

April 2020:
Canadian vehicle listing prices hold firm amidst COVID-19

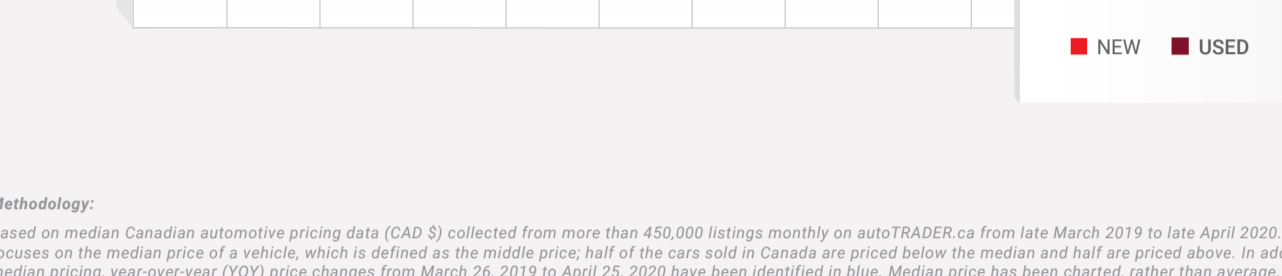
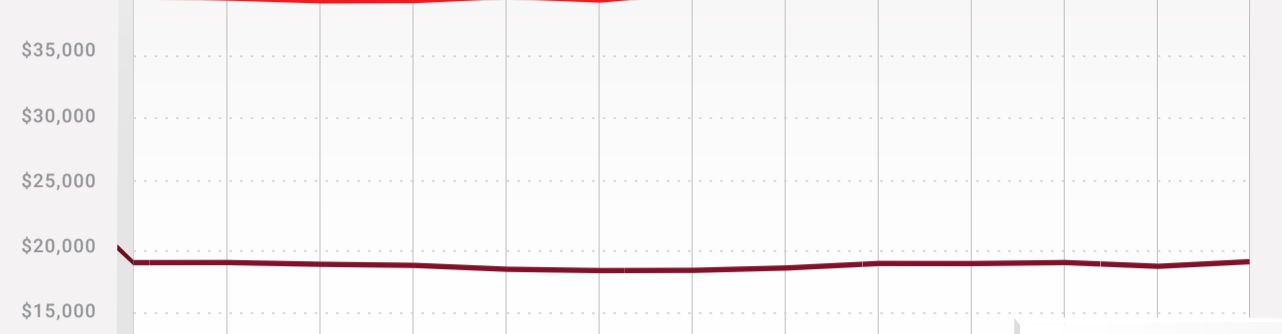
OVERVIEW

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.

APRIL 2020

NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)



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

APRIL 2020

NATIONAL MEDIAN PRICE

By Body Type

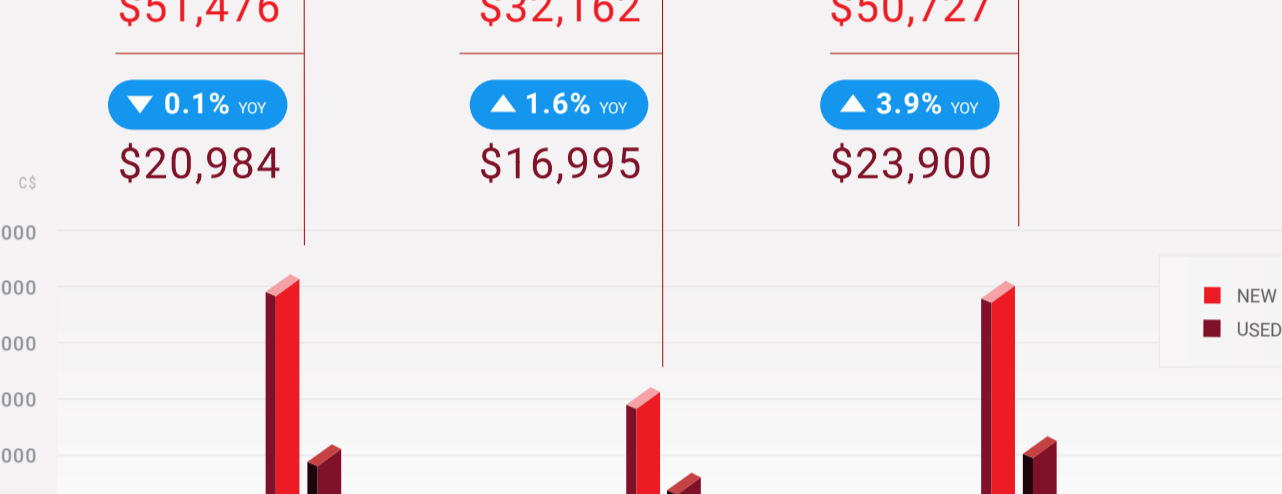


Methodology: Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late March 2019 to late April 2020, segmented by vehicle type (car, SUV, truck). This chart focuses on the median price of a vehicle, which is defined as the 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 March 26, 2019 to April 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%.

APRIL 2020

MEDIAN PRICE

By Manufacturer Origin

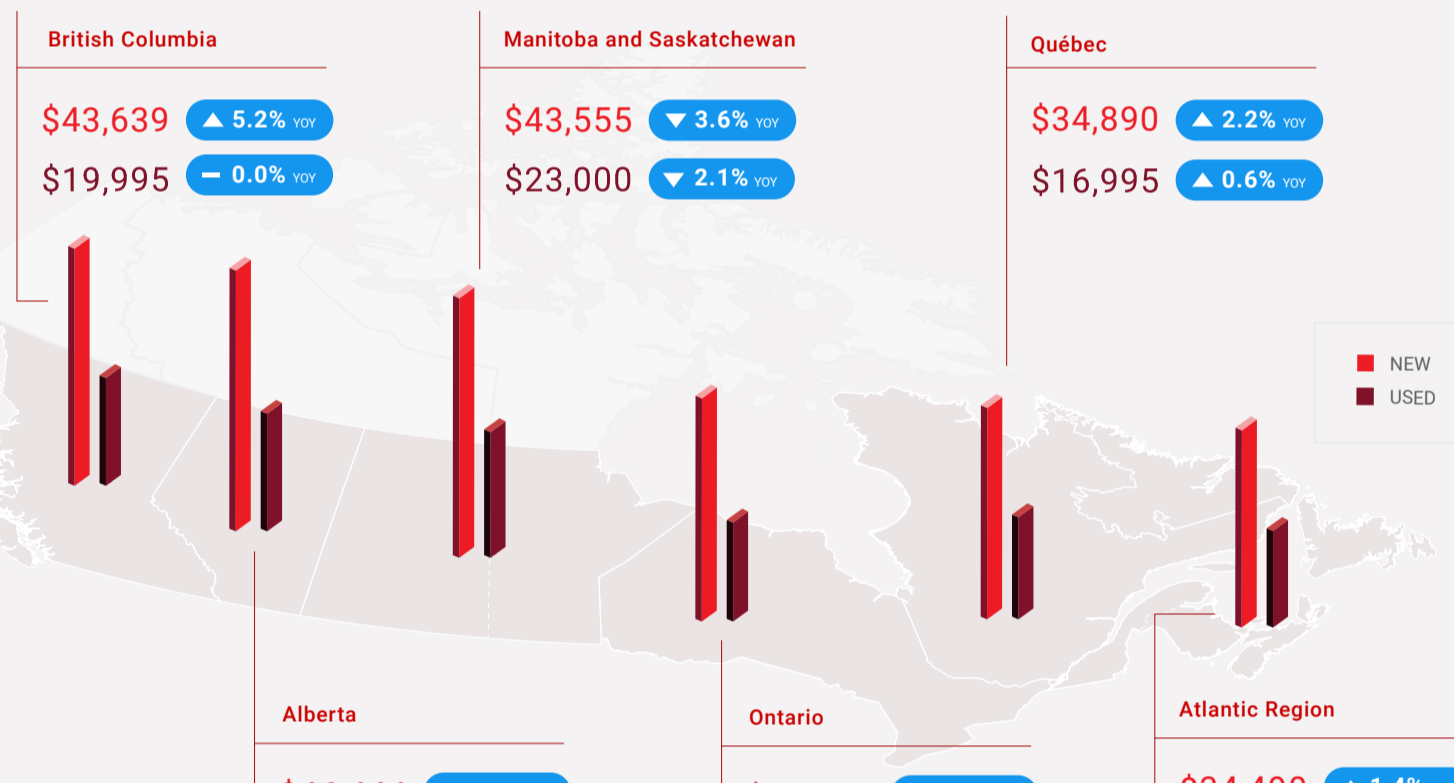


Methodology: Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late March 2019 to late April 2020, segmented by manufacturer origin (North America, Asia, Europe). This chart focuses on the median price of a vehicle, which 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 March 26, 2019 to April 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%.

APRIL 2020

NATIONAL MEDIAN PRICE

By Region

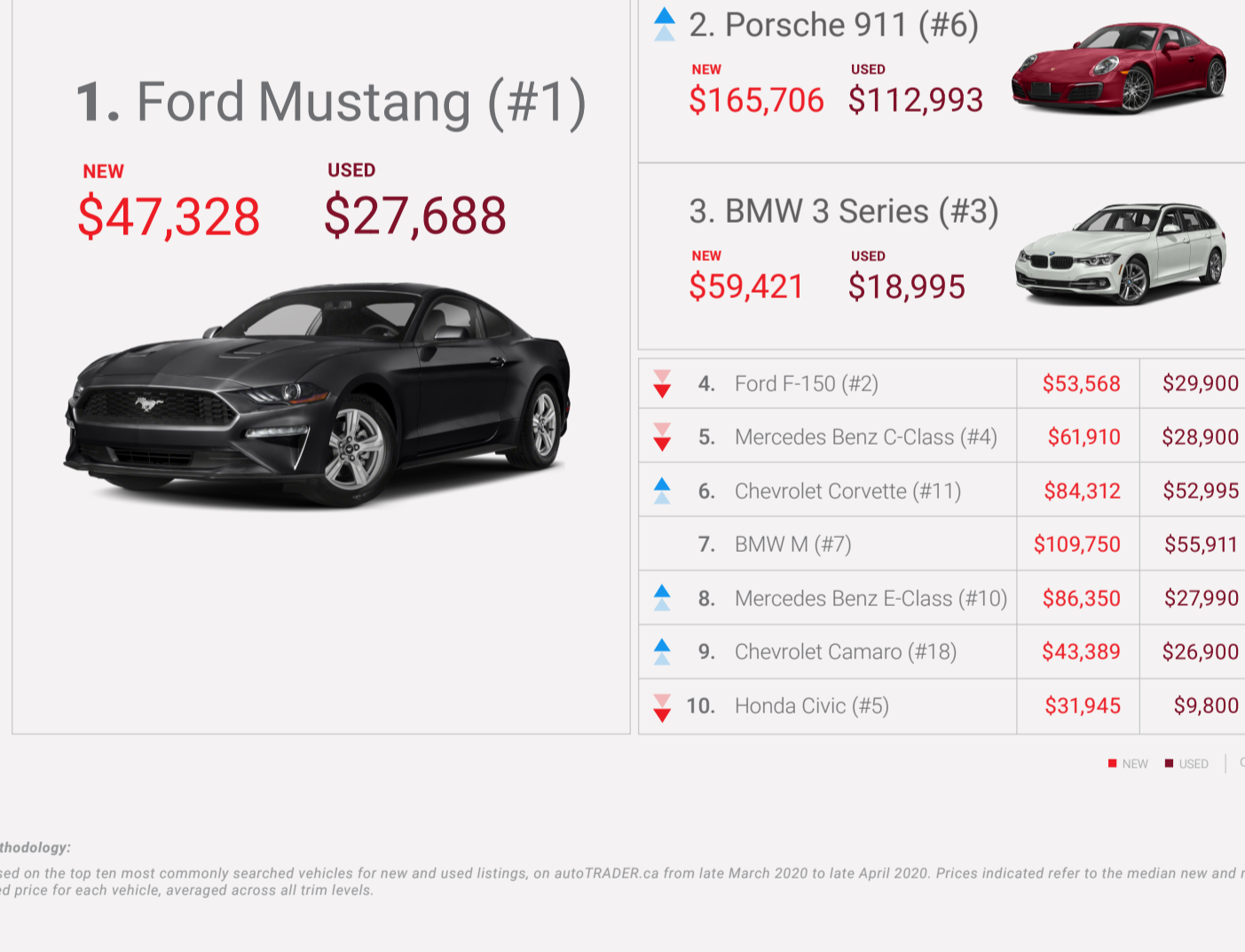


Methodology: Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late March 2019 to late April 2020. The Atlantic region is defined as Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland & Labrador. Due to limited 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 March 26, 2019 to April 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%.

APRIL 2020

NATIONAL TOP SEARCHED VEHICLES

(March ranks appear in brackets)



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

APRIL 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. Pricing data collected from March 26 to April 25, 2020 showed limited fluctuation in average vehicle pricing nationwide. Despite evolving conditions, Canadians can expect to see stable prices in market. As the COVID-19 pandemic continues to create ripples through the Canadian industry, it is encouraging to see automotive prices remain level. We will continue to closely monitor the Canadian automotive pricing landscape as it evolves and share our findings in next month's Price Index.

Average new and used vehicle prices stabilize month-over-month

The median retail price of a new vehicle across Canada in April 2020 has settled at \$40,115, a marginal increase of 0.8% year-over-year and 0.2% month-over-month. Meanwhile, the \$18,995 used vehicle price, remained stable with a 0.1% increase both year-over-year and month-over-month. Overall, the data suggests that average new and used vehicle prices continue to remain relatively stable despite current conditions.

Truck prices rebound from declines in March with increase in April

When we examine prices by body type, data indicates that average new and used truck prices have recovered from the declines experienced last month, although still below levels in February 2020. Median truck prices in April registered at \$55,170 for new and \$29,888 for used, reflecting a month-over-month increase of 0.5% for new and 1.4% increase for used. New sedan prices experienced a minor decline of 0.2% month-over-month at \$28,398, while new SUV prices remained flat at \$37,665. Similarly, used sedan and SUV prices remained unchanged month-over-month.

Used North American and European vehicle prices experience month-over-month growth

Interestingly, the average prices for used North American and European vehicles have grown 4.9% and 1.7% respectively compared to March 2020. Prices for used Asian manufactured vehicles remain flat, with no change month-over-month. New North American, European and Asian manufactured vehicles experienced month-over-month increases of 0.5%, 0.3% and 0.1% respectively.

BC, Ontario and Québec new vehicle prices bounce back from slight decrease

New vehicle prices are up across the country. New vehicle prices in British Columbia experienced the largest lift across the country, up 0.7% month-over-month. This is followed by Ontario and Québec, which also saw increases of 0.5% and 0.1% respectively. Alberta experienced the largest month-over-month drop with a 1.1% decline compared to March. Additionally, Atlantic Canada and Manitoba and Saskatchewan also experienced declines of 1.0% and 0.1% month-over-month. This suggests some of the other regions in Canada are also starting to see early signs of the modest declines reported in BC, Québec and Ontario last month.

Similarly, used vehicles in Ontario and Alberta experienced gains month-over-month of 0.8% and 0.4% respectively, while used prices in Manitoba, Saskatchewan and Atlantic Canada dropped by 2.1%. Average prices for used vehicles in Québec and BC remained flat.

National top searched vehicles list sees significant impact during COVID-19

autoTRADER.ca marketplace search data reveals that the COVID-19 pandemic has also significantly influenced vehicle search patterns among Canadians. As of April 25, the vehicle Canadians are searching for the most on autoTRADER.ca is the Ford Mustang. This marks a continued shift as the Ford F-150, now the third most searched vehicle nationally, previously occupied the top spot for years. The popular pickup truck is not the only model to have experienced a shift in search interest, with the Honda Civic falling five positions to the 10th spot and the Mercedes Benz C-Class dropping one spot to fifth.

Other vehicles are climbing the list including the Porsche 911, which moved up to second place from sixth, and the Mercedes Benz E-Class went from 10th position to eighth most searched on the marketplace. In the past month, Canadians have also shown increased interest in new models.

Notably, the Chevrolet Corvette and Camaro made their top searched debut at number six and number nine respectively, up from 11 and 18.