter the market if required to pay with cash and to others who, though in a position to pay cash, find it more convenient to budget their expenditures on the instalment basis. They also provide a service to the motor dealers by assuming the risks and inconveniences connected with instalment sales, thus permitting the dealers to operate on a smaller capital outlay than would otherwise be necessary.

Statistics on financing are compiled monthly from returns secured from all large finance companies in Canada which are engaged in purchasing accounts, contracts or notes arising out of retail sales of motor vehicles. Aggregates of the monthly data show that sales of 176,387 motor vehicles (including both new and used models) were financed to the extent of \$75,486,464 in 1937. These figures reveal increases of 28.3 p.c. in number and 37.6 p.c. in amount over the 137,514 vehicles which were financed for \$54,859,812 in 1936. New vehicles numbering 55,949 were financed for \$40,538,414 or an average of \$725 each. There were also 120,438 used vehicles whose sales were financed to the extent of \$34,948,050 or for \$290 each.

A comparison of sales and financing of new motor vehicles is shown in Table 36; 38.8 p.c. of all new motor vehicle sales in Canada in 1937 passed through the hands of financing corporations. The corresponding amount of financing amounted to 27.3 p.c. of the total selling value of all new models. Total sales of used vehicles not being available, a similar comparison for these types cannot be made.

### 36.—Comparison of Sales and Financing of New Motor Vehicles in Canada, 1932-37.

Year.	New Vehicles Sold.		New Vehicles Financed.			
	Number of Units.	Retail Value.	Units.		Financing.	
			Number.	Per cent of Total Sold.	Amount.	Per cent of Total Sales.
					\$	
1932.....	45,870	45,260,742	21,293	46.4	12,741,179	28.2
1933.....	45,332	45,450,230	15,880	35.0	10,030,368	22.1
1934.....	73,358	75,785,461	23,264	31.7	16,364,735	21.6
1935.....	101,461	101,742,449	31,950	31.5	22,410,656	22.0
1936 <sup>1</sup> .....	113,314	117,582,796	42,863	37.8	29,887,861	25.4
1937 <sup>2</sup> .....	144,020	148,486,219	55,949	38.8	40,538,414	27.3

<sup>1</sup> Revised since the publication of the 1937 Year Book.

<sup>2</sup> Subject to revision.