

February 2020:

New truck and sedan prices see steady growth while SUVs take a hit

OVERVIEW

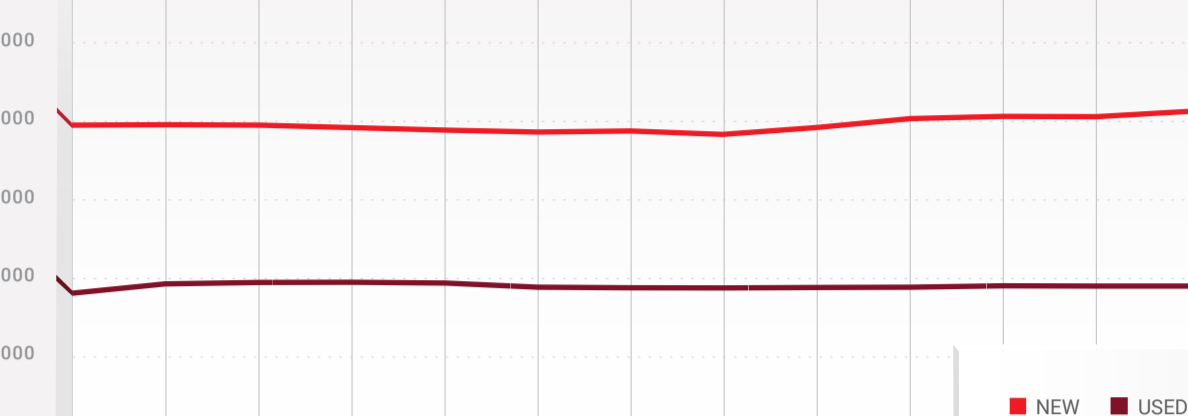
The autoTRADER.ca Price Index offers a monthly view of the Canadian automotive market by analyzing vehicle pricing data associated with over 400,000 new and used vehicle listings, bringing you the latest in pricing shifts and trends over time.

FEBRUARY 2020

NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)

NEW \$ 40,131 ▲ 0.6% YOY **USED** \$ 18,990 ▲ 2.7% YOY



Methodology:

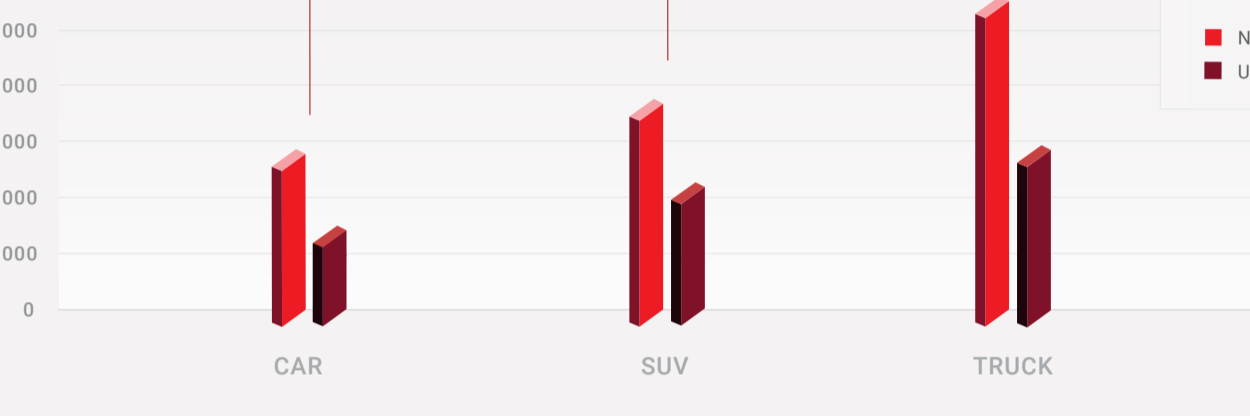
Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late January 2019 to late February 2020. This chart focuses on the median price of a vehicle, which is defined as the middle price; half of the cars sold in Canada are priced below the median and half are priced above. In addition to median pricing, year-over-year (YOY) price changes from January 26, 2019 to February 25, 2020 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%.

FEBRUARY 2020

NATIONAL MEDIAN PRICE

By Body Type

CAR: NEW \$28,535 ▲ 5.5% YOY, USED \$14,999 - 0.0% YOY
SUV: NEW \$37,559 ▼ 3.0% YOY, USED \$22,490 ▼ 0.3% YOY
TRUCK: NEW \$55,610 ▲ 5.3% YOY, USED \$29,757 ▼ 0.4% YOY



Methodology:

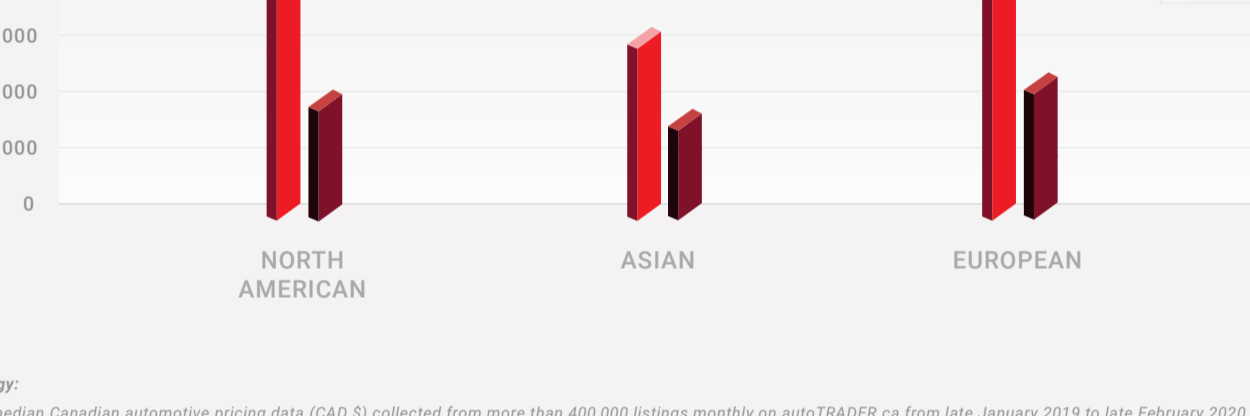
Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late January 2019 to late February 2020, segmented by vehicle type (car, SUV, truck). This chart focuses on the median price of a vehicle, which is defined as the middle price; 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 January 26, 2019 to February 25, 2020 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%.

FEBRUARY 2020

MEDIAN PRICE

By Manufacturer Origin

NORTH AMERICAN: NEW \$51,643 ▲ 7.2% YOY, USED \$20,600 ▲ 3.0% YOY
ASIAN: NEW \$32,137 ▲ 3.2% YOY, USED \$16,995 ▲ 6.2% YOY
EUROPEAN: NEW \$50,783 ▼ 1.7% YOY, USED \$22,995 ▼ 1.8% YOY



Methodology:

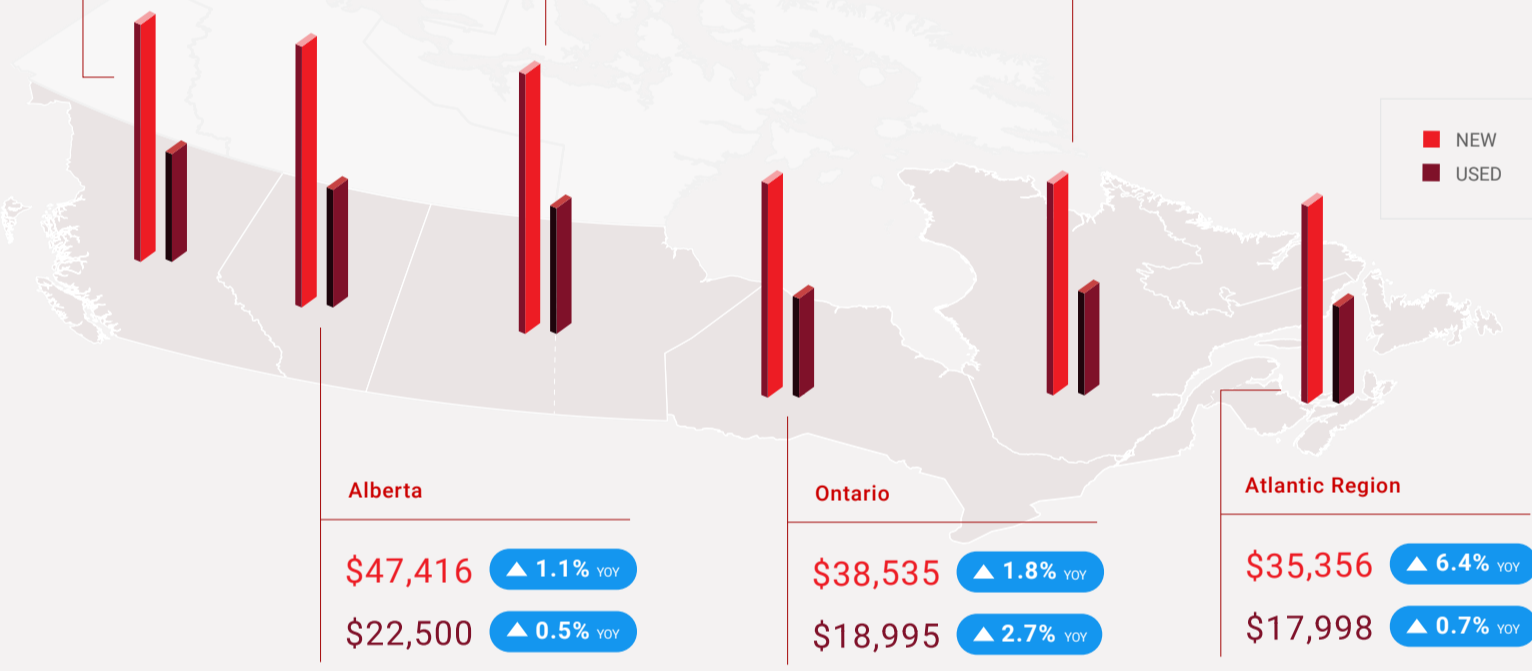
Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late January 2019 to late February 2020, segmented by manufacturer origin (North America, Asia, Europe). This chart focuses on the median price of a vehicle, which is defined 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 January 26, 2019 to February 25, 2020 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%.

FEBRUARY 2020

NATIONAL MEDIAN PRICE

By Region

British Columbia: NEW \$43,813 ▲ 4.3% YOY, USED \$19,995 - 0.0% YOY
Manitoba and Saskatchewan: NEW \$43,778 ▼ 2.6% YOY, USED \$23,715 ▲ 3.6% YOY
Québec: NEW \$34,498 ▲ 2.3% YOY, USED \$16,990 ▲ 6.2% YOY
Alberta: NEW \$47,416 ▲ 1.1% YOY, USED \$22,500 ▲ 0.5% YOY
Ontario: NEW \$38,535 ▲ 1.8% YOY, USED \$18,995 ▲ 2.7% YOY
Atlantic Region: NEW \$35,356 ▲ 6.4% YOY, USED \$17,998 ▲ 0.7% YOY



Methodology:

Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late January 2019 to late February 2020. 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 January 26, 2019 to February 25, 2020 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%.

FEBRUARY 2020

NATIONAL TOP SEARCHED VEHICLES

1. Ford F-150		2. BMW 3 Series		
NEW \$56,109	USED \$29,800	NEW \$59,450	USED \$18,995	
3. Ford Mustang		4. Mercedes-Benz C-Class		
NEW \$46,840	USED \$26,850	\$63,276	\$28,888	
5. Honda Civic		6. Toyota RAV4		
\$31,824	\$9,991	\$35,730	\$23,249	
7. Porsche 911		8. BMW M		
\$166,850	\$114,694	\$112,977	\$53,993	
9. Mercedes-Benz E-Class		10. Honda CR-V		
\$87,723	\$28,649	\$39,090	\$21,000	

Methodology:

Based on the top ten most commonly searched vehicles for new and used listings, on autoTRADER.ca from late January 2019 to late February 2020. Prices indicated refer to the median new and median used price for each vehicle, averaged across all trim levels.

FEBRUARY SUMMARY

In February 2020, we continue to see new SUVs lose ground to sedans and trucks. Used vehicle prices remain stable in the short term, while new North American vehicles continue outpace their competitors in Asia and Europe.

Based on February data from autoTRADER.ca, the median price of a new vehicle in Canada is \$40,131, while the median used vehicle costs \$18,990. Overall, vehicle prices continue to remain flat, with just a year-over-year 2.7% increase, a far cry from the double digit increases we observed in September and October, 2019.

New trucks and sedans see steady growth while SUV pricing takes a hit

New sedans and trucks continue to experience an increase in year-over-year prices at 5.5% and 5.3% respectively. New SUVs on the other hand, have experienced a 3.0% decline compared to February 2019, a trend autoTRADER.ca first identified in December, 2019. This either indicates an imbalance in the SUV market or perhaps sedans and trucks are closing in on SUV popularity. We are seeing prices remain flat on the used side of the equation with sedans and SUV prices remaining stable month to month. Truck prices, on the other hand, have declined month-over-month at a rate of 0.8%, when compared to January 2020. Finally, our data confirms that sedan prices are also flat on a year-over-year basis, while SUVs and trucks are down compared to last year by 0.3% and 0.4% respectively.

Western Canada sees strongest growth in new vehicle prices month-over-month

The strongest new vehicle price growth occurred in the prairies as Alberta, Saskatchewan and Manitoba observed increases at a rate of 0.7% month-over-month. Conversely, the Maritimes is the only market in Canada to have a notable decline in new vehicle prices, experiencing a drop of 3.0% closing the month of February at \$35,356. Alberta continues to experience the highest median price for a new vehicle in Canada while our data suggests the most economical province to purchase a new vehicle is Quebec at \$34,498. This aligns with consumer purchase behaviour in these provinces as autoTRADER.ca search data indicates that, for example, trucks are most popular in Alberta, while on average, Quebecers tend to seek more economical vehicles.

Québec the only province to see incline in used prices

Regional trends are also apparent for used vehicles, as Québec is the only province experiencing a month-over-month increase, settling at \$16,990 in February 2020 (a 0.7% increase in price from January). British Columbia and Manitoba/Saskatchewan all experienced declines in used vehicle prices compared to last month, \$19,995 and \$23,715, respectively. All other provinces experienced zero growth when compared to January data. This month, consumers in Manitoba and Saskatchewan experienced the highest median vehicle prices while those in Quebec once again experienced the lowest median vehicle prices in Canada.

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