

## 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.

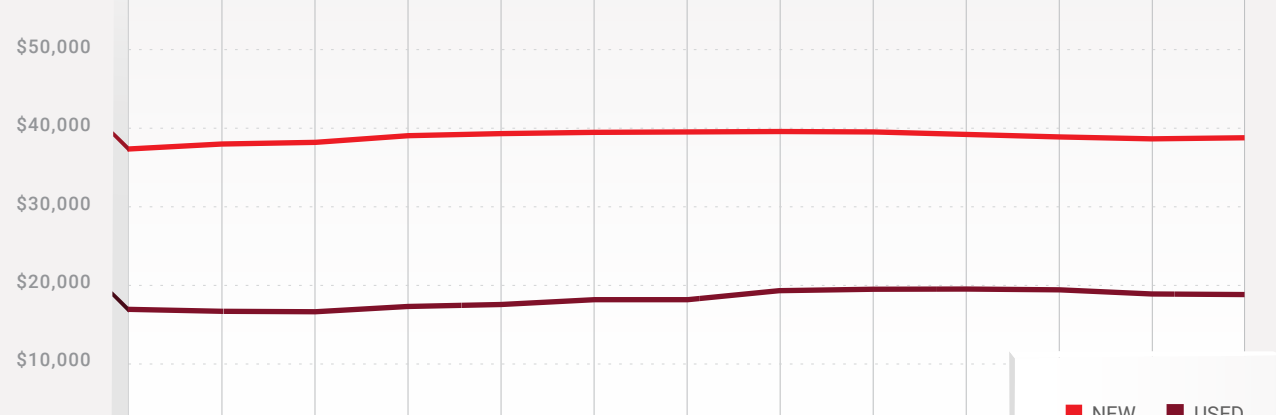
AUGUST 2019

## NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)

**NEW** \$ 39,303 ▲ 3.4% YOY

**USED** \$ 18,500 ▲ 8.8% YOY



Methodology:

Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late July 2018 to late August 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 July 26, 2018 to August 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%.

AUGUST 2019

## NATIONAL MEDIAN PRICE

By Body Type



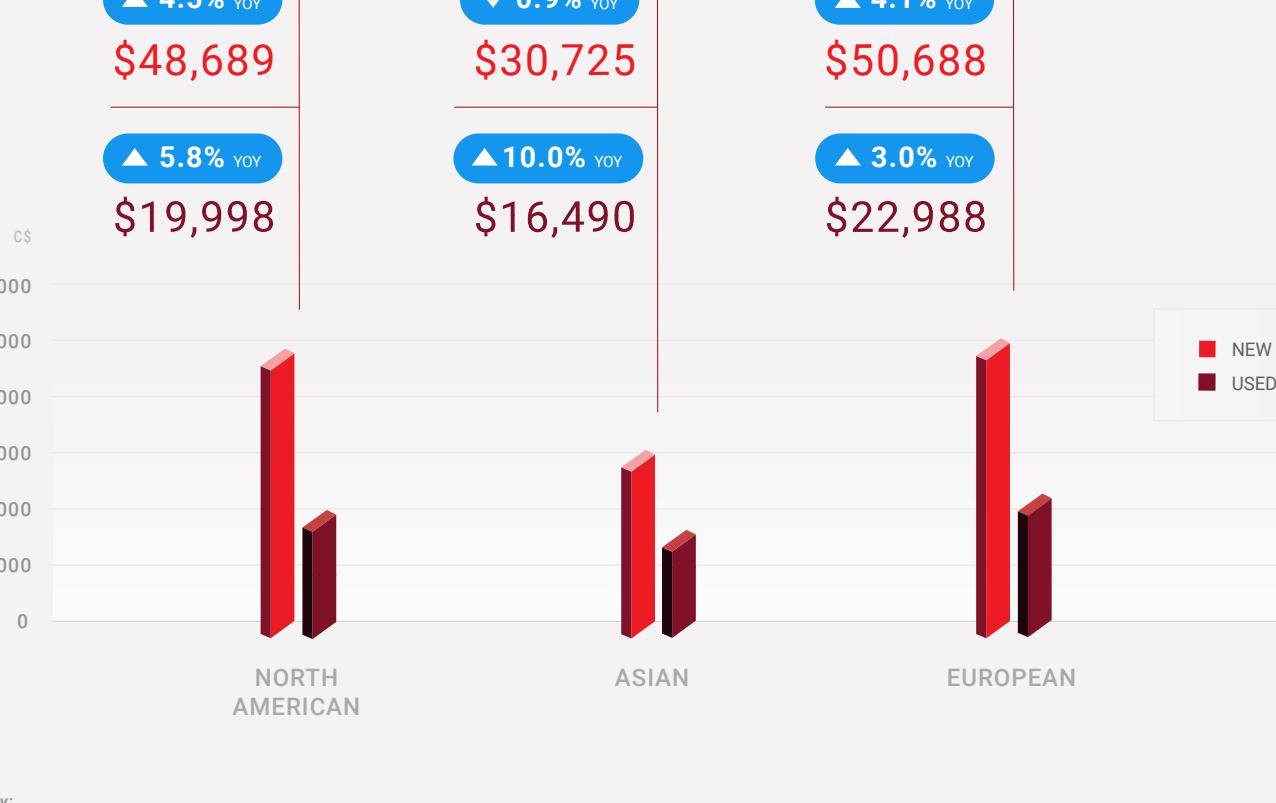
Methodology:

Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late July 2018 to late August 2019, 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 July 26, 2018 to August 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%.

AUGUST 2019

## MEDIAN PRICE

By Manufacturer Origin



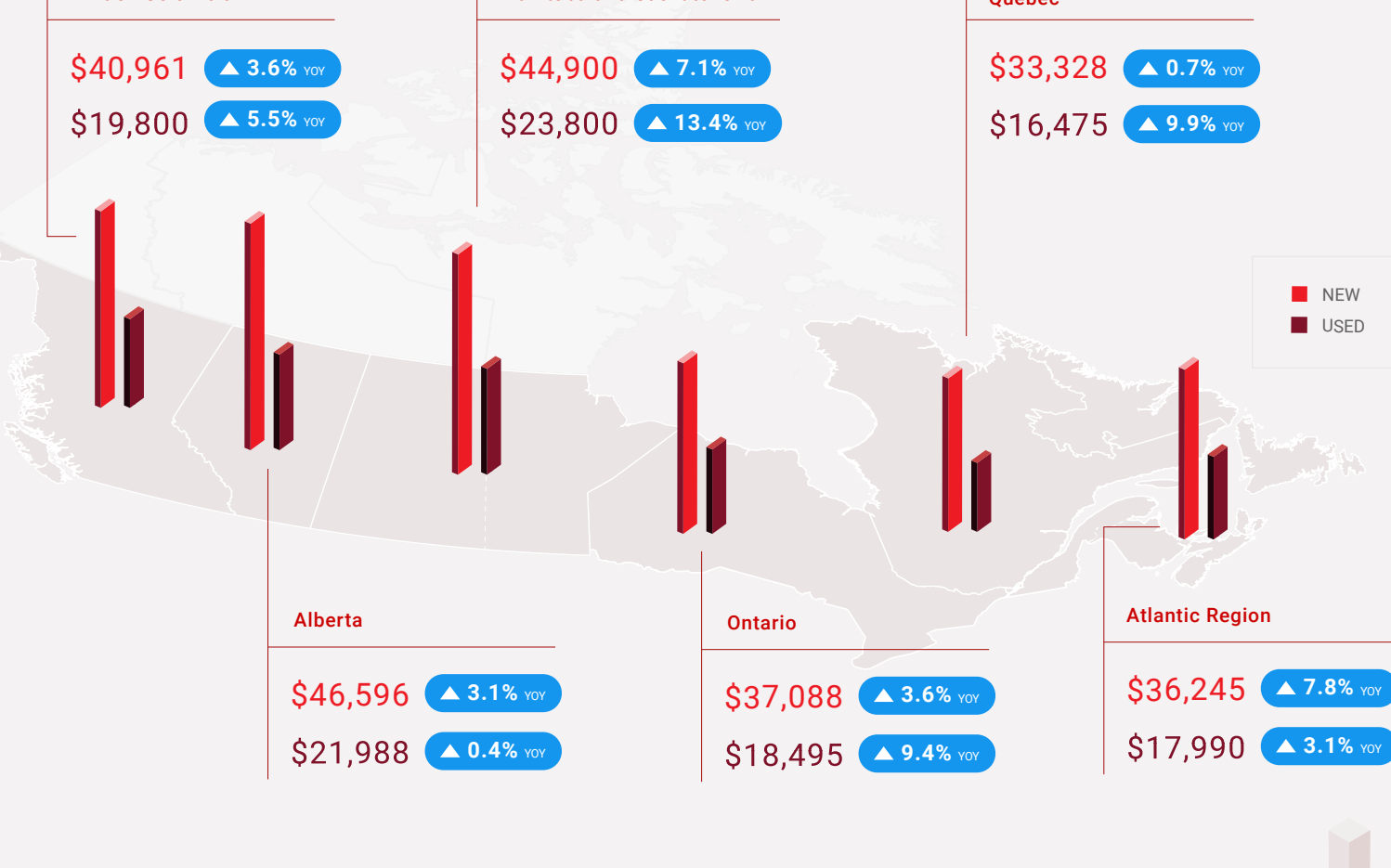
Methodology:

Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late July 2018 to late August 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 July 26, 2018 to August 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%.

AUGUST 2019

## NATIONAL MEDIAN PRICE

By Region

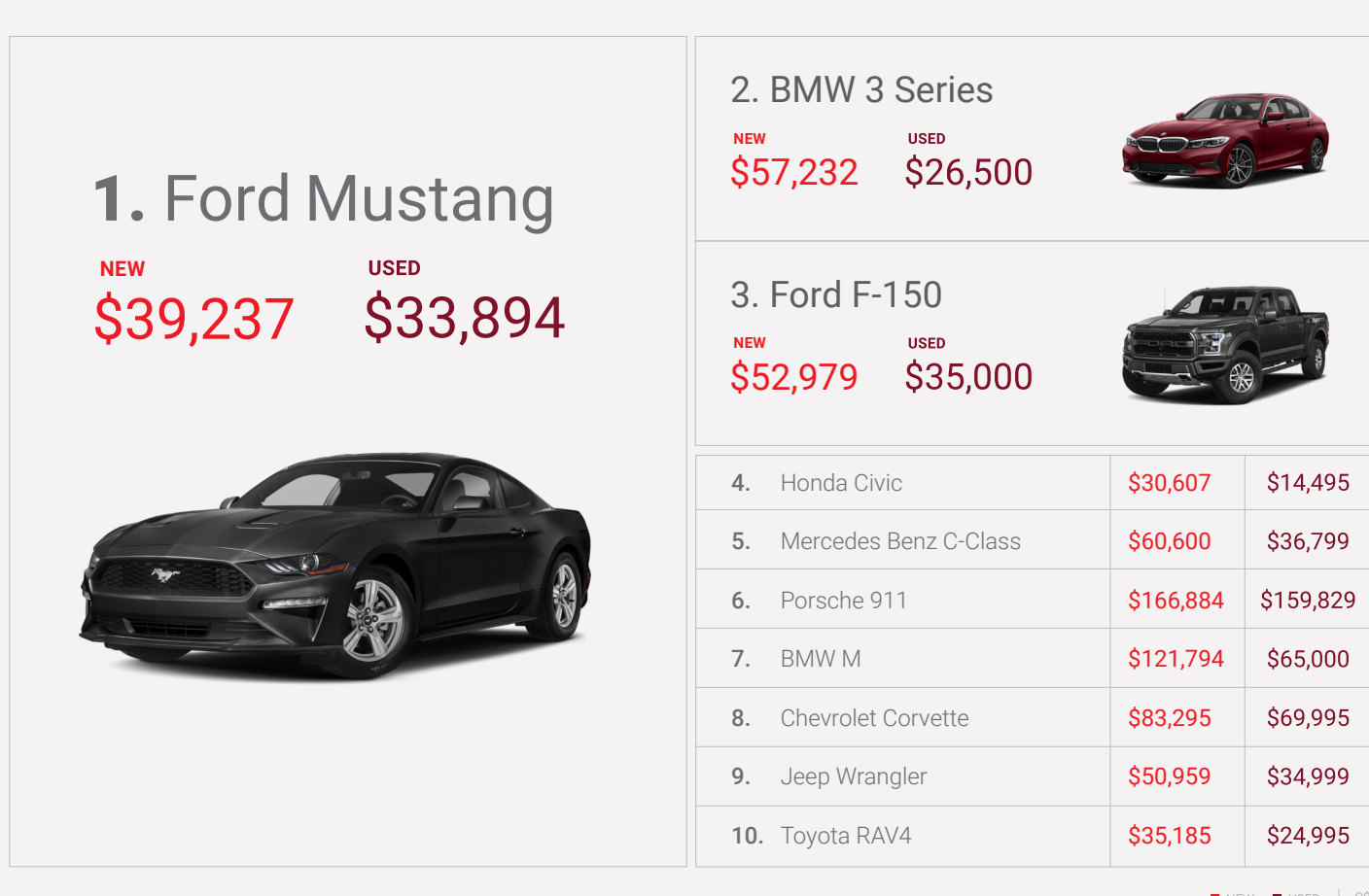


Methodology:

Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late July 2018 to late August 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 July 26, 2018 to August 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%.

AUGUST 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 July 2018 to late August 2019. Prices indicated refer to the median new and median used price for each vehicle, averaged across all trim levels.

## AUGUST SUMMARY

Canadian median automotive prices have risen by 3.4% (new) and 8.8% (used) compared to August 2018, outpacing the Bank of Canada's targeted annual inflation rate of 2%. Across all body types, the median price for both new and used vehicles continues to climb. New trucks, sedans and SUVs have grown by 5.2%, 3.8% and 1.2% respectively. While new SUVs have increased year-over-year, month-over-month the segment experienced a 0.4% decline. Used trucks, sedans and SUVs have also experienced year-over-year growth, with sedans leading the segment at 7.2%, followed by SUVs at 4.9% and trucks at 3.8%. Echoing the trend we are seeing in the new vehicle segment, used SUVs are down 1.8% month-over-month. The year-over-year increase paired with a month-over-month decline is an emerging pattern we are beginning to observe in the data. We will keep a close eye on this over the upcoming months to gain a deeper understanding of the driving factors.

In August 2019, all regions across the country experienced an increase in both new and used vehicle pricing, which has not happened since XX. The Atlantic Region saw the highest year-over-year increase in new vehicle median price (7.8%) across the country. This was followed by Manitoba and Saskatchewan (7.1%), which previously held the highest increase in new vehicle prices for XX consecutive months. Quebec experienced the lowest year-over-year increase (0.7%) for new vehicles.

Manitoba and Saskatchewan saw the largest year-over-year increase (13.4%) for used vehicle pricing, followed by Quebec (9.9%) and Ontario (9.4%). While the Atlantic region saw the highest growth in new vehicle pricing, the same region experienced the second-lowest growth in used vehicle pricing (3.1%), after Alberta (0.4%).

Asian manufactured used vehicles continue to see the most significant increase in price year-over-year (10%), carrying on a XX-month trend, although we are seeing a slight month-over-month decline by 0.5% compared to July 2019. Asian manufactured new vehicle prices on the other hand, have experienced a 0.9% year-over-year increase. New North American and European vehicles however, have grown 4.5% and 4.1% respectively. This has been a recurring trend over the past couple of months. With a median price of \$30,725 Asian new vehicles remain the lowest priced compared to their North American and European counterparts at \$48,689 and \$50,688 respectively.

For media inquiries, please contact Kevin Cheng: [kevin.cheng@trader.ca](mailto:kevin.cheng@trader.ca) | 416.666.0663