



# PRICE INDEX | JULY 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

Used vehicle prices experienced a slight softening for the first time in over 18 months this past July. The microchip shortage and supply chain disruptions remains the main drivers of new vehicle price increases. Used truck prices declined, getting closer to last year's levels due to increased availability.

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## SUMMARY

The gradual increase in new and used vehicle prices continued in the second quarter of 2022, representing a shift to trends observed during the same time period in previous years.

The impact of the pandemic, most notably, production issues fueling new vehicle inventory shortages, continues to drive demand to used vehicles, resulting in a sustained price crunch.

The market has experienced a slight softening compared to the dizzying heights of 2021. Despite global events, it remains healthy relative to historic norms. Pent-up demand from consumers who under normal market conditions would have likely changed vehicles over the past two years, have led to an influx of vehicle sales in 2022 as supply restraints ease. For the first time in over 18 months, used vehicle prices softened month-over-month in July.





# MARKETPLACE INDEX

## NATIONAL AVERAGE PRICE

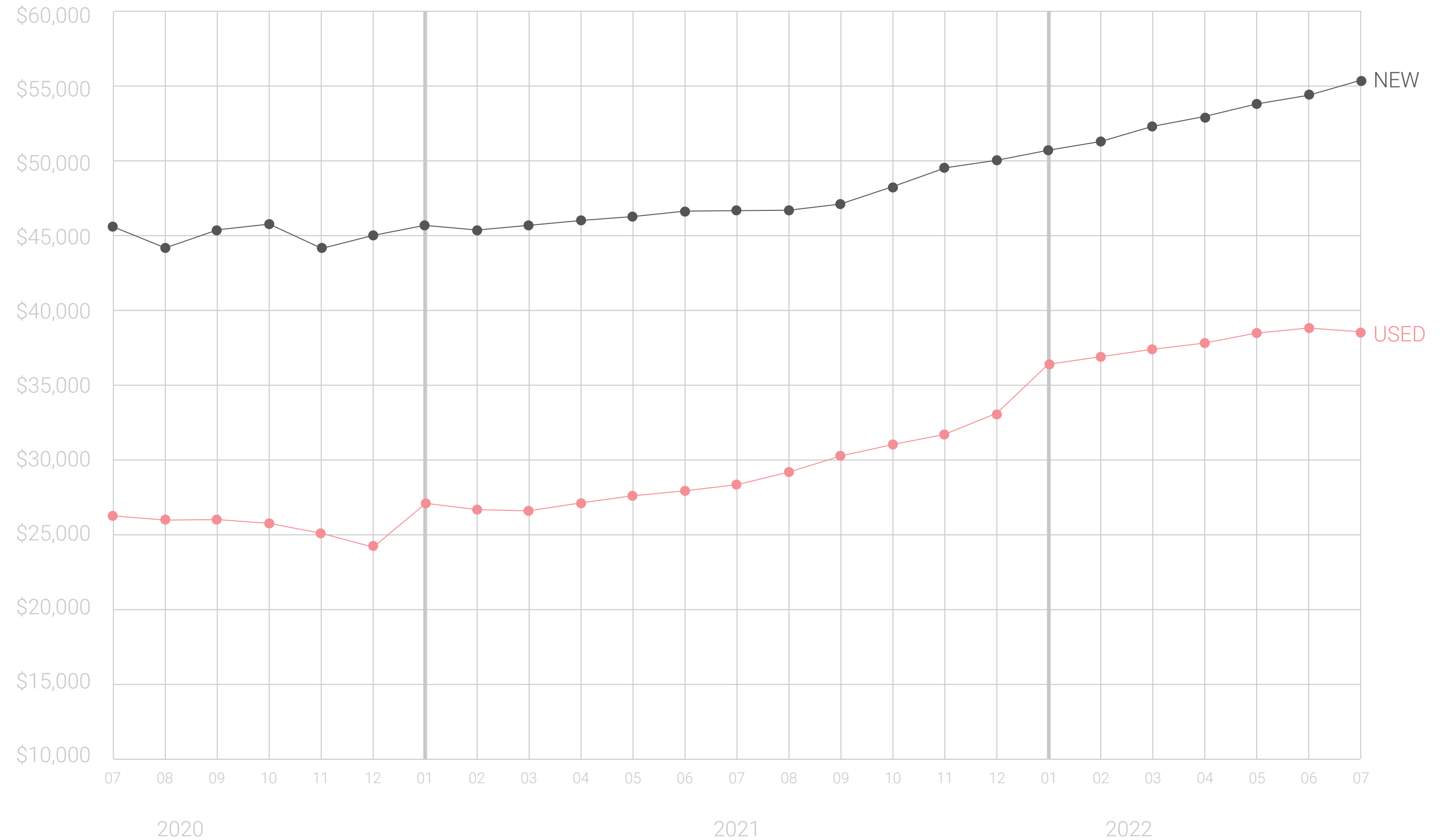
### Average used car prices slightly down for the first time in 18 months

In July 2022 the average price of a used vehicle increased 32% year-over-year, with an average price just shy of \$38,000. New vehicle prices are up 18.1% year-over-year, with the highest average price on record at over \$55,000.

Used vehicle prices have slightly softened month-over-month, for the first time in the last 18 months. Aligned with the increase in vehicle availability, (see [Vehicle Inventory by Quarter \(Used\) p. 10](#)), used vehicle prices appear to have reached their peak.

#### Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of listings monthly on AutoTrader from July 1, 2020 to July 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

\$55,469

▲ 1.5% MOM ▲ 18.1% YOY

USED

\$37,928

▼ -0.4% MOM ▲ 32.0% YOY





# AVERAGE PRICE BY BODY TYPE

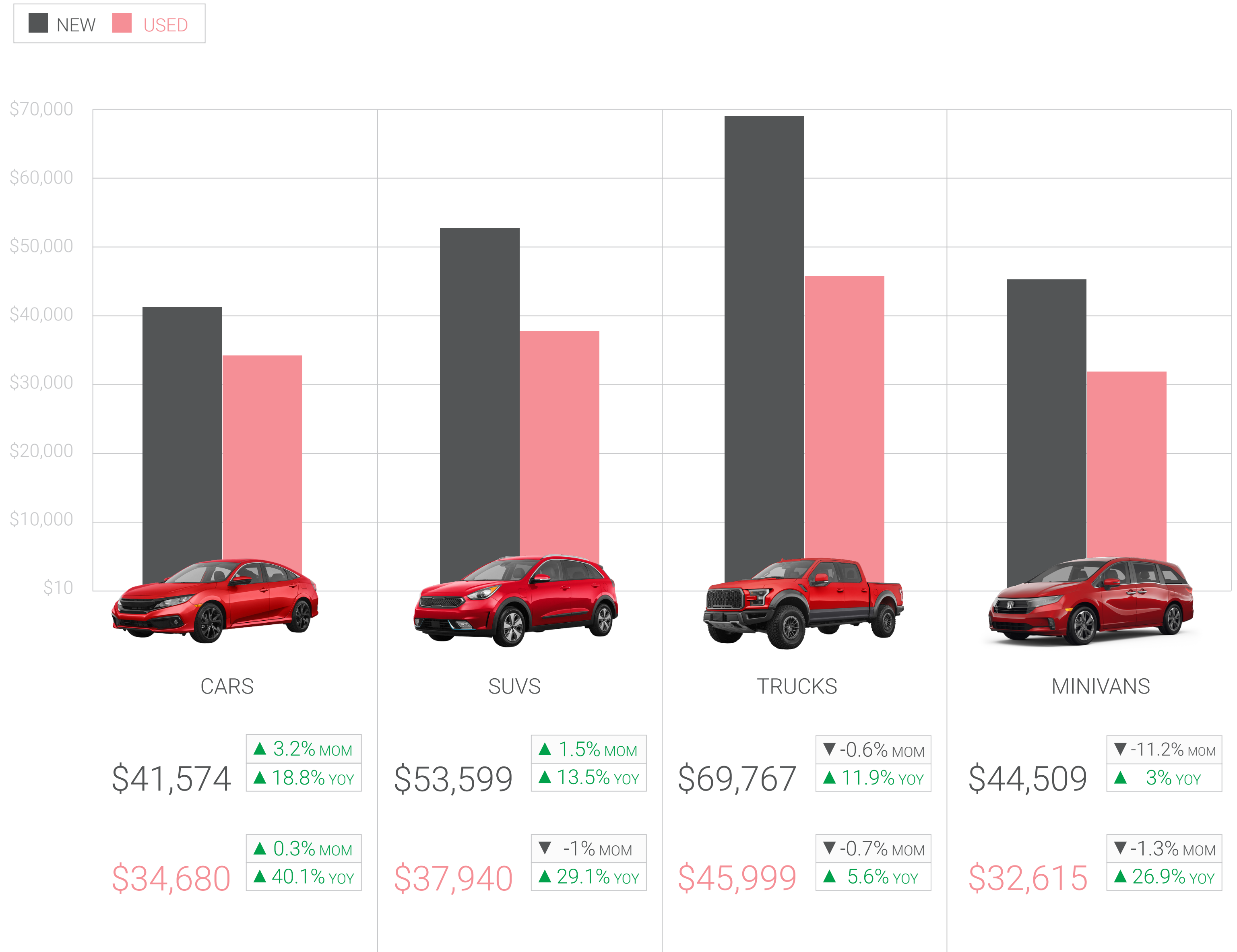
NATIONAL

## Increased availability drives month-over-month decline in new and used truck prices

The used market saw a price reduction to trucks, driven by an increase in availability (see [Vehicle Inventory by Quarter \(Used\) p.10 segment graph](#)). The average price of a used truck is just below \$46,000, 5.6% higher than the same period in 2021. July represents the third consecutive month where used truck prices experienced a month-over-month decline.

### Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of listings monthly on AutoTrader from July 2022, segmented by vehicle type (car, SUV, truck, minivan). This chart focuses on the average price of a vehicle. In addition to average pricing, year-over-year (YOY) price changes from July 1, 2021 to July 31, 2022 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

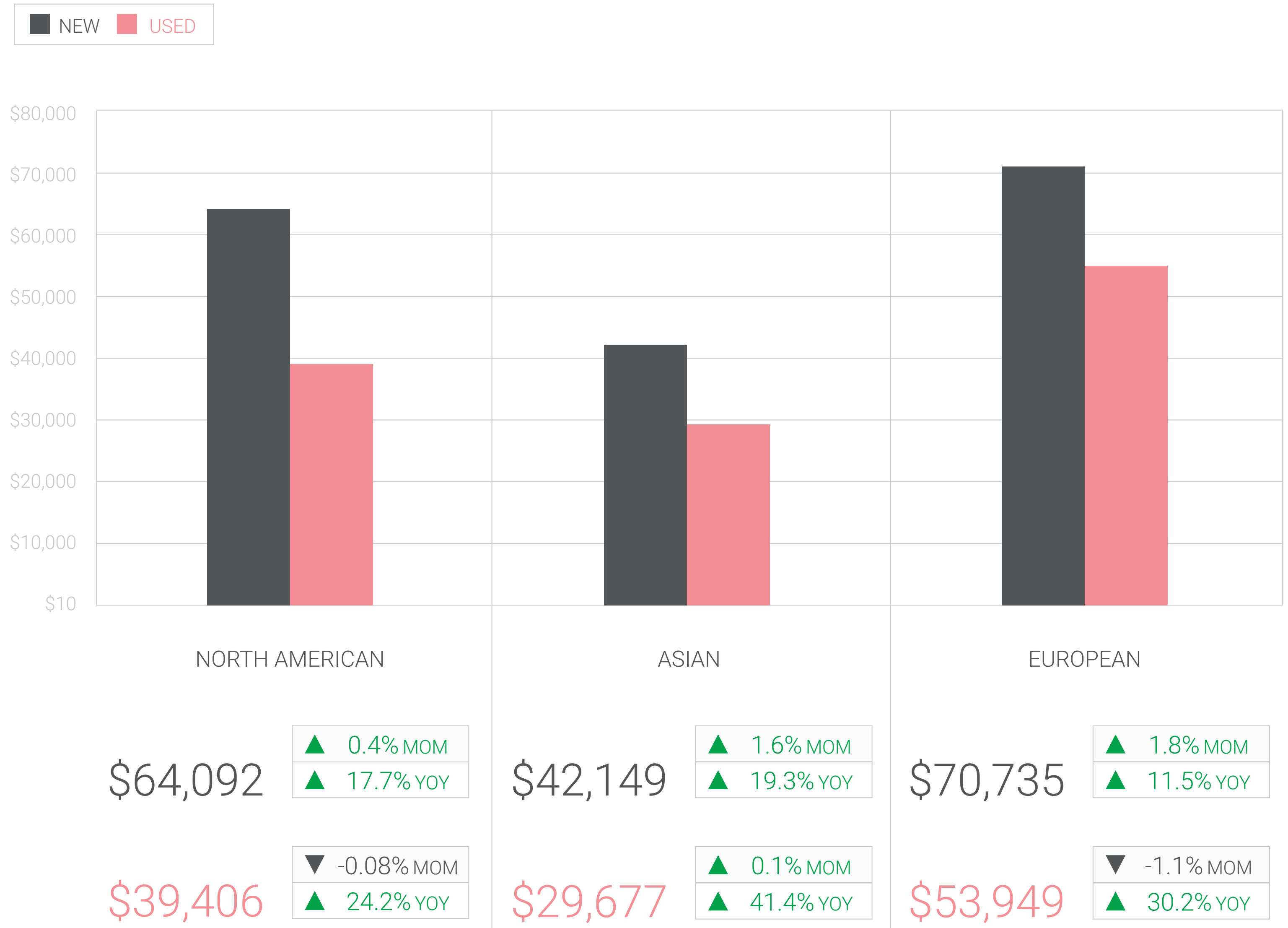
## BY MANUFACTURER

### North American vehicle prices stabilizing

Domestic vehicle prices demonstrated signs of normalization this July. The main driver for this trend is likely the increase in used vehicle inventory from domestic manufacturers. Non-domestic manufacturers, specifically Asian brands, are more sharply impacted by global events and supply chain issues, hence the increase in prices.

#### Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of listings monthly on AutoTrader in July 2022, segmented by manufacturer origin (North America, Asia, Europe). In addition to average pricing, year-over-year (YOY) price changes from July 1, 2021 to July 31, 2022 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)

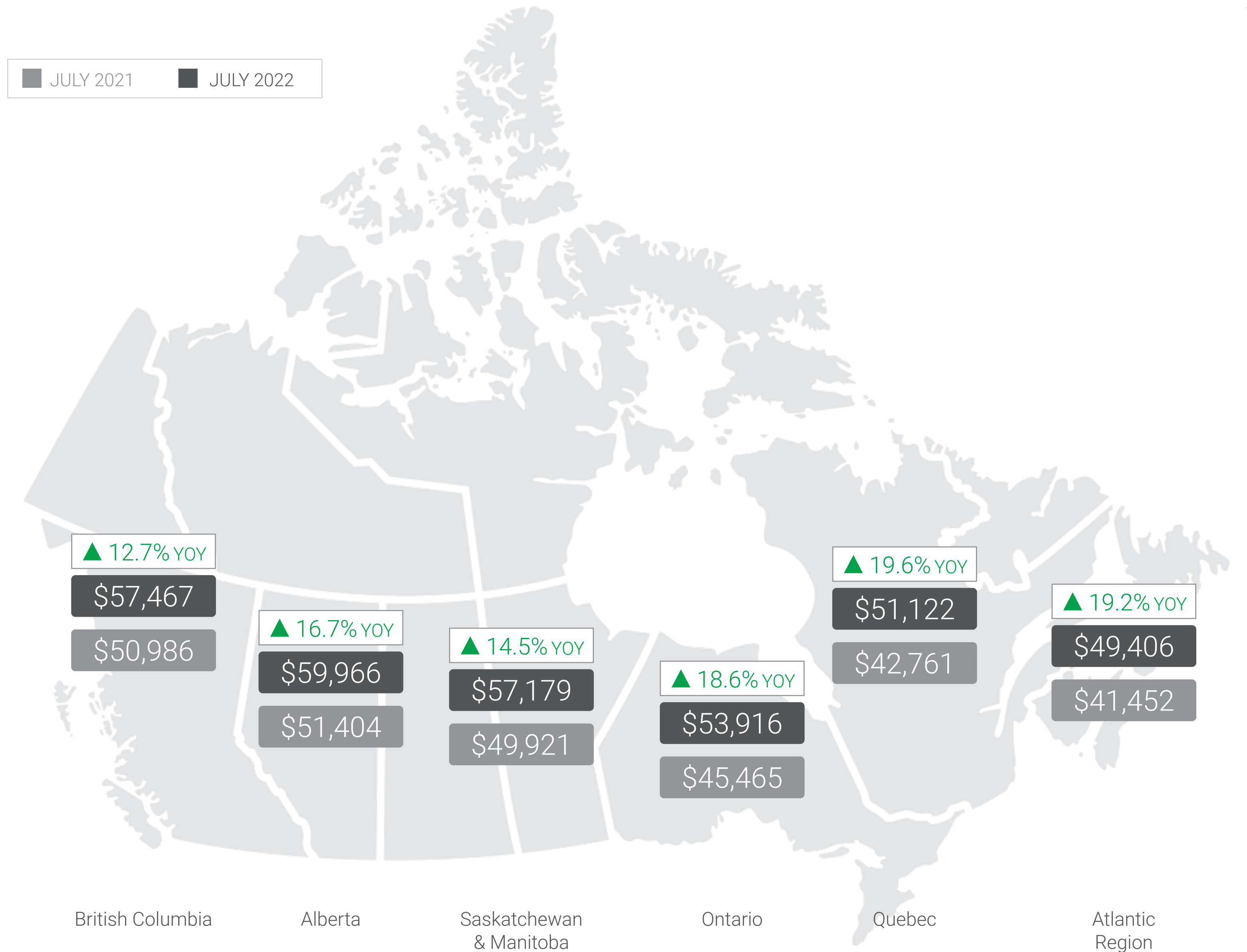
## BY REGION

**Fewer inventory of new vehicle results in sustained price increases across the nation**

New vehicle prices increased across all provinces, fuelled by inventory scarcity. Increases ranged from 12.7% in British Columbia to 19.6% in Quebec, year-over-year.

**Methodology:**

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of new vehicle listings monthly on AutoTrader in July 2021 and July 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

### Used vehicle prices declined month-over-month across all provinces, except in British Columbia

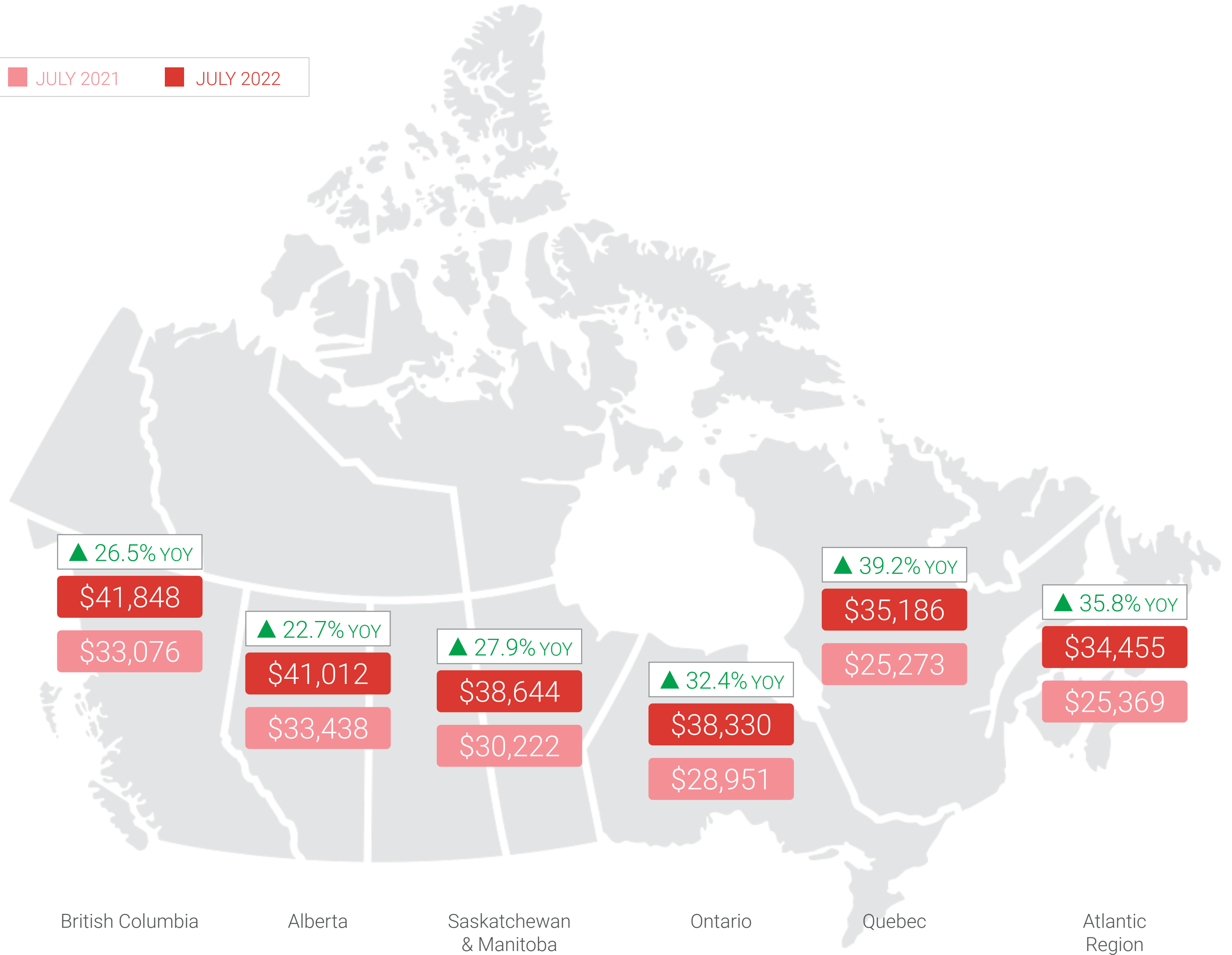
Although used vehicle prices remained on the higher side, it appears that we have reached the peak in most provinces. With British Columbia as the exception, used vehicle prices declined month-over-month across all provinces. AutoTrader's lead conversion volumes by province identifies British Columbia as one of the strongest performers, on a year-over-year basis. This is indicative of higher demand, which could be one of the primary drivers for sustained month-over-month used vehicles price increases in the region.

#### Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of used vehicle listings monthly on AutoTrader in July 2021 and July 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%.



■ JULY 2021 ■ JULY 2022







# VEHICLE INVENTORY (NEW)

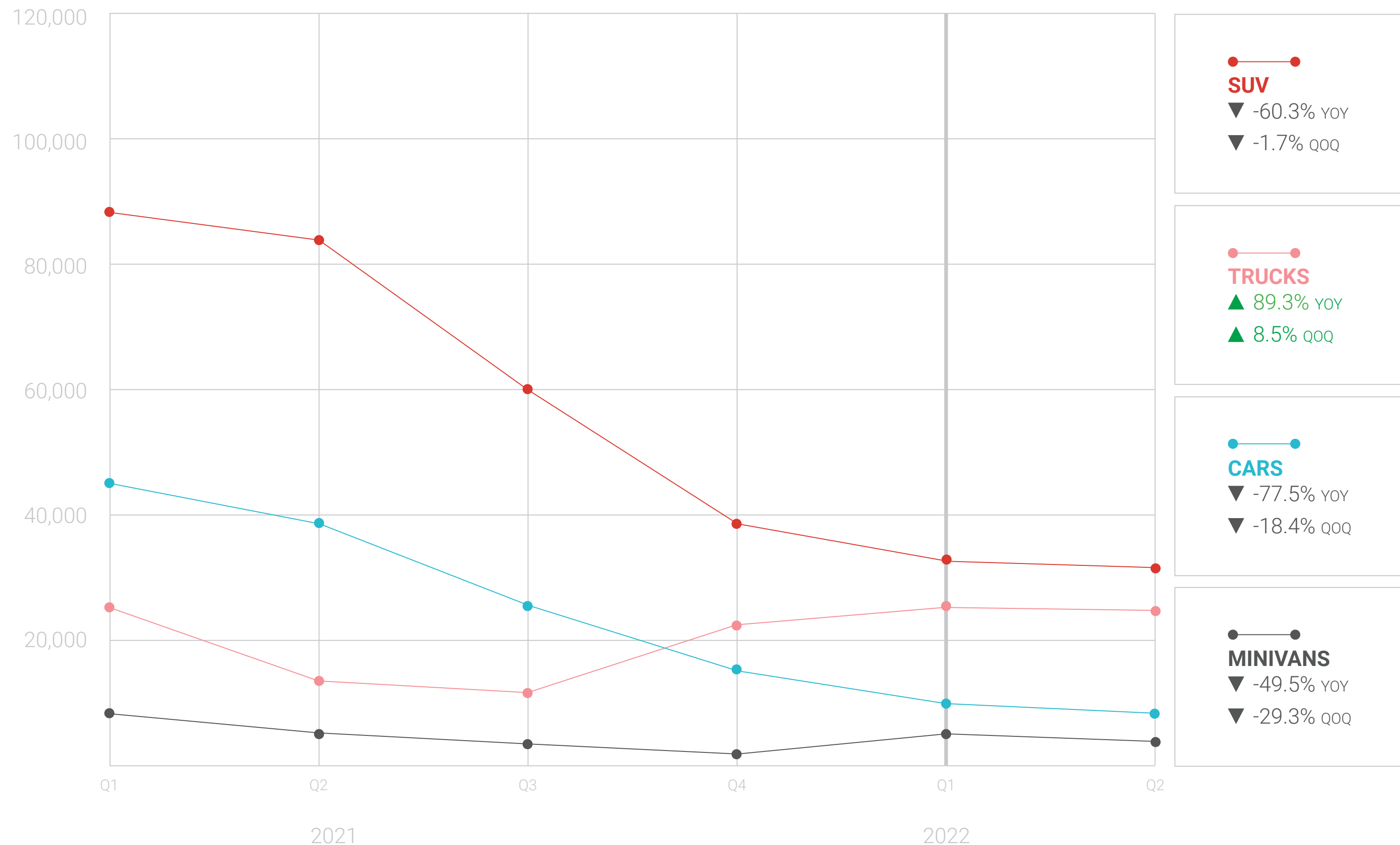
## BY QUARTER

**New vehicle inventory keeps declining resulting in price increases**

Diving into new vehicle prices, inventory scarcity persisted across the last quarter, which resulted in price increases across all segments.

**Methodology:**

This data is the average of the total number of new 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)

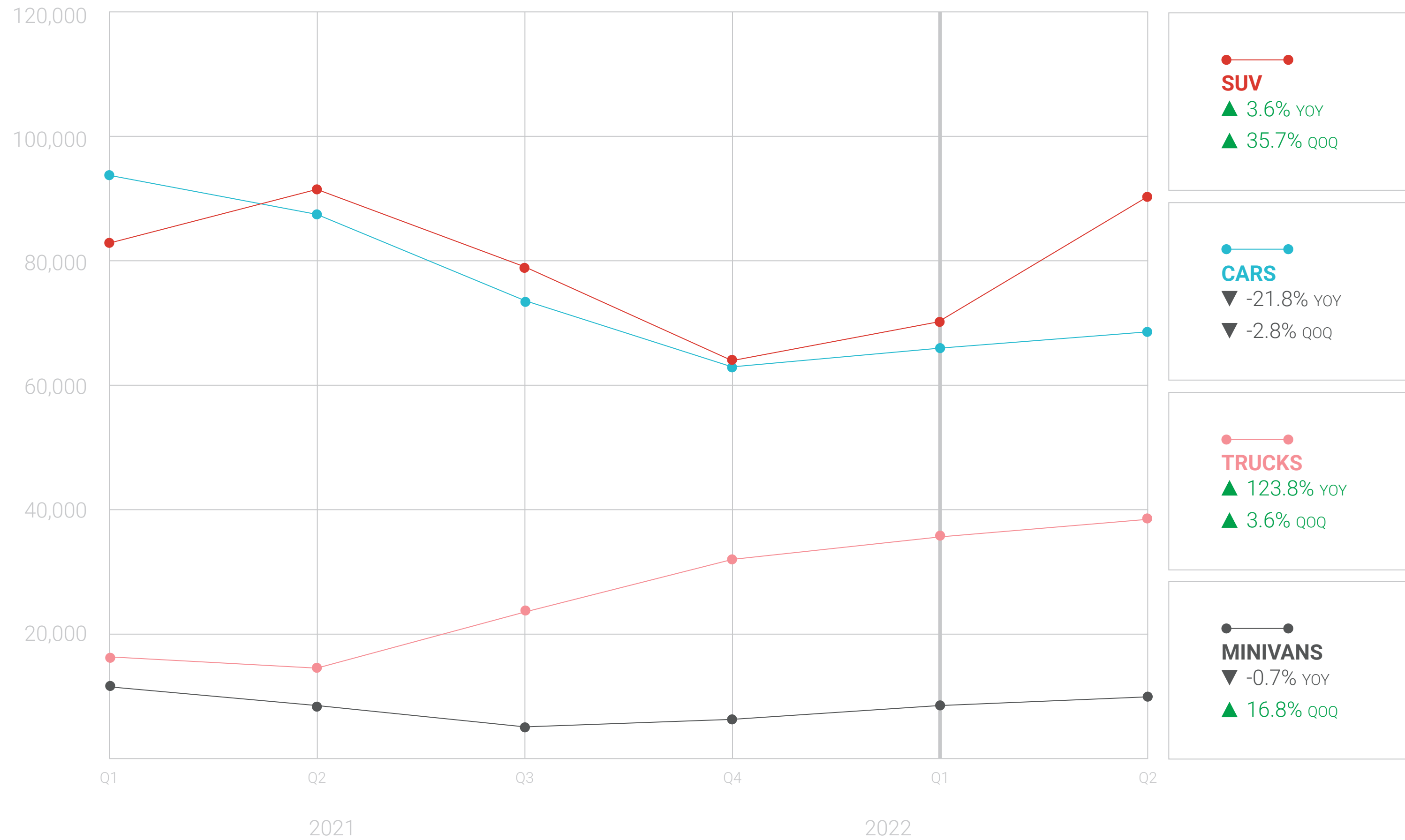
BY QUARTER

**Used vehicle prices appear to have peaked, due to an increase in availability**

Aligned to the increase in used vehicle availability, prices appear to have peaked. Used truck prices have further decreased, inching closer to 2021 prices, driven by a lift in inventory availability.

**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 (JUNE RANKS IN BRACKETS)

### Methodology:

Based on the top ten most commonly searched vehicles for new and used listings, on AutoTrader in July 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 June 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. Honda Civic (#1)		\$34,629	\$17,084
2. Ford Mustang (#2)		\$62,740	\$43,762
3. Ford F-150 (#4) ▲		\$71,946	\$43,858
4. BMW 3 Series (#3) ▼		\$63,757	\$32,891
5. Porsche 911 (#5)		\$ –	\$184,610
6. Mercedes-Benz C-Class (#7) ▲		\$73,686	\$43,317
7. Toyota RAV4 (#6) ▼		\$39,171	\$33,418
8. Chevrolet Corvette (#8)		\$108,459	\$90,399
9. Mercedes-Benz E-Class (#9)		\$96,389	\$58,946
10. Jeep Wrangler (#10)		\$61,458	\$44,190



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