

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.

JUNE 2019

NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)

NEW \$39,104 ▲ 4.0% YOY | **USED** \$18,900 ▲ 5.1% YOY



Methodology:

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

NATIONAL MEDIAN RETAIL PRICE

By Body Type

JUNE 2019

CAR: NEW \$27,095 ▲ 4.0% YOY, USED \$15,198 ▲ 4.8% YOY
SUV: NEW \$37,121 ▲ 0.8% YOY, USED \$22,849 ▲ 5.6% YOY
TRUCK: NEW \$52,950 ▲ 5.6% YOY, USED \$29,995 ▲ 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 May 2018 to late June 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 May 26, 2018 to June 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%.

MEDIAN RETAIL PRICE

By Manufacturer Origin

JUNE 2019

NORTH AMERICAN: NEW \$48,314 ▲ 5.7% YOY, USED \$20,779 ▲ 3.9% YOY
ASIAN: NEW \$30,674 ▲ 0.2% YOY, USED \$16,850 ▲ 9.8% YOY
EUROPEAN: NEW \$48,787 ▼ 0.5% YOY, USED \$22,999 ▲ 0.4% YOY



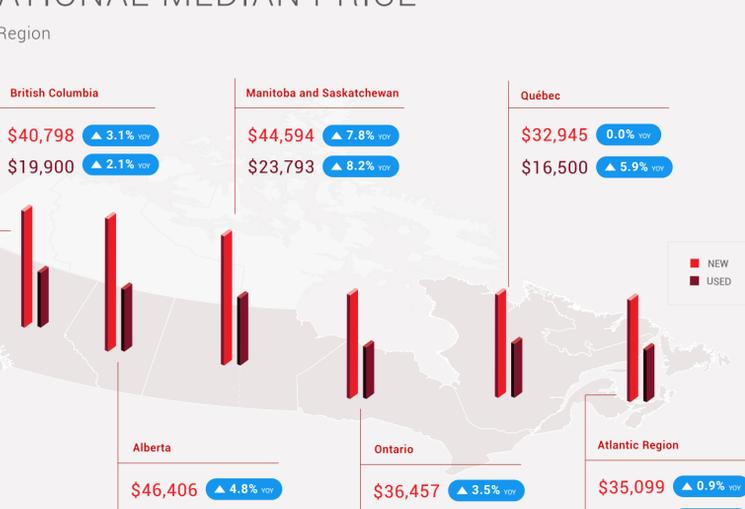
Methodology:

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

NATIONAL MEDIAN PRICE

By Region

JUNE 2019



Methodology:

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

NATIONAL TOP SEARCHED VEHICLES

JUNE 2019

1. Ford Mustang NEW \$41,900 USED \$26,792	2. BMW 3 Series NEW \$58,072 USED \$17,995	
	3. Ford F-150 NEW \$55,097 USED \$28,999	
4. Mercedes-Benz C-Class \$59,897 \$27,999		
5. Honda Civic \$30,355 \$10,750		
6. Porsche 911 \$164,690 \$98,288		
7. BMW M \$120,333 \$55,000		
8. Chevrolet Corvette \$83,685 \$35,998		
9. Jeep Wrangler \$49,965 \$30,998		
10. Mercedes-Benz E-Class \$85,343 \$27,995		

Methodology:

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

JUNE SUMMARY

Canadian automotive prices have risen by 4% (new) and 5.1% (used) compared to June 2018. While prices are up year-over-year, we have observed a levelling off over the past several months. The median new car price in Canada is down \$830 in June compared to March of this year, while the median used car price in Canada is \$88 below the high watermark set last month (\$18,988).

Regionally, new car prices in Quebec have strengthened and are now 0.3% lower year-over-year (compared to a 2% decline last month). New car prices in Ontario and BC remain strong year-over-year but have softened since May 2019 (down 1% and 0.8% respectively).

Used car prices in Alberta remain down year-over-year by 2.2%, while Ontario and Quebec continue to see a healthy jump versus June 2018 (8% and 5.9% increases, respectively). While prices are up in Ontario and Quebec from a year-over-year perspective, they are in fact down 0.3% and 2.1% versus May 2019.

Asian manufactured vehicles are closing the gap on European and Domestic used vehicle prices with an increase of 9.8% versus June 2018. This accounts for an average increase of approximately \$1,505. We continue to see price increases on a year-over-year basis for European and Domestic manufactured vehicles, up 0.4% and 3.9% respectively. However, prices month-over-month are down 1.9% and 1%, for European and Domestic vehicles, respectively. New European vehicle prices have dropped 0.5% year-over-year and are now at the most competitive we have observed since August 2018.

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