

July 2020:

British Columbia and Quebec report year-over-year new vehicle price increases despite decreases to overall Canadian vehicle listing prices

\$37,559



OVERVIEW

The autoTRADER.ca Price Index offers a monthly view of the Canadian automotive market by analyzing vehicle pricing data associated with over 450,000 new and used vehicle listings, bringing you the latest in pricing shifts and trends over time.

JULY 2020

NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)

NEW

\$37,559

▼ 3.9% MOM

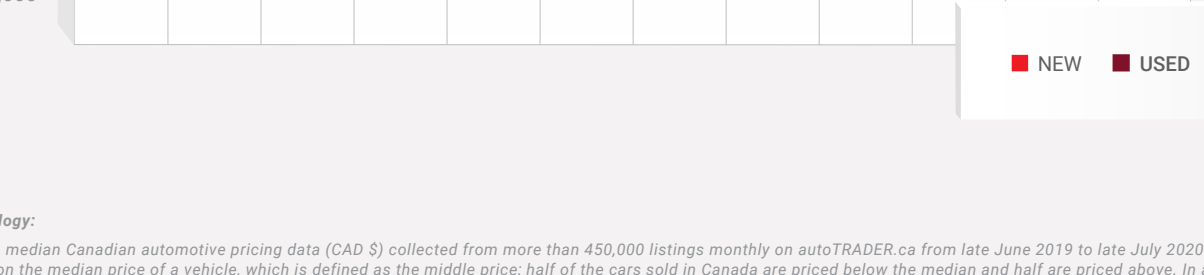
▼ 4.1% YOY

USED

\$17,815

▼ 1.0% MOM

▼ 5.4% YOY



Methodology:

Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late June 2019 to late July 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 June 26, 2019 to July 25, 2020 have been identified in blue, and month-over-month (MOM) price changes from late April/May to late June/July have been identified in light 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%.

JULY 2020

NATIONAL MEDIAN PRICE

By Body Type

▲ 3.3% YOY

\$28,145

▼ 1.6% YOY

\$36,480

▲ 1.9% YOY

\$54,636

▼ 2.7% YOY

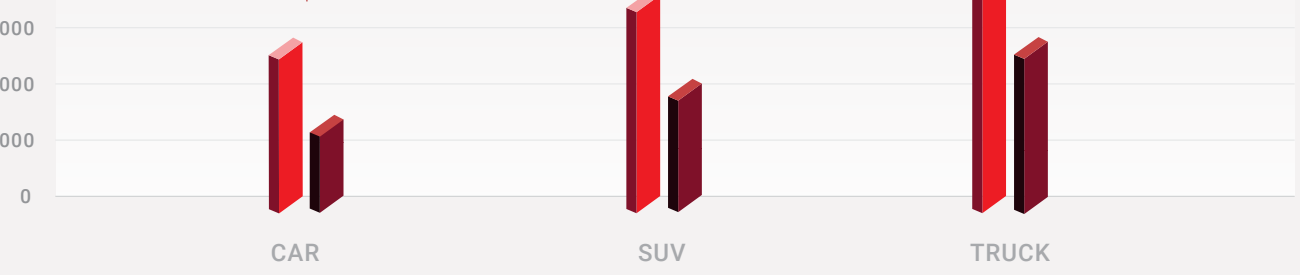
\$14,595

▼ 6.3% YOY

\$20,995

▼ 6.3% YOY

\$28,107



Methodology:

Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late June 2019 to late July 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 June 26, 2019 to July 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%.

JULY 2020

MEDIAN PRICE

By Manufacturer Origin

▲ 0.5% YOY

\$48,999

▲ 4.2% YOY

\$31,923

▲ 0.6% YOY

\$50,728

▼ 10.8% YOY

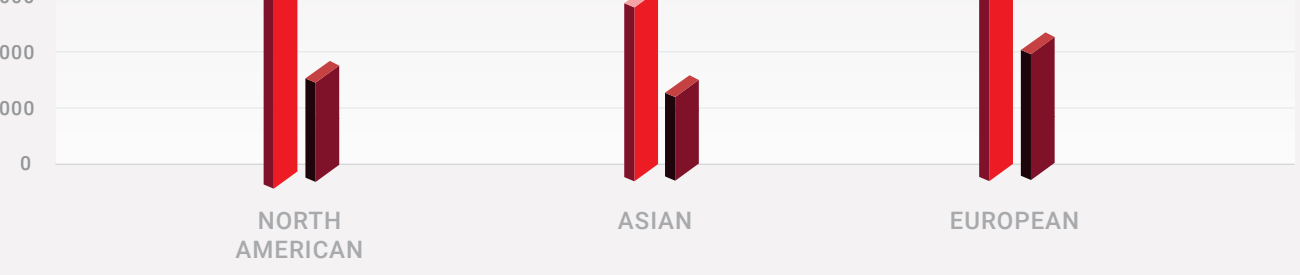
\$18,275

▼ 3.6% YOY

\$15,997

▲ 2.2% YOY

\$23,499



Methodology:

Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late June 2019 to late July 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 June 26, 2019 to July 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%.

JULY 2020

NATIONAL MEDIAN PRICE

By Region

British Columbia

\$40,413 ▲ 0.9% YOY

\$17,988 ▼ 9.2% YOY

Manitoba and Saskatchewan

\$42,099 ▼ 7.6% YOY

\$21,900 ▼ 8.7% YOY

Québec

\$33,295 ▲ 1.1% YOY

\$16,289 ▼ 1.2% YOY

Alberta

\$43,949 ▼ 6.2% YOY

\$19,998 ▼ 8.8% YOY

Ontario

\$36,438 ▼ 1.6% YOY

\$17,500 ▼ 6.9% YOY

Atlantic Region

\$33,925 ▼ 5.4% YOY

\$17,000 ▼ 5.5% YOY

Methodology:

Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late June 2019 to late July 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 June 26, 2019 to July 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%.

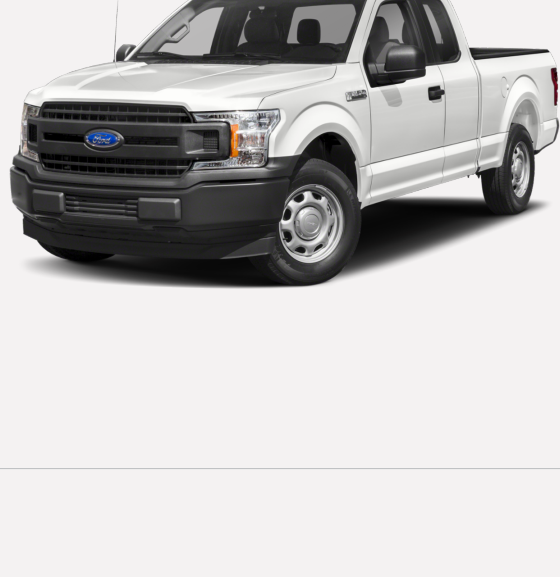
JULY 2020

NATIONAL TOP SEARCHED VEHICLES

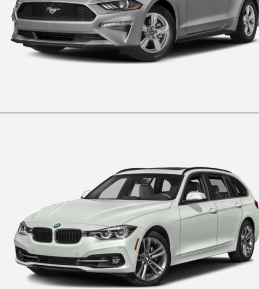
(June ranks appear in brackets)

▲ 1. Ford F-150 (#2)


NEW	USED
\$53,944	\$28,995



▼ 2. Ford Mustang (#1)

NEW	USED	
\$44,653	\$27,144	

3. BMW 3 Series (#3)

NEW	USED	
\$59,301	\$18,889	

4. Mercedes Benz C-Class (#4)	\$61,018	\$28,900
5. Porsche 911 (#5)	\$167,444	\$99,900
▲ 6. Honda Civic (#7)	\$31,945	\$9,500
▼ 7. Chevrolet Corvette (#6)	\$96,030	\$49,750
▲ 8. Jeep Wrangler (#9)	\$52,285	\$33,300
▼ 9. BMW M (#8)	\$109,288	\$55,000
▲ 10. Toyota RAV4 (#11)	\$32,956	\$22,888

Methodology:

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

JULY SUMMARY

autoTRADER.ca continues to closely monitor Canadian car pricing trends month-over-month and year-over-year, leveraging robust data from over 450,000 new and used vehicle listings on the marketplace. Between June 26 and July 25, 2020, national median new and used vehicle listing prices experienced declines. These continued price fluctuations provide further evidence that retailers may be seeking to drive short term inventory movement through price incentives as observed in June. We will continue to monitor these pricing behaviours as longer-term pandemic impacts on supply are beginning to come into play and share our findings in next month's Price Index.

National new and used median vehicle prices slip

The median retail price of a new vehicle across Canada settled at \$37,559 in July. When comparing year-over-year, there was a decline of 4.1%. Alternatively, when examining the price of a new vehicle month-over-month, a decline of 3.9% was recorded. Meanwhile, the national median used vehicle price (\$17,815), represents a 5.4% decrease year-over-year and a 1.0% decrease month-over-month.

New sedan and truck prices experience year-over-year growth, while SUVs see price decline

Pricing data by body type indicates that the median price of new sedans and trucks grew year-over-year in July. Prices for new sedans increased 3.3% year-over-year to \$28,145, while sedans experienced a decline of 1.9% compared to last month. Median truck prices were recorded at \$54,636, accounting for a 1.9% increase year-over-year and 0.3% decrease month-over-month. New SUVs experienced a pricing decline of 1.6% year-over-year and 0.9% month-over-month with a median price of \$36,480.

Used vehicles are encountering price decreases across various body types. Average prices for used sedans experienced the least impact compared to trucks and SUVs with a recorded decline of 2.7% year-over-year and 0.4% month-over-month. Price declines across median used trucks were comparable with SUVs. Used trucks experienced a 6.3% decline year-over-year and 3.1% decline month-over-month, while SUVs experienced a decline of 6.3% year-over-year and 1.0% month-over-month.

July prices for new North American, Asian and European made vehicles experience year-over-year increase despite recent month-over-month dips

New North American manufactured vehicles experienced a 0.5% increase year-over-year and 2.3% decrease month-over-month. European new vehicles accounted for a 0.6% increase year-over-year and 3.2% decrease month-over-month. Asian new vehicles experienced a 4.2% increase year-over-year, amid a 1.4% decline month-over-month.

Used vehicle prices are down among Asian and North American manufactured vehicles. North American vehicles experienced the largest month-over-month decline of 3.8% and 10.8% year-over-year. Asian manufacturers also experienced a similar decline, as the average used vehicle listed price of \$15,997, represents a 2.7% month-over-month decrease. European vehicles, on the other hand, are up 2.2% month-over-month at \$23,499, which corresponds to an identical 2.2% increase year-over-year.

British Columbia and Quebec report year-over-year new vehicle price increases amidst regional price decreases

Looking at pricing behaviour by region, new vehicle prices are largely decreasing across Canada. British Columbia and Québec remain the only provinces reporting year-over-year growth currently up 0.9% and 1.1% respectively. Alberta consistently maintains the highest average new vehicle price at \$43,949 and Québec has the lowest average new vehicle price at \$33,295. When examining short-term pricing impacts month-over-month, new vehicles in Ontario experienced the largest dip, with a 3.6% decline, followed by British Columbia with a 2.8% decline, and Manitoba and Saskatchewan with a 2.4% decline.

This trend is similar for used cars across Canada as all regions experienced year-over-year and month-over-month decreases. Year-over-year data indicates that British Columbia has experienced the largest decline down 9.2%, with Ontario experiencing the lowest decline down 1.2%. Atlantic Canada experienced the largest decrease of 5.0% month-over-month, while British Columbia experienced the lowest decline down just 0.1%. Manitoba and Saskatchewan have the highest average used vehicle prices at \$21,900 while Québec remains the most economical at \$16,289.

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