

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.

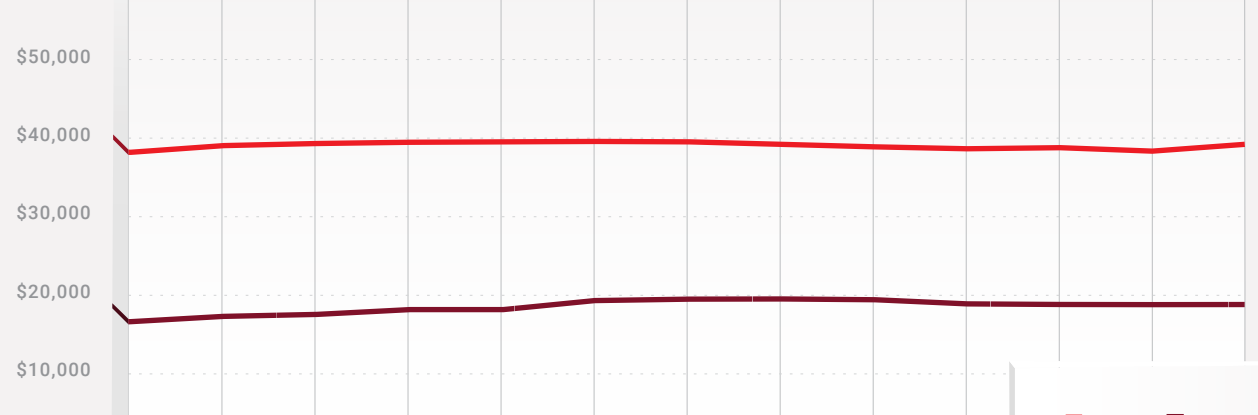
OCTOBER 2019

NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)

NEW \$ 39,851 ▲ 3.0% YOY

USED \$ 18,800 ▲ 10.6% YOY



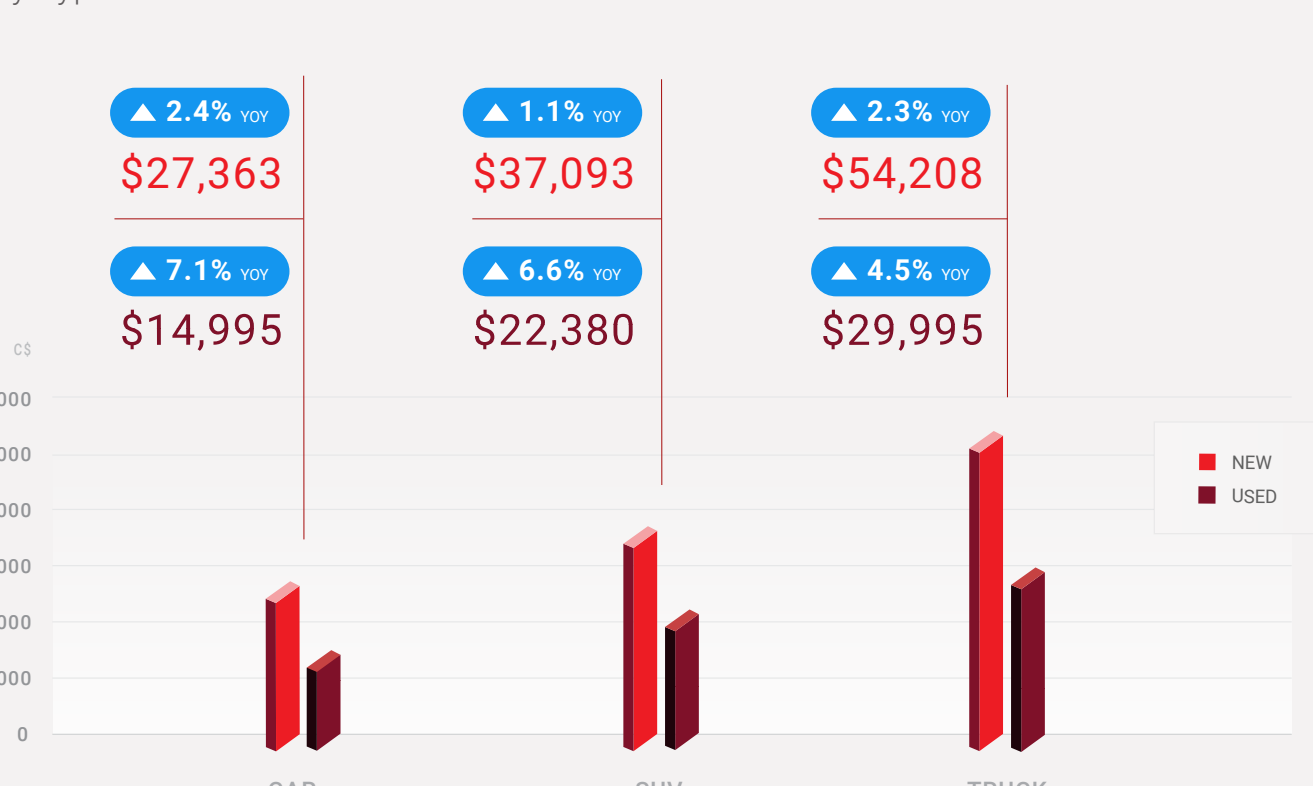
Methodology:

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

OCTOBER 2019

NATIONAL MEDIAN PRICE

By Body Type



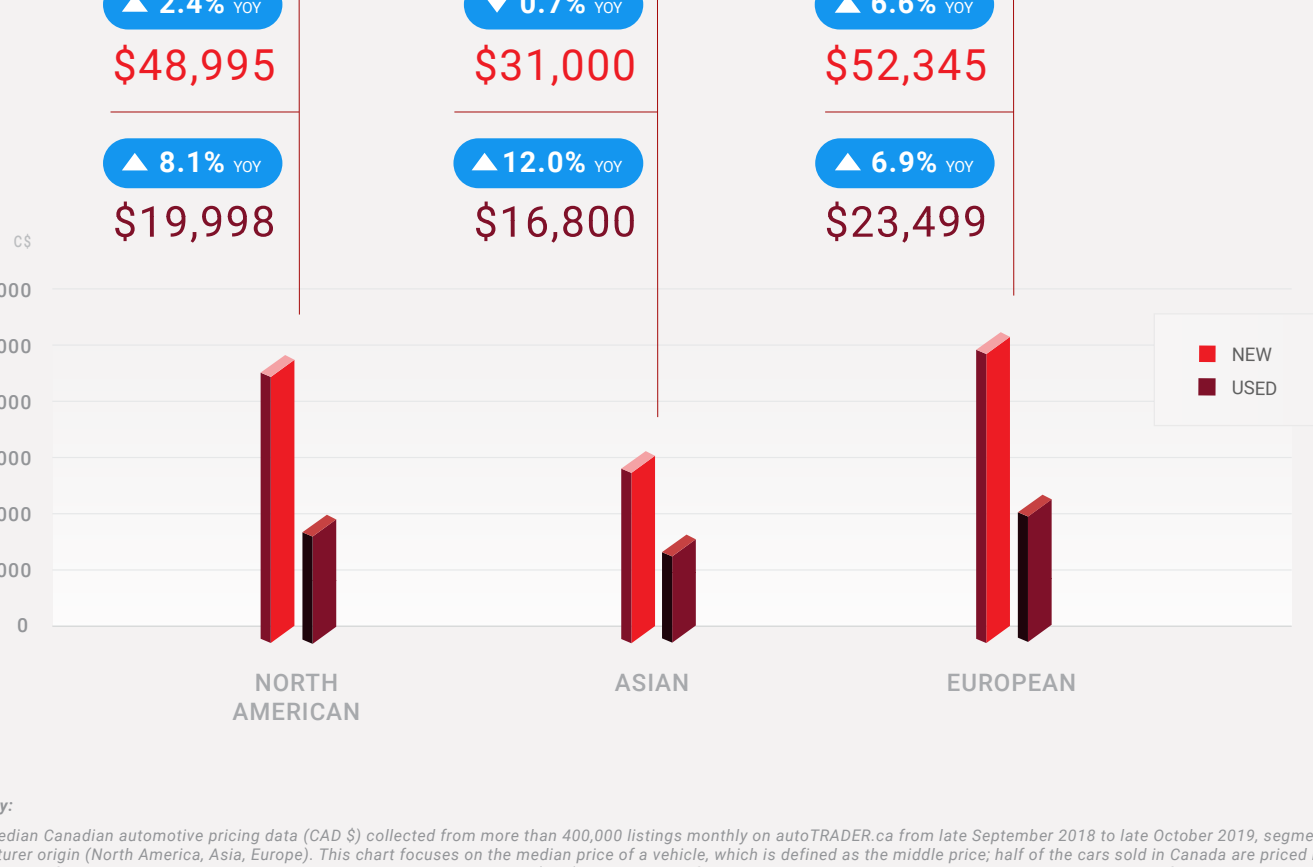
Methodology:

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

OCTOBER 2019

MEDIAN PRICE

By Manufacturer Origin



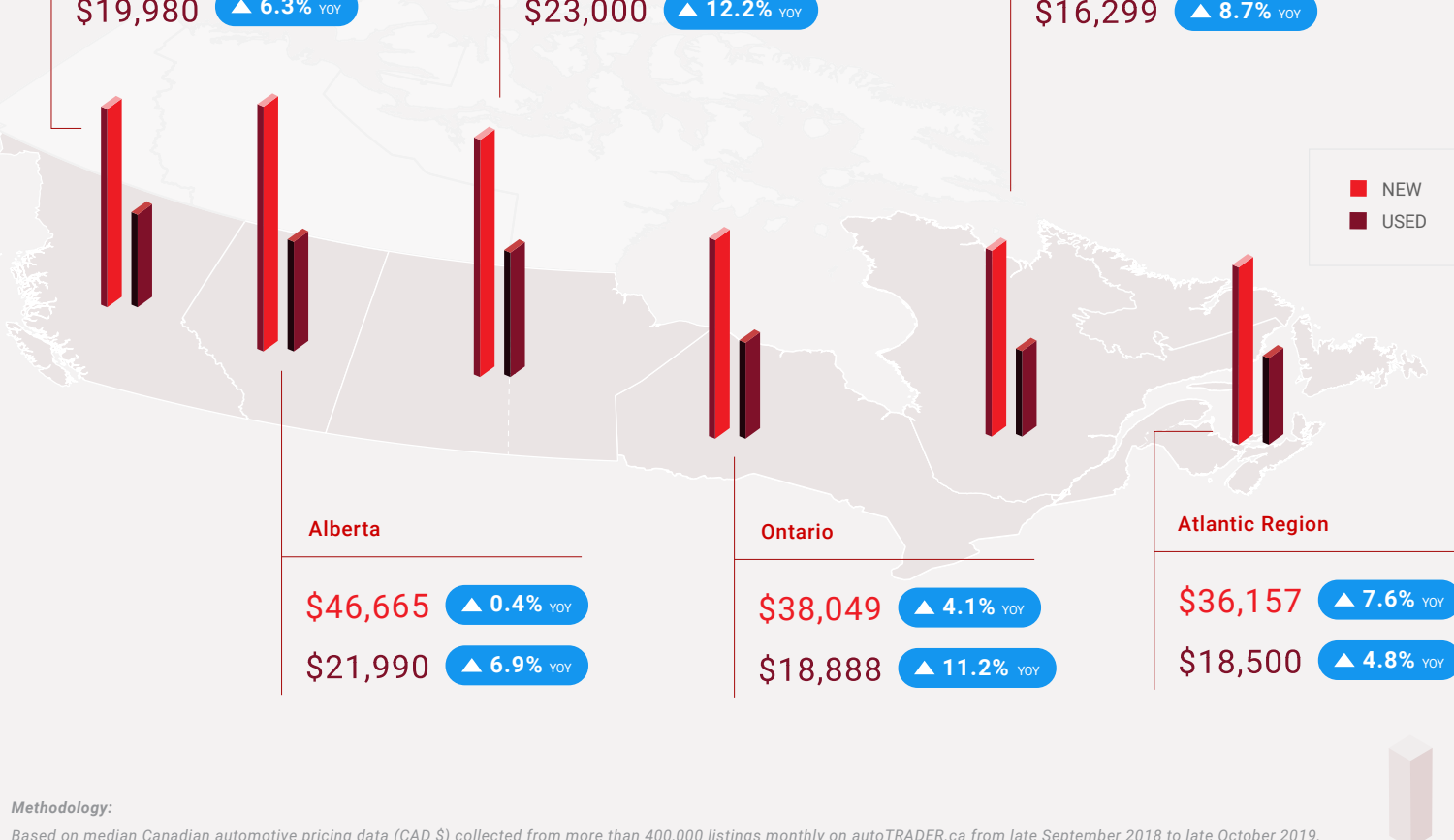
Methodology:

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

OCTOBER 2019

NATIONAL MEDIAN PRICE

By Region

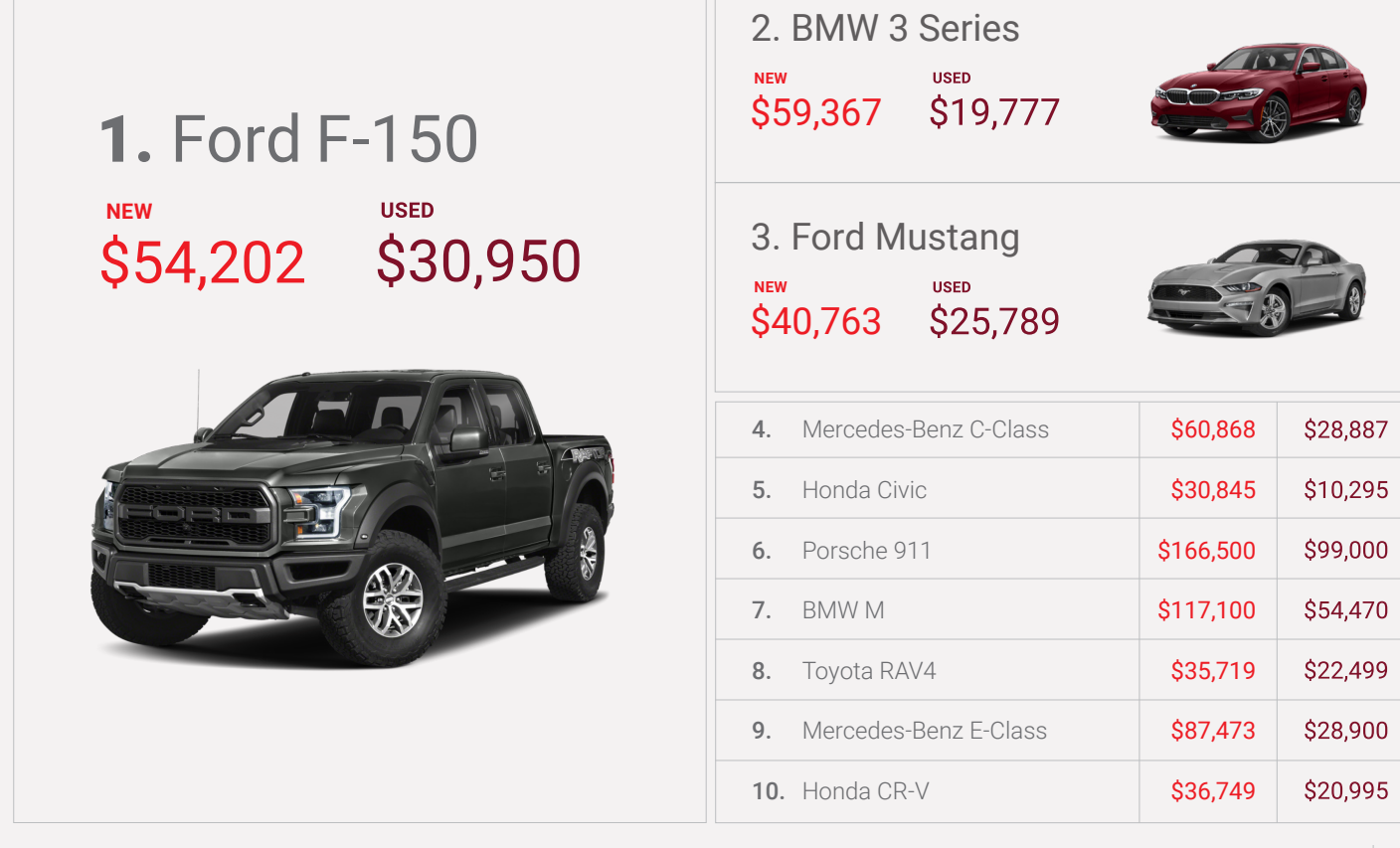


Methodology:

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

OCTOBER 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 September 2018 to late October 2019. Prices indicated refer to the median new and median used price for each vehicle, averaged across all trim levels.

OCTOBER SUMMARY

Canadian automotive pricing sees steady growth for new cars

In October, the median price for new vehicles was 3.0% higher year-over-year, and 2.5% higher month-over-month. This is the largest month-over-month increase in 2019, and the result is a median price of \$39,851.

The used median price in October 2019 was \$18,800 and this continues the trend of consistent used prices since the end of March. While the year-over-year increase is 10.6%, data suggests that on a month-over-month basis, used prices have experienced a more modest 0.1% increase. This time last year, prices were around \$17,000, which was the lowest used median price observed in the last two years. This implies the year-over-year change is a result of unusually low prices in 2018 as opposed to an increase in prices last month.

New truck prices on the rise, sedans and SUVs turn a corner

For the first time over the last two years, the median price of a new truck has exceeded \$54,000. Truck prices have grown relatively stable over 2019 and have set a new high watermark. The median price of sedans and SUVs have started to buck the trend of declines over the past six months. Sedans currently sit at an average of \$27,363 (an increase of 1.2% month-over-month), while SUVs were being listed at an average of \$37,093 (an increase of 1.5% month-over-month). We are noticing an upward trend in new vehicle prices which we believe is being driven by the new 2020 models hitting the market.

The median price of used sedans and trucks remained stable at \$14,995 and \$29,995 respectively in October. Meanwhile, SUVs have experienced a 1.7% increase month-over-month, to \$22,380. We will continue to monitor the prices of SUVs to identify if this becomes a larger trend.

Used automotive prices in Quebec continue to gradually decline

Average prices for new vehicles remain stable in the different regions across Canada. This also holds true for average prices in the Atlantic region, which currently sits at \$36,157, after seeing an increase early in the year. The median used price in Quebec is currently \$16,299, which has continued the recent gradual decline, experiencing a month-over-month drop of 0.3%. This contrasts with the rest of Canada where used prices have remained stable.

For media inquiries, please contact Kevin Cheng: kevin.cheng@trader.ca | 416.666.0663