

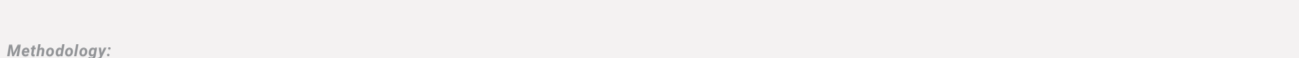
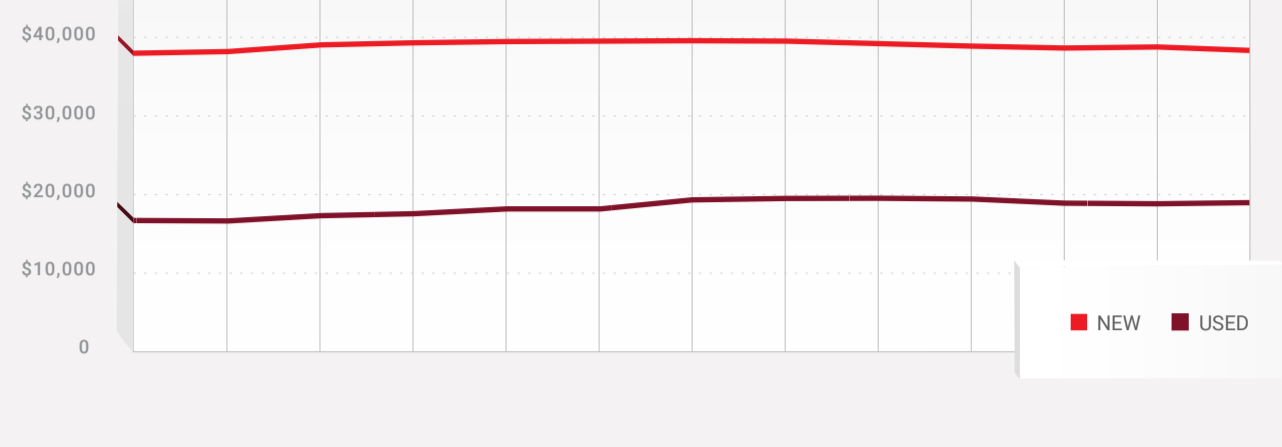
## OVERVIEW

The autoTRADER.ca Price Index offers a monthly view of the Canadian automotive market by analyzing vehicle pricing data associated with over 400,000 new and used vehicle listings, bringing you the latest in pricing shifts and trends over time.

SEPTEMBER 2019

## NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)

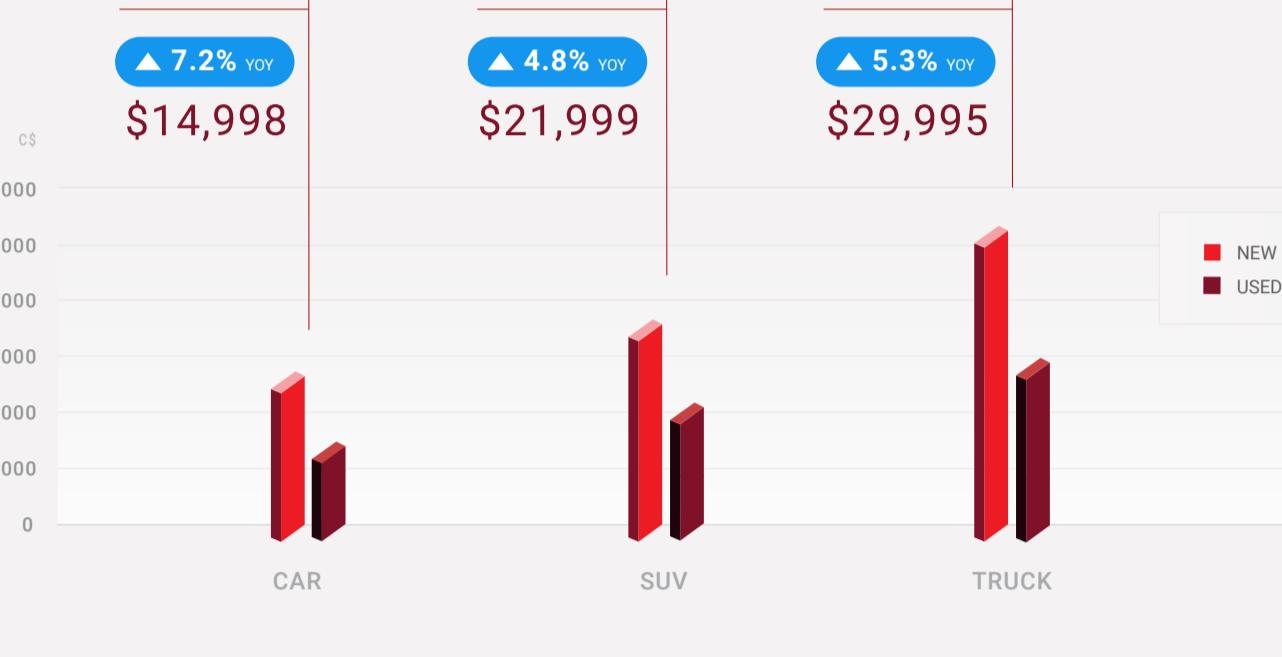


**Methodology:** Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late August 2018 to late September 2019. This chart focuses on the median price of a vehicle, which is defined as the middle price; half of the cars sold in Canada are priced below the median and half are priced above. In addition to median pricing, year-over-year (YOY) price changes from August 26, 2018 to September 25, 2019 have been identified in blue. Median price has been charted, rather than average, in order to ensure that high or low price outliers do not skew results. Any changes under 0.1% have been denoted as 0.0%.

SEPTEMBER 2019

## NATIONAL MEDIAN PRICE

By Body Type

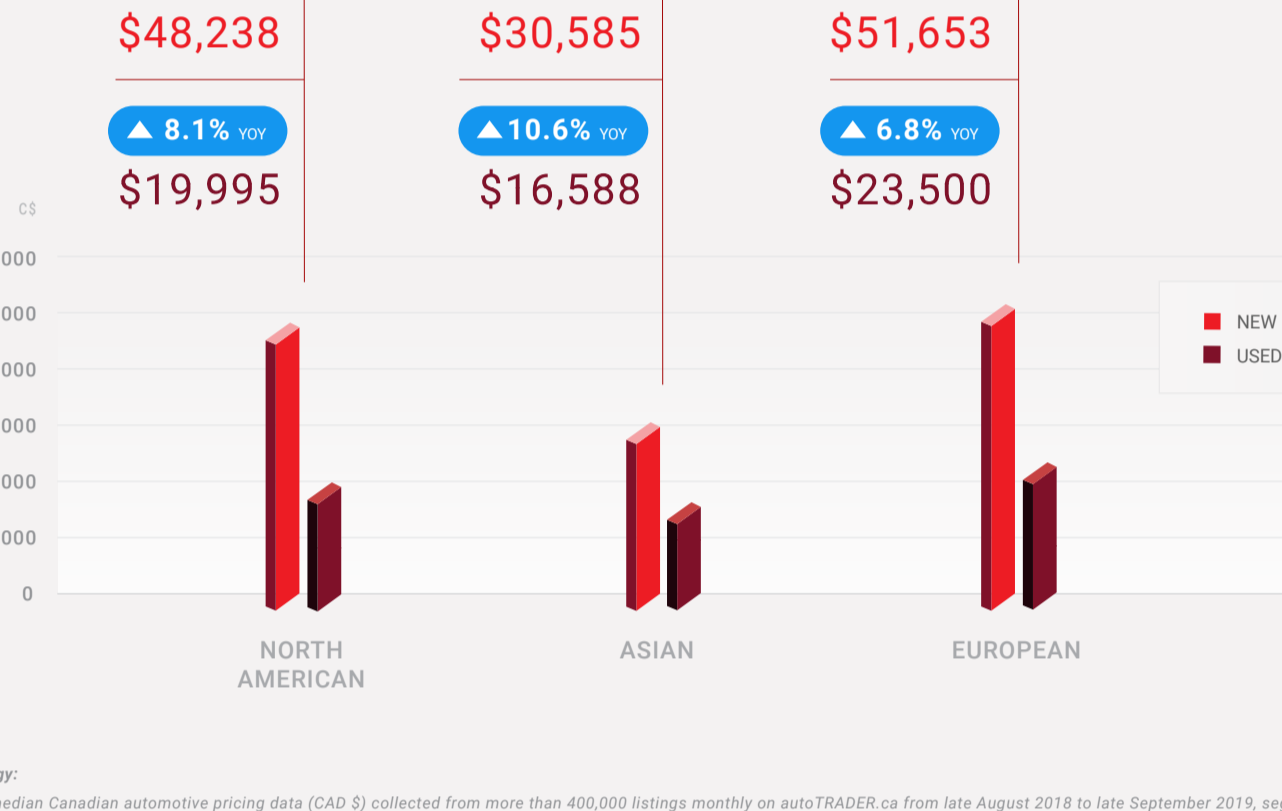


**Methodology:** Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late August 2018 to late September 2019, segmented by manufacturer origin (North America, Asia, Europe). This chart focuses on the median price of a vehicle, which is defined as the middle price; half of the cars sold in Canada are priced below the median and half are priced above. In addition to median pricing, year-over-year (YOY) price changes from August 26, 2018 to September 25, 2019 have been identified in blue. Median price has been charted, rather than average, in order to ensure that high or low price outliers do not skew results. Any changes under 0.1% have been denoted as 0.0%.

SEPTEMBER 2019

## MEDIAN PRICE

By Manufacturer Origin

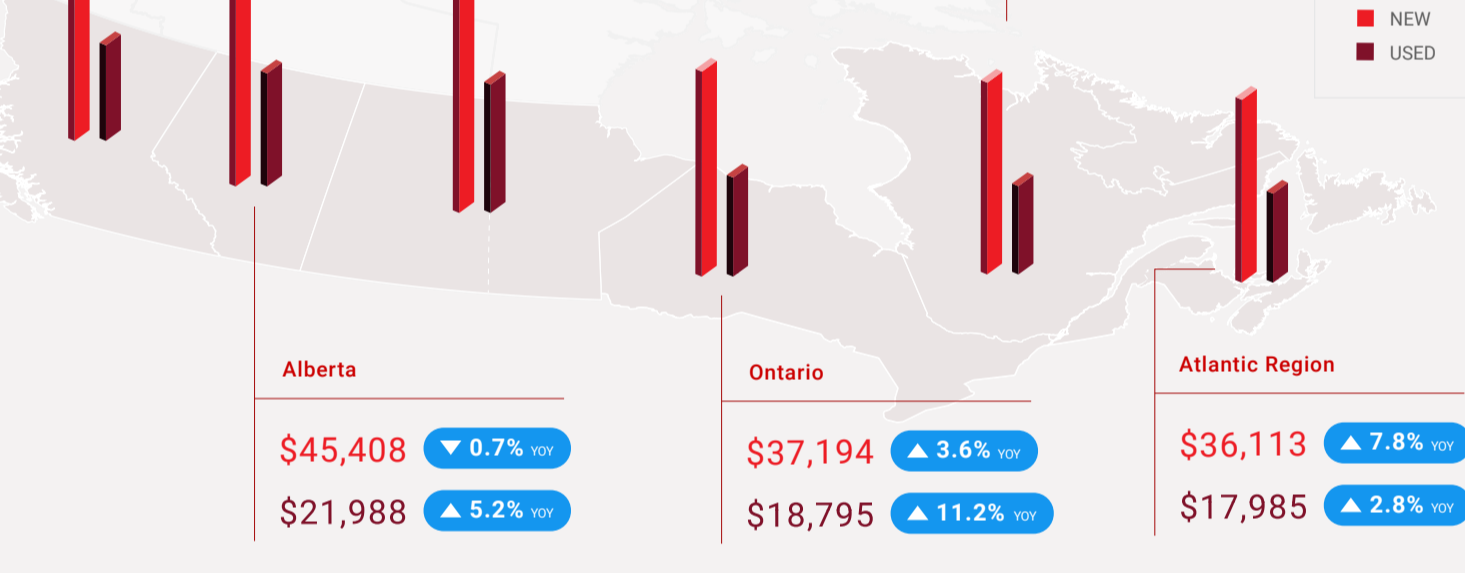


**Methodology:** Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late August 2018 to late September 2019, segmented by manufacturer origin (North America, Asia, Europe). This chart focuses on the median price of a vehicle, which is defined as the middle price; half of the cars sold in Canada are priced below the median and half are priced above. In addition to median pricing, year-over-year (YOY) price changes from August 26, 2018 to September 25, 2019 have been identified in blue. Median price has been charted, rather than average, in order to ensure that high or low price outliers do not skew results. Any changes under 0.1% have been denoted as 0.0%.

SEPTEMBER 2019

## NATIONAL MEDIAN PRICE

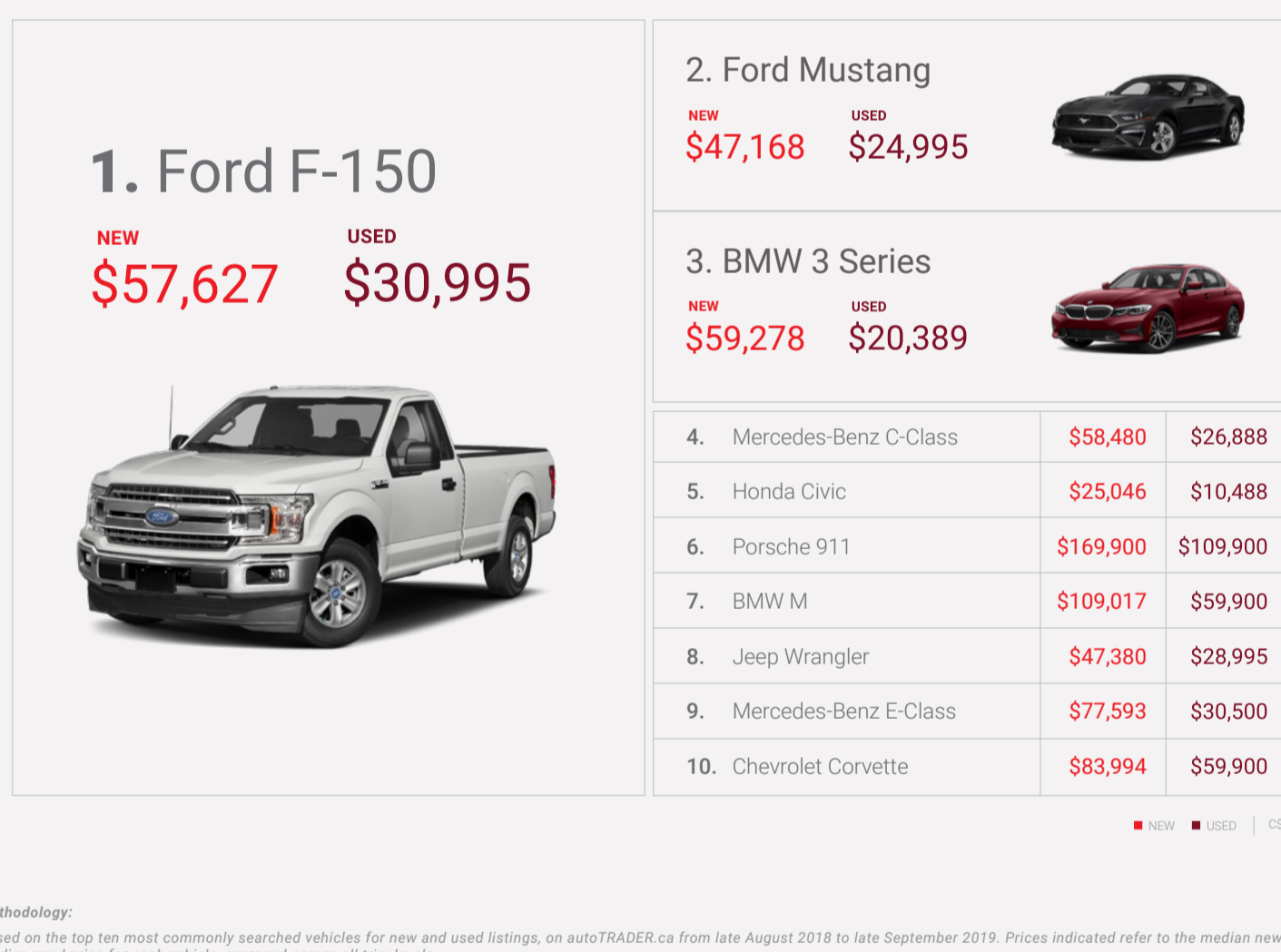
By Region



**Methodology:** Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late August 2018 to late September 2019. The Atlantic region is defined as: Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland & Labrador. Due to limited population size, the territories are excluded, and Manitoba and Saskatchewan have been combined. This chart focuses on the median price of a vehicle, which is defined as the middle price; half of the cars sold in Canada are priced below the median and half are priced above. In addition to median pricing, year-over-year (YOY) price changes from August 26, 2018 to September 25, 2019 have been identified in blue. Median price has been charted, rather than average, in order to ensure that high or low price outliers do not skew results. Any changes under 0.1% have been denoted as 0.0%.

SEPTEMBER 2019

## NATIONAL TOP SEARCHED VEHICLES



**Methodology:** Based on the top ten most commonly searched vehicles for new and used listings, on autoTRADER.ca from late August 2018 to late September 2019. Prices indicated refer to the median new and median used price for each vehicle, averaged across all trim levels.

## SEPTEMBER SUMMARY

### Canadian automotive price growth stabilizing

With a median decrease of 1.1% in September over the previous month, Canadian automotive prices for new vehicles, which are still up by 1.6% year-over-year, have begun to show signs of levelling off. Used vehicle prices, meanwhile, are maintaining their increased price levels set earlier in the year. While we saw a year-over-year increase of 10.6% in September, we are seeing a 1.6% month-over-month increase in September 2019 versus August 2019.

### Used vehicle pricing remains stable

The median price of used vehicles has remained relatively stable since February 2019. Year-over-year, we saw an increase of 10.6% in September 2019. However, this is largely the result of weak used vehicle prices in market between August and October 2018, a situation that is not reflective this year.

The median price of new SUVs has been declining since April, mirroring a trend we observed in 2018. The average price of used sedans, up year-over-year, was virtually unchanged between July and September, again reflecting a pattern we saw during the same period last year. In the meantime, the price of used trucks has remained flat for six of the past seven months. This contrasts with the situation in 2018, when median used truck prices fluctuated by plus or minus 6% over the course of the year. The price of used SUVs has also been consistent thus far through 2019, with an average price of approximately \$22,000. This is in contrast to the average price of approximately \$21,000 in September 2018.

### Highest year-over-year price increases charted in Atlantic Region, Manitoba & Saskatchewan

Across Canada, the Atlantic region saw the highest year-over-year price increase for new cars at 7.8% in September. For used vehicles, Manitoba and Saskatchewan have experienced the largest year-over-year median price increase at 13.9%, followed by Ontario at 11.2%. In addition, month-over-month prices in these regions have started to stabilize, whereas last September, prices were on the decline.

### Used Asian manufactured vehicles continue to retain value year-over-year

The price of new Asian-manufactured vehicles has remained steady thus far in 2019, with the median price landing at \$30,585 in September. This is in contrast to the steady price increases in new Asian vehicles we saw throughout 2018. Last year, the average price for new Asian vehicles saw small increases every month save for September and December.

After some price variance earlier in this year, September saw the price of new Asian vehicles begin to level off. Last year, prices were on a primarily upward trajectory throughout the year. Since February, the average price of used Asian-manufactured vehicles has remained steady and is currently at \$16,588. Year-over-year, used Asian vehicles have shown the highest increase in median price, going up 10.6% over last year's prices, which were flat from July to October.

Used North American and European vehicle average prices, meanwhile, remain within a tight range, with little change month-over-month. The median price of new North American vehicles has also remained steady all year. New European vehicle prices have decreased somewhat in June but have since recovered, according to the September Price Index.

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