

December 2019:

Québec is the most economical place to buy a car, and more findings from our end-of-year Price Index

\$40,386



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.

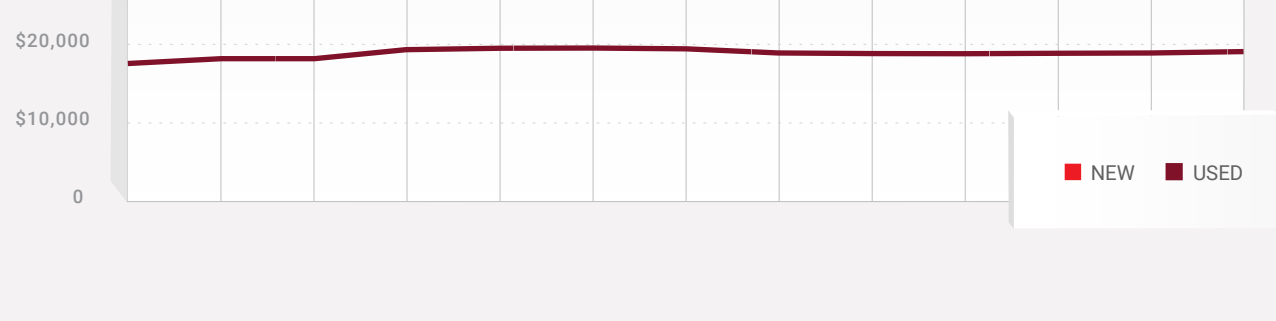
DECEMBER 2019

NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)

NEW \$40,386 ▲ 1.5% YOY

USED \$18,900 ▲ 5.0% YOY



Methodology:

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

DECEMBER 2019

NATIONAL MEDIAN PRICE

By Body Type



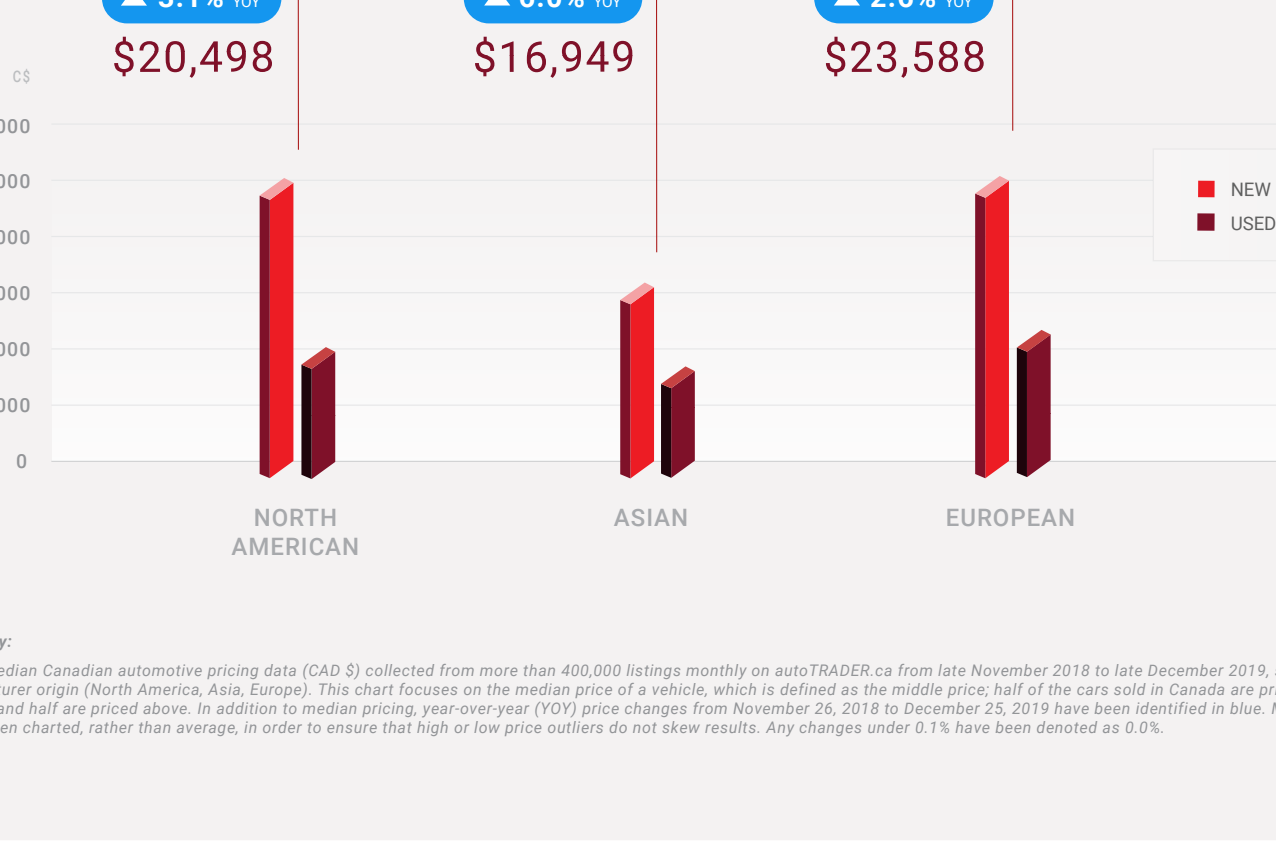
Methodology:

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

DECEMBER 2019

MEDIAN PRICE

By Manufacturer Origin



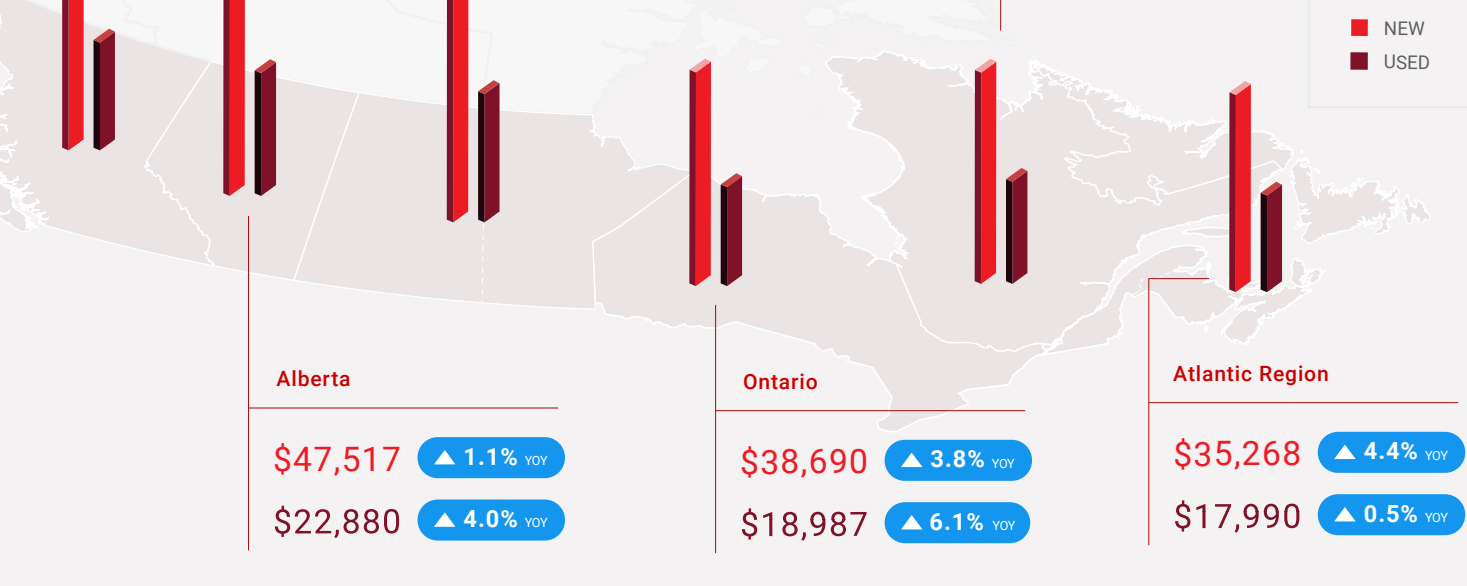
Methodology:

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

DECEMBER 2019

NATIONAL MEDIAN PRICE

By Region

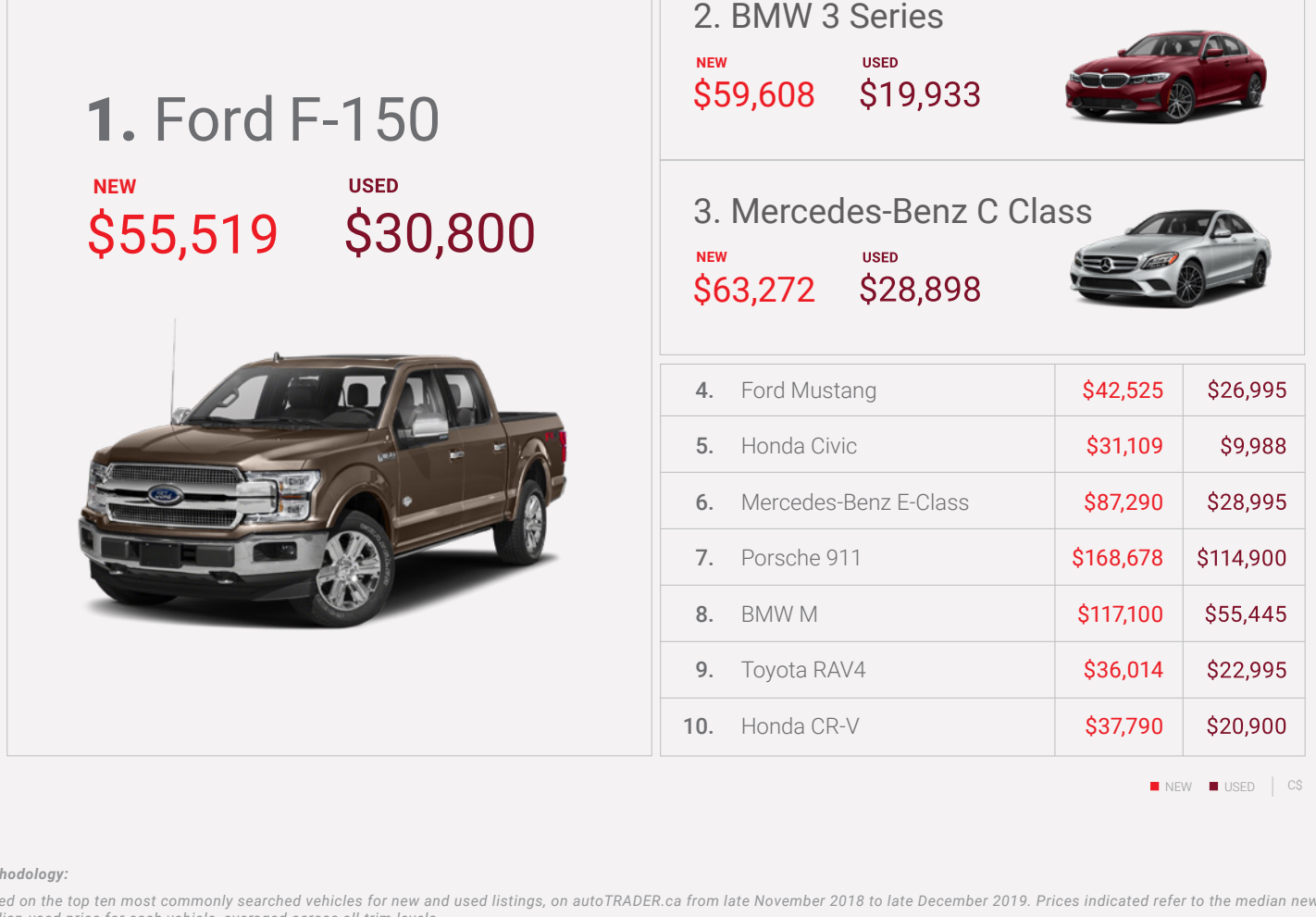


Methodology:

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

DECEMBER 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 November 2018 to late December 2019. Prices indicated refer to the median new and median used price for each vehicle, averaged across all trim levels.

DECEMBER SUMMARY

Truck prices continue upward climb due to growing inventory; new European vehicles are the most expensive compared to Asian and Domestic counterparts and Québec maintains distinction as the most economical region in Canada to purchase a vehicle.

New vehicle prices continue to shatter \$40,000 barrier

In December 2019, the median price of new vehicles continued to stay above the \$40,000 barrier, settling at \$40,386. This accounts for a 0.3% decline month-over-month and a 1.5% increase year-over-year. Meanwhile, used vehicle prices remain stable at \$18,900 translating to a modest increase of 0.1% from last month. Compared to the same period last year, we see an increase of 5.0%.

Québec is the most economical region in Canada to buy a vehicle

Québec ended off the year as the most economical region in Canada to buy new and used vehicles. This was largely due to a greater inventory of sedans, which accounted for 51% of the vehicle composition in the region (36% SUVs and 13% trucks) compared to 42% across the nation. This is a reflection of local consumer preference, as data indicates Québécois tend to favour more practical vehicles like the Honda Civic - the province's top searched model this year. 2019 saw Manitoba and Saskatchewan overtake Alberta as the most expensive region in Canada to purchase a used vehicle. Meanwhile, Alberta retained the highest median price for new vehicles and the Maritimes were the most economical at the start of the year, but lost out to Québec by the end of 2019.

New vehicle price growth is strongest in B.C., up 3.3% from last month, ending the year at \$43,375. B.C. is the only market to have a notable price increase in Canada month-over-month. The Maritimes and Manitoba and Saskatchewan experienced a decline in prices by 2.8% and 3.0% respectively from last month, and new vehicle prices in Québec remained flat, ending the year at \$34,104. From a used vehicle price perspective, Québec saw the greatest increase month-over-month, up 1.3%. Prices in Alberta settled at \$22,880, recovering from early 2019 to end the year up 4.0%.

Truck prices gain ground

New sedans, trucks, and SUVs are all up month-over-month by 1.5%, 0.2%, and 0.7% respectively as manufacturers continue to replace 2019 models with an updated 2020 lineup. New trucks experienced the greatest year-over-year growth of 5.7%, followed by sedans, up 4.9%. The same cannot be said for new SUV prices, which experienced a decline of 0.2%, a trend we will continue to monitor. Our data confirms that used vehicle prices have remained relatively flat, with minimal growth. Used sedans and truck prices registered a slight increase of 1.4% and 0.7% year-over-year, with no change month-over-month, while used SUV prices are up 2.4% year-over-year, and only 0.1% month-over-month.

European vehicles are most expensive despite challenge from Domestic

New European vehicle prices closed out the year with a 1.0% increase month-over-month, with a median price of \$50,935, while new Domestic vehicles grew at a more modest rate of 0.7% month-over-month, settling at \$50,680. The steady 5.4% increase new Domestic vehicle prices experienced over the last year was not enough to overtake European vehicles, despite the median price of new European vehicles ending the year down 1.0%. Asian manufactured vehicles continue a slow climb to \$31,899 accounting for a 0.7% increase month-over-month, and bringing the year-over-year increase to 2.7%. When it comes to used vehicles, we are seeing a slightly different story with European models up 0.4% month-over-month, Domestic models up 0.3% and Asian models up 0.4% respectively.

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