



PRICE INDEX | DECEMBER 2022

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

SUMMARY

Due to a shortage of supply and persistent consumer demand, new vehicle prices continued to rise in December of 2022. However, domestic new vehicle prices decreased for the first time in 20 months (March 2021), which may be an indication that new vehicle prices will start to soften in the near future. The prices of used vehicles, on the other hand, has been declining over the past six months after reaching a peak in June giving a strong indication of prices gradually plateauing with more inventory availability.

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SUMMARY

New and used vehicle prices are still trending in opposite directions. New vehicle prices are still increasing due to a shortage of supply and consistent consumer demand. On the other hand, used vehicle prices have been decreasing for the past six months, after peaking in June.

The month-over-month decline in the average used vehicle price is likely caused by several factors, including an increase in the volume of used vehicles for sale and the current economic environment. In the final quarter of 2022, there was a 27.5% increase in the number of used vehicles available compared to 2021. While demand for used vehicles remains strong, the market has seen some softening compared to the peak period from mid-2020 to early 2022.





MARKETPLACE INDEX

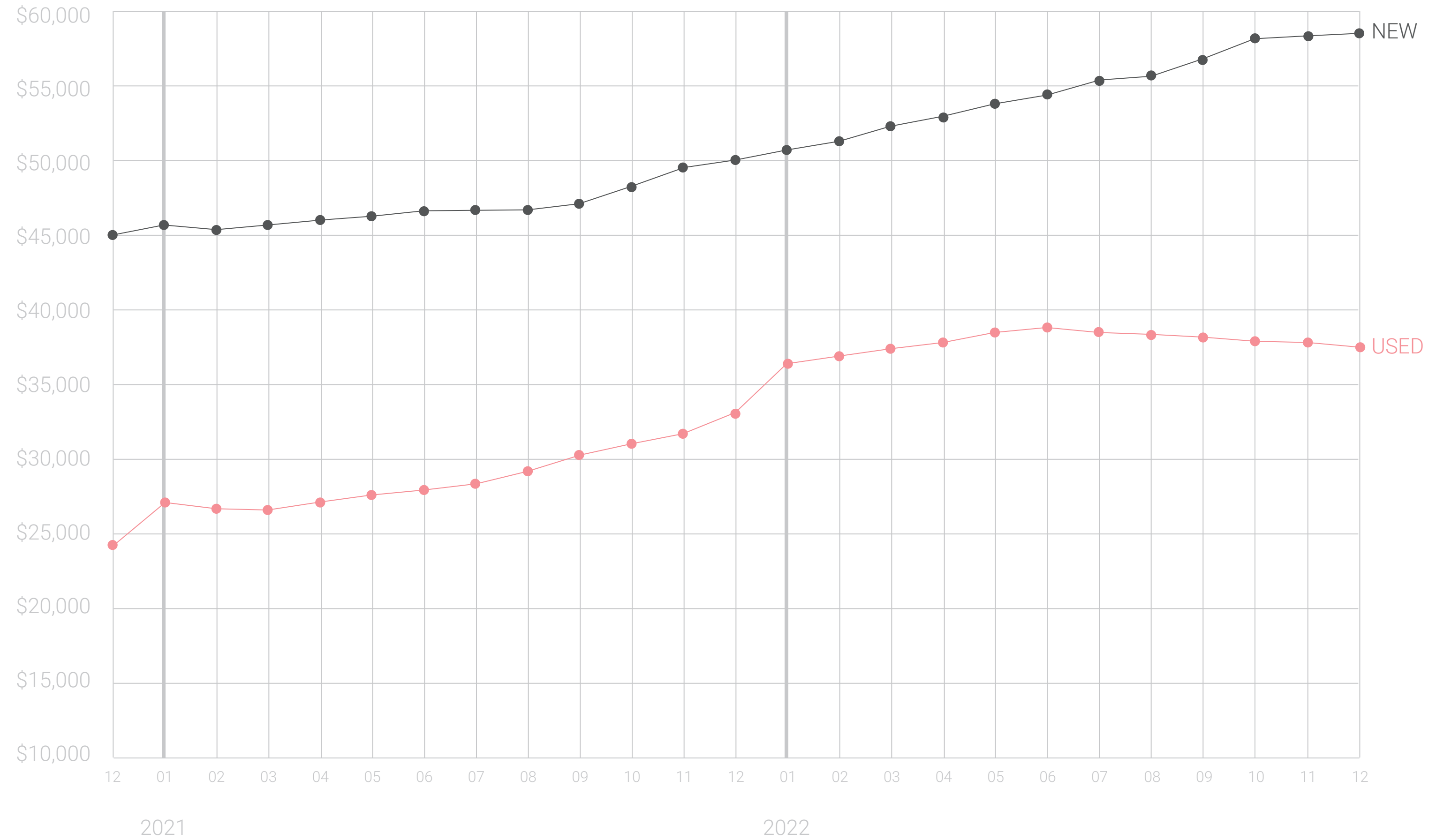
NATIONAL AVERAGE PRICES

Sustained decline in used vehicle prices for six consecutive months due to inventory recovery

In December of 2022, the average price of a used vehicle increased by 9% year-over-year to \$36,240, while the average price of a new vehicle went up by 16%, reaching a record high of \$58,895. However, used vehicle prices have been showing signs of decline over the past six months due to inventory recovery. It is expected that prices within the used vehicle segment will remain above pre-COVID levels for the foreseeable future.

Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of listings monthly on AutoTrader from December 1, 2020 to December 31, 2022. In addition to average pricing, year-over-year (YOY) and month-over-month (MOM) price changes have been identified. The average has been adjusted based on the make and age of the vehicles available on the market during the collection period. The adjustments mean that any fluctuations in inventory won't pull the average too far in one direction or another. Any changes under 0.1% have been denoted as 0.0%



NEW

\$58,895

▲ 0.7% MOM ▲ 16.0% YOY

USED

\$36,240

▼ -1.2% MOM ▲ 9.0% YOY



AVERAGE PRICE BY BODY TYPE

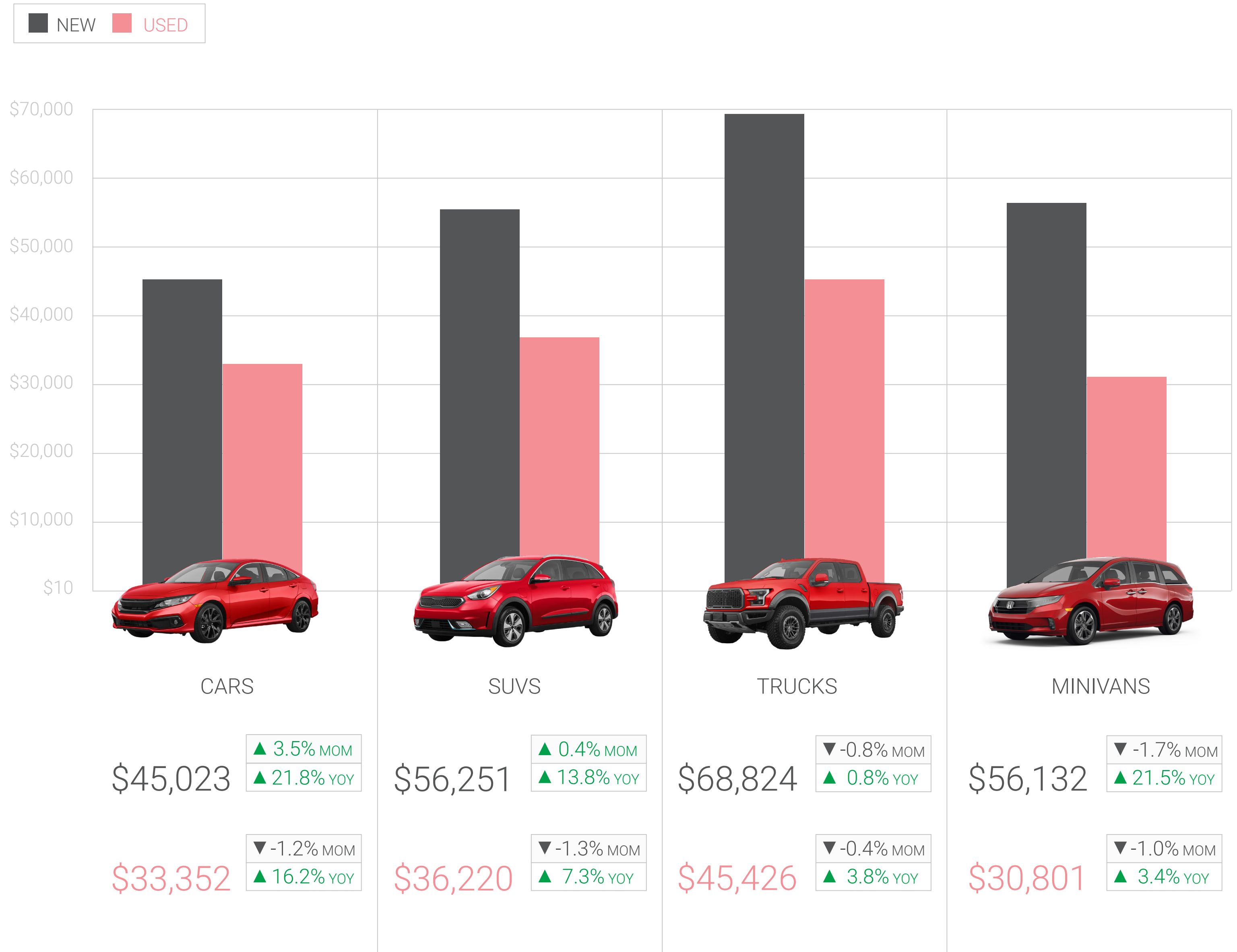
NATIONAL

Increased availability of used vehicles is driving prices down bringing them close to 2021 price levels

In the used vehicle market, prices are gradually approaching the levels seen in 2021, in line with the increased availability of used cars. Specifically, used minivan prices are down by -1%, SUVs by -1.3%, light trucks by -0.4% and cars by -1.2% on a month-over-month basis.

Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of listings monthly on AutoTrader from December 1, 2020 to December 31, 2022. In addition to average pricing, year-over-year (YOY) and month-over-month (MOM) price changes have been identified. The average has been adjusted based on the make and age of the vehicles available on the market during the collection period. The adjustments mean that any fluctuations in inventory won't pull the average too far in one direction or another. Any changes under 0.1% have been denoted as 0.0%





AVERAGE PRICE BY ORIGIN

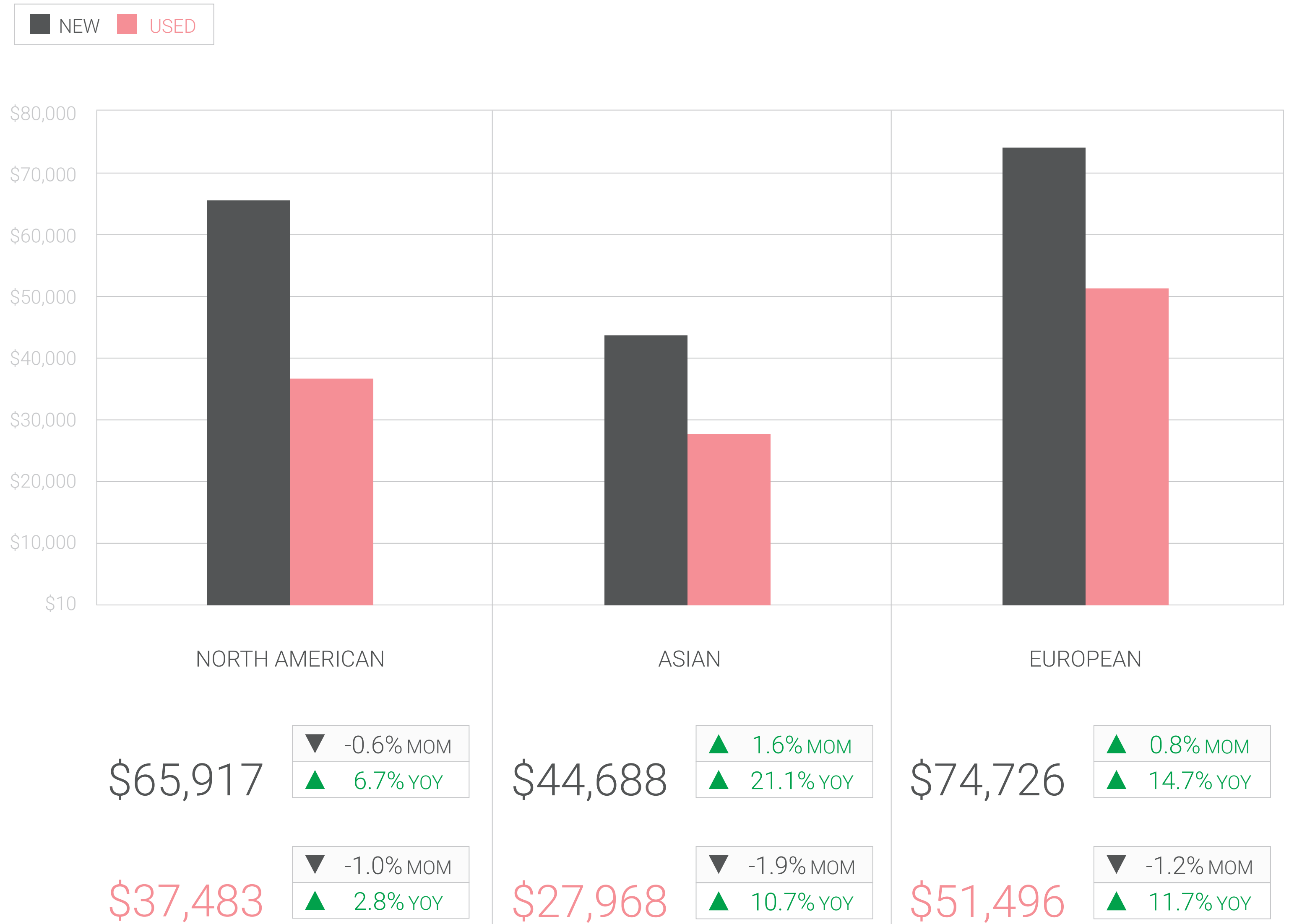
BY MANUFACTURER

Increased inventory drives down prices for new domestic vehicles for the first time in 20 months

New domestic vehicle prices have shown a month-over-month decrease for the first time in 20 months since March 2021. This is likely attributed to the increase in inventory availability, with 39.3% more new domestic vehicles available in December of 2022 compared to December 2021.

Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of listings monthly on AutoTrader from December 1, 2020 to December 31, 2022. In addition to average pricing, year-over-year (YOY) and month-over-month (MOM) price changes have been identified. The average has been adjusted based on the make and age of the vehicles available on the market during the collection period. The adjustments mean that any fluctuations in inventory won't pull the average too far in one direction or another. Any changes under 0.1% have been denoted as 0.0%





AVERAGE PRICE (NEW)

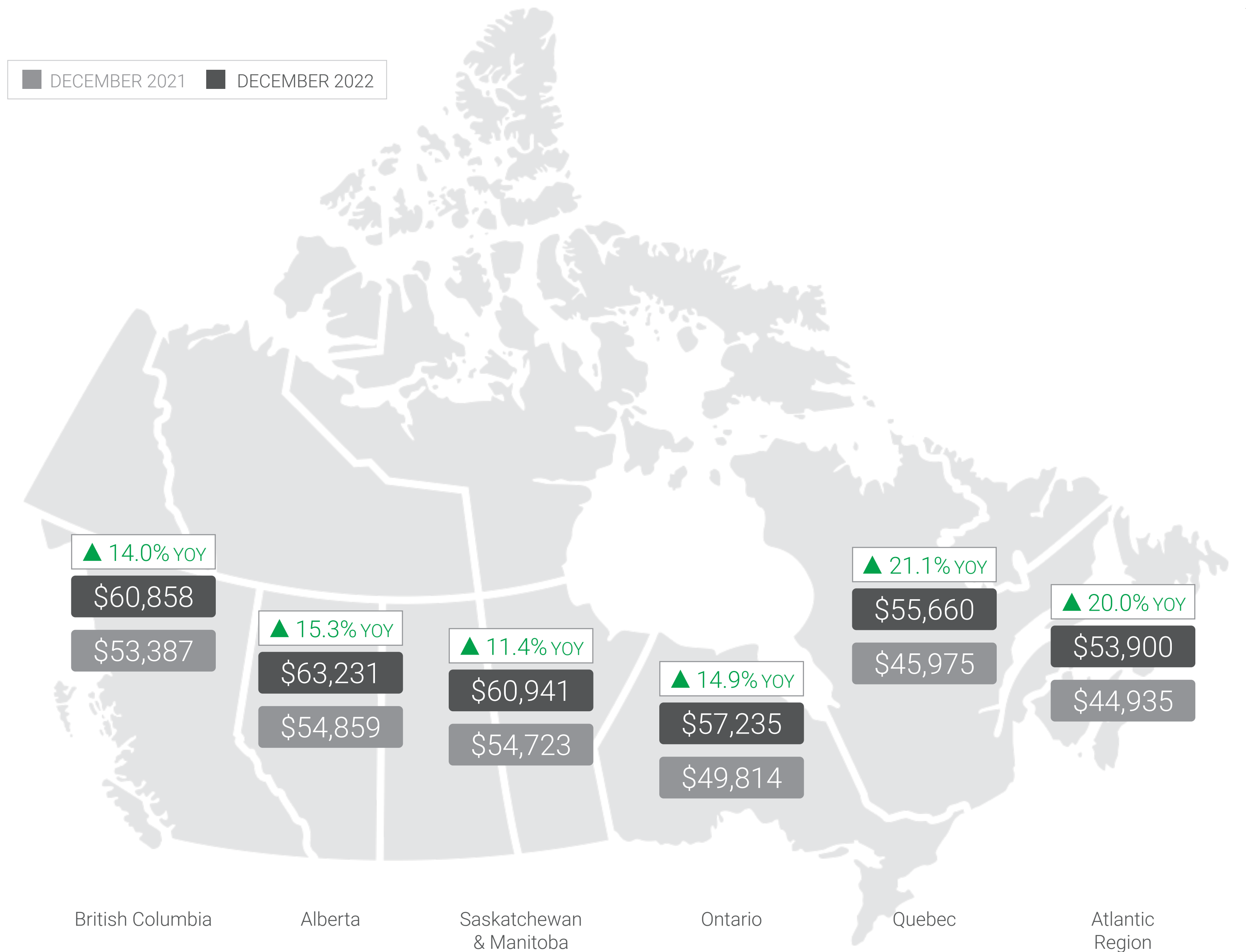
BY REGION

Sustained increase in new car prices across all regions

New vehicle prices have risen in all provinces, ranging from an increase of 11.4% in Saskatchewan and Manitoba to 21.1% in Quebec year-over-year basis.

Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of used vehicle listings monthly on AutoTrader in December 2021 and December 2022. 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. The average has been adjusted based on the make and age of the vehicles available on the market during the collection period. The adjustments mean that any fluctuations in inventory won't pull the average too far in one direction or another. Any changes under 0.1% have been denoted as 0.0%.





AVERAGE PRICE (USED)

BY REGION

Sustained decrease in used vehicle prices across all regions on a month-over-month basis

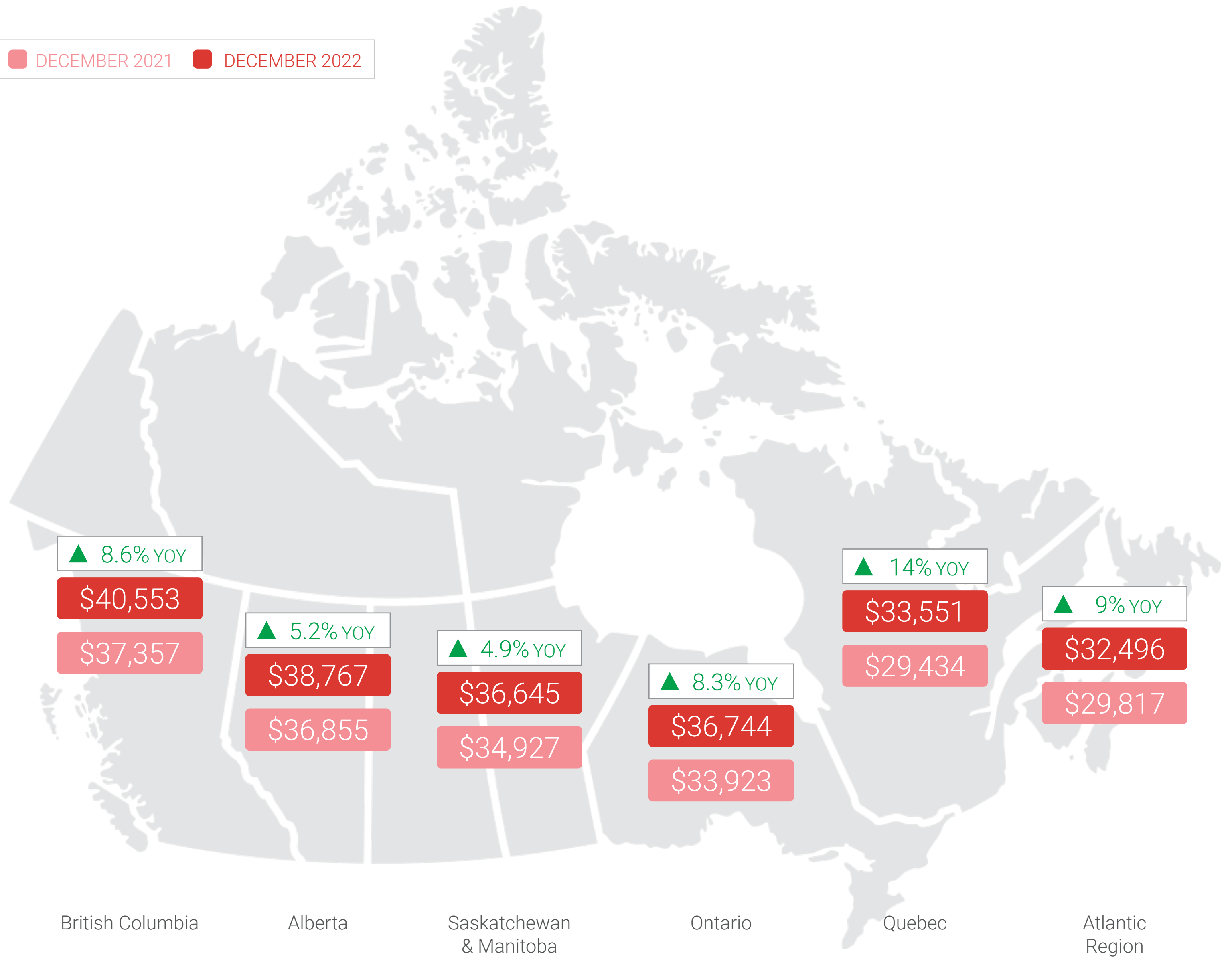
Used vehicle prices decreased in all provinces on a month-over-month basis, with the largest drop of -1.7% in Manitoba and Saskatchewan, and the smallest drop of -0.6% in British Columbia.

Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of used vehicle listings monthly on AutoTrader in December 2021 and December 2022. 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. The average has been adjusted based on the make and age of the vehicles available on the market during the collection period. The adjustments mean that any fluctuations in inventory won't pull the average too far in one direction or another. Any changes under 0.1% have been denoted as 0.0%.



DECEMBER 2021 DECEMBER 2022





VEHICLE INVENTORY (NEW)

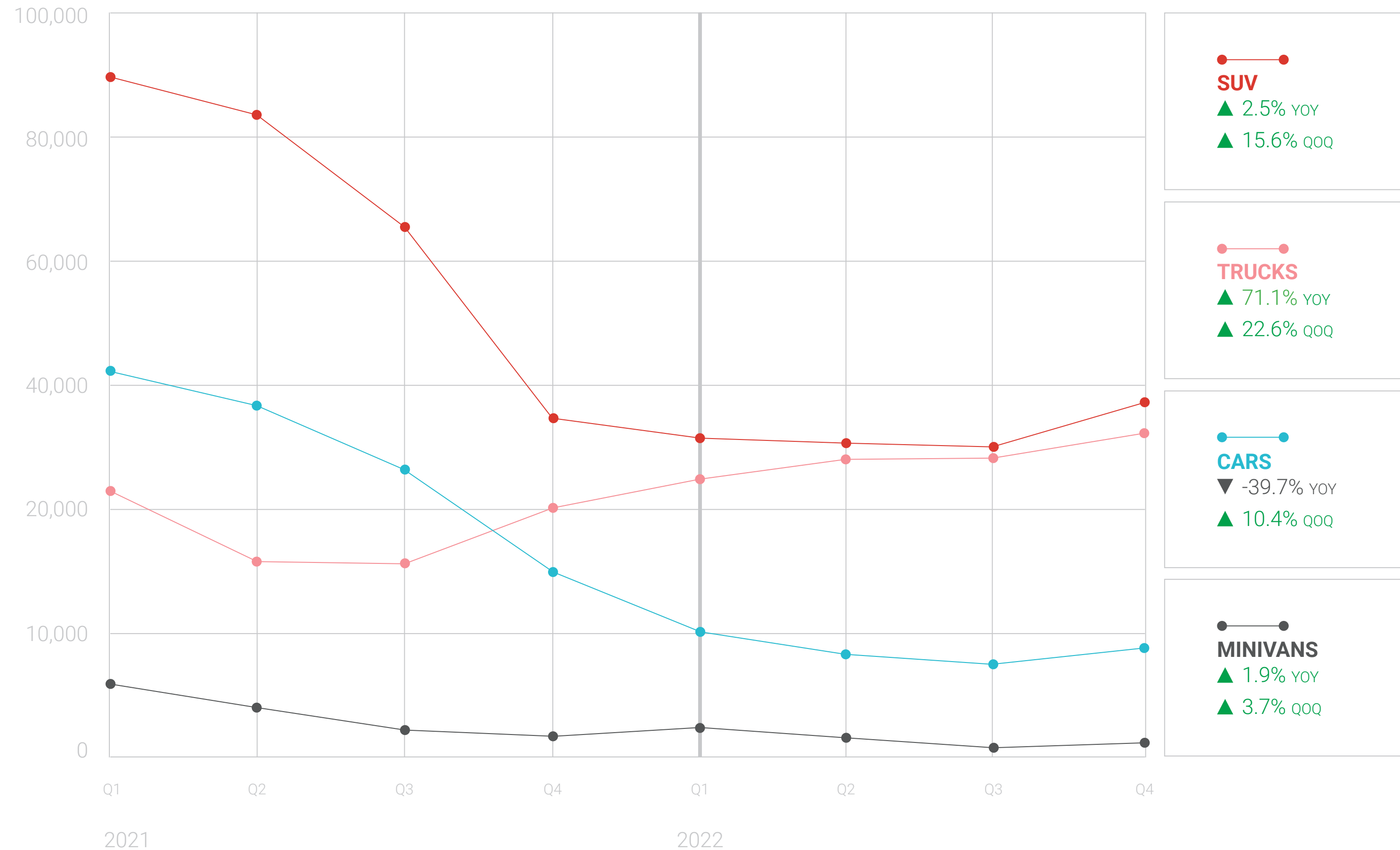
BY QUARTER

Increase in trucks and SUVs driving up overall inventory levels

New vehicle inventory levels have been rising since August 2022, driven mostly by the increase in trucks and SUV inventories. With supply chain disruptions easing up, and microchip production ramping up, it is expected that new inventory levels will continue to increase in 2023.

Methodology:

This data is the average of the total number of used automotive listings for the quarter on AutoTrader segmented by vehicle type (car, SUV, truck, minivan). Based on total listings, the data will be analyzed on a year-over-year and quarter-over-quarter basis to identify overall inventory availability in the market. Given that AutoTrader is the largest automotive marketplace in Canada, the data represents a snapshot of the overall Canadian automotive market.





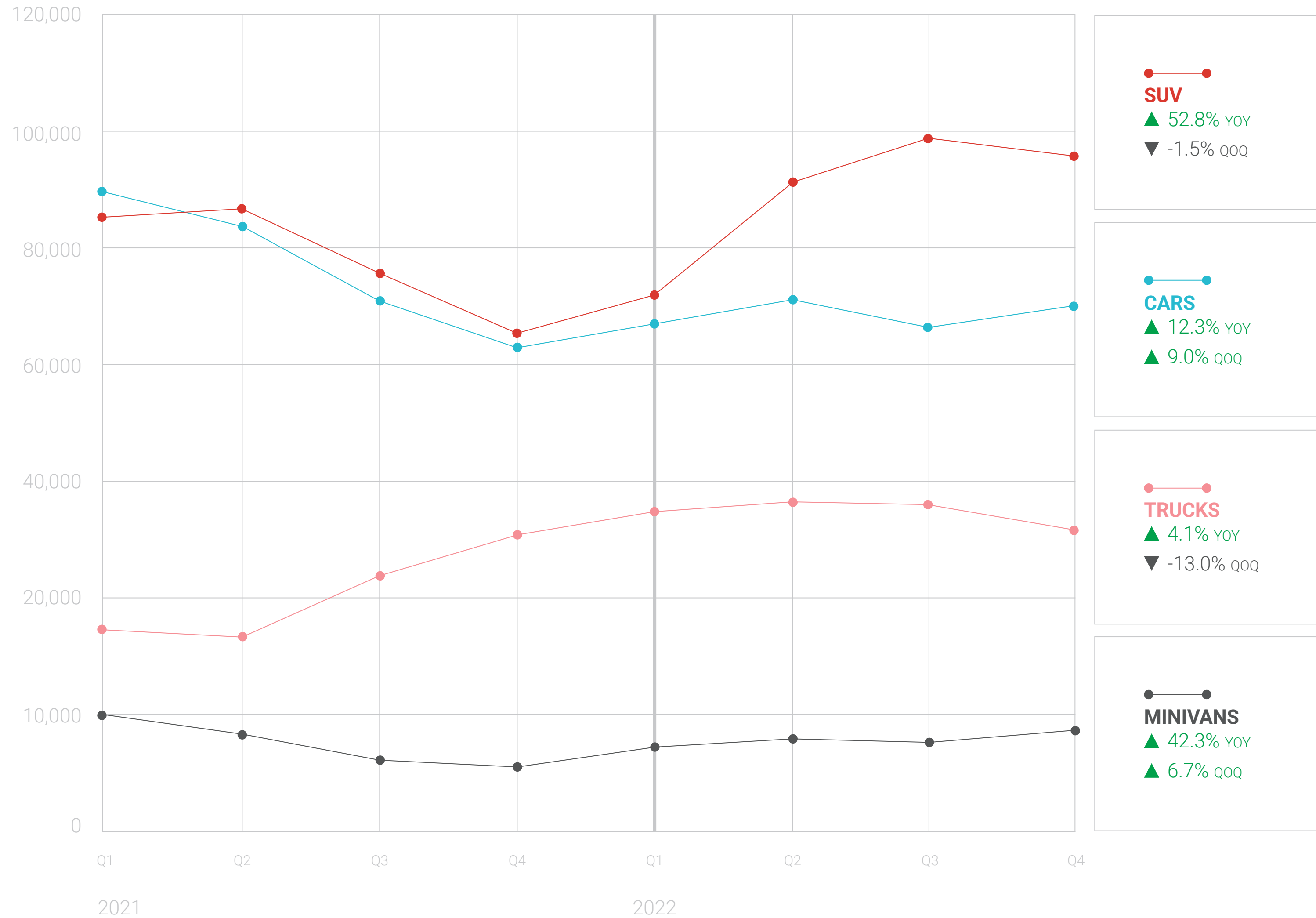
VEHICLE INVENTORY (USED) BY QUARTER

Used vehicle inventory reaches its highest level since the beginning of 2021

In December of 2022, used vehicle inventory hit its highest level since the beginning of 2021 with all segments up on a year-over-year basis. Coupled with the softening in the market due to the economic environment, this has had a direct impact on used vehicle prices with six consecutive months of decline.

Methodology:

This data is the average of the total number of used automotive listings for the quarter on AutoTrader segmented by vehicle type (car, SUV, truck, minivan). Based on total listings, the data will be analyzed on a year-over-year and quarter-over-quarter basis to identify overall inventory availability in the market. Given that AutoTrader is the largest automotive marketplace in Canada, the data represents a snapshot of the overall Canadian automotive market.








TOP SEARCHED VEHICLES

NATIONAL (NOVEMBER RANKS IN BRACKETS)

Methodology:

Based on the top ten most commonly searched vehicles for new and used listings, on AutoTrader in December 2022. Prices indicated refer to the average new and average used price for each vehicle, averaged across all trim levels. Rankings for the month of November 2022 appear in brackets for reference. The average has been adjusted based on the make and age of the vehicles available on the market during the collection period. The adjustments mean that any fluctuations in inventory won't pull the average too far in one direction or another.



		NEW	USED
1. Ford F-150 (#1)		\$72,045	\$41,075
2. BMW 3 Series (#2)		\$66,066	\$31,089
3. Porsche 911 (#5) ▲		\$ –	\$176,441
4. Toyota RAV4 (#4)		\$39,753	\$32,278
5. Honda Civic (#3) ▼		\$35,171	\$15,417
6. Mercedes-Benz C-Class (#6)		\$76,296	\$40,002
7. Mercedes-Benz E-Class (#7)		\$96,093	\$53,357
8. Ford Mustang (#8)		\$63,671	\$39,438
9. BMW X5 (#9)		\$98,437	\$50,626
10. Jeep Wrangler (#11) ▲		\$63,337	\$42,928



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