

## OVERVIEW

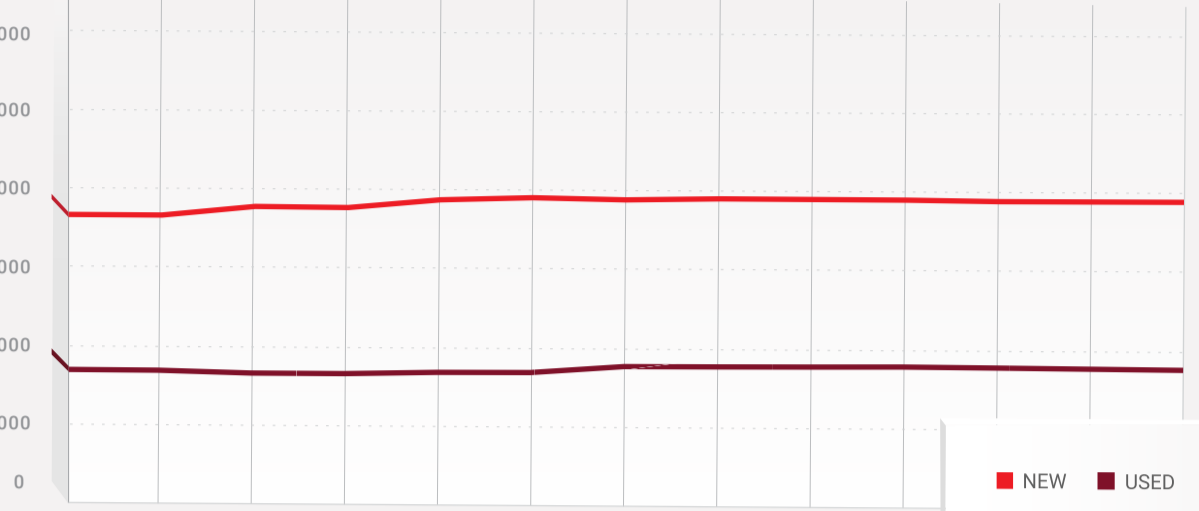
The autoTRADER.ca Price Index offers a monthly view of the Canadian automotive market by analyzing vehicle pricing data associated with over 400,000 new and used vehicle listings, bringing you the latest in pricing shifts and trends over time.

JULY 2019

## NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)

**NEW** \$39,107 ▲ 3.5% YOY | **USED** \$18,799 ▲ 6.8% YOY



**Methodology:**

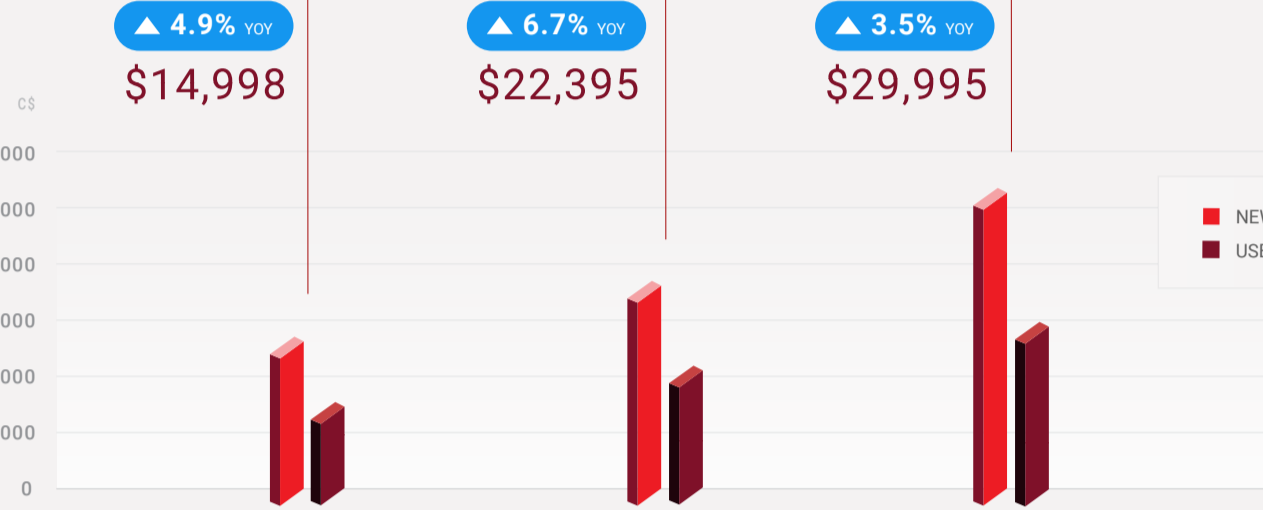
Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late June 2018 to late July 2019. This chart focuses on the median price of a vehicle, which is defined as the middle price; half of the cars sold in Canada are priced below the median and half are priced above. In addition to median pricing, year-over-year (YOY) price changes from June 26, 2018 to July 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

JULY 2019

**CAR** NEW \$27,245 ▲ 5.1% YOY | USED \$14,998 ▲ 4.9% YOY  
**SUV** NEW \$37,049 ▲ 1.6% YOY | USED \$22,395 ▲ 6.7% YOY  
**TRUCK** NEW \$53,609 ▲ 5.9% YOY | USED \$29,995 ▲ 3.5% YOY



**Methodology:**

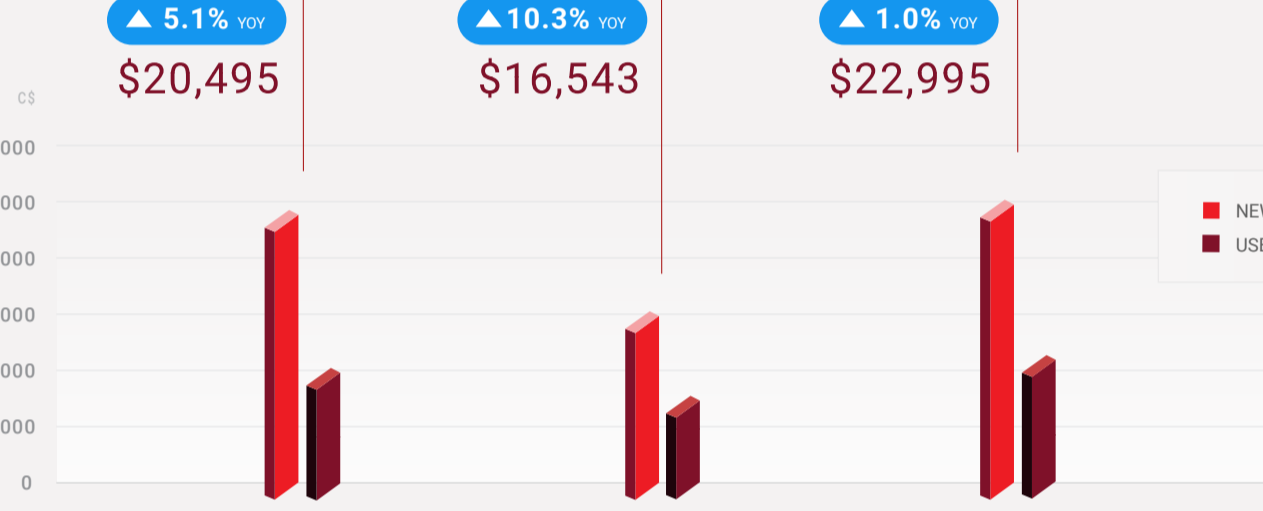
Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late June 2018 to late July 2019, segmented by vehicle type (car, SUV, truck). This chart focuses on the median price of a vehicle, which is defined as the middle price; half 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 June 26, 2018 to July 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

JULY 2019

**NORTH AMERICAN** NEW \$48,740 ▲ 5.8% YOY | USED \$20,495 ▲ 5.1% YOY  
**ASIAN** NEW \$30,634 0.0% YOY | USED \$16,543 ▲ 10.3% YOY  
**EUROPEAN** NEW \$50,520 ▲ 2.5% YOY | USED \$22,995 ▲ 1.0% YOY



**Methodology:**

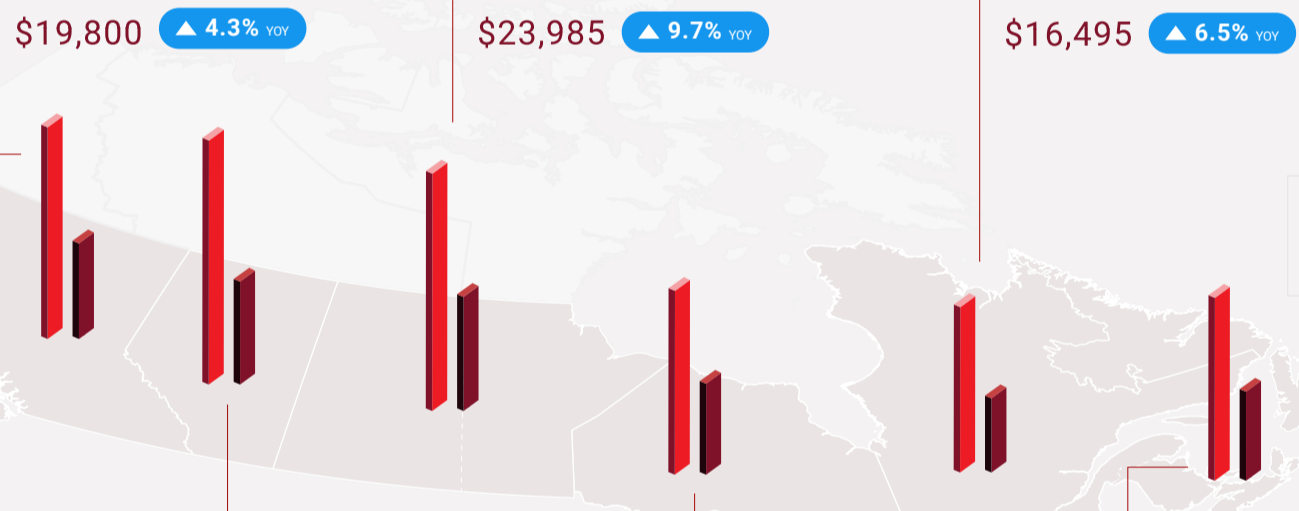
Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late June 2018 to late July 2019, segmented by manufacturer origin (North America, Asia, Europe). This chart focuses on the median price of a vehicle, which is defined as 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 June 26, 2018 to July 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

JULY 2019

**British Columbia** NEW \$40,013 ▲ 1.9% YOY | USED \$19,800 ▲ 4.3% YOY  
**Manitoba and Saskatchewan** NEW \$45,538 ▲ 10.0% YOY | USED \$23,985 ▲ 9.7% YOY  
**Québec** NEW \$32,919 ▼ 0.3% YOY | USED \$16,495 ▲ 6.5% YOY



**Methodology:**

Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late June 2018 to late July 2019. The Atlantic region is defined as: Nova Scotia, New Brunswick, Prince Edward Island & 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 June 26, 2018 to July 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

JULY 2019

<b>1. Ford F-150</b> NEW \$53,684   USED \$29,000		
	NEW \$40,444	USED \$25,759
<b>2. Ford Mustang</b>		
	NEW \$40,444	USED \$25,759
<b>3. BMW 3 Series</b>		
	NEW \$58,122	USED \$17,995
4. Mercedes-Benz C-Class	\$60,131	\$28,494
5. Honda Civic	\$30,567	\$10,480
6. Porsche 911	\$164,935	\$94,800
7. BMW M	\$120,409	\$55,000
8. Jeep Wrangler	\$49,990	\$30,750
9. Mercedes-Benz E-Class	\$85,532	\$28,995
10. Chevrolet Corvette	\$84,059	\$37,500

**Methodology:**

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

## JULY SUMMARY

Canadian automotive prices have risen by 3.5% (new) and 6.8% (used) compared to July 2018. The median price for new trucks increased year-over-year by 5.9%, compared to a 1.6% increase in the price of new SUVs. Compared to the same time last year, the median price across used sedans, SUVs, and trucks all increased 4.9%, 6.7% and 3.5% respectively.

Regionally, Manitoba and Saskatchewan saw the highest year-over-year increase in new vehicle median price (10%) across the country. The prices of sedans and trucks increased within the region by 6.7% and 2.7% respectively, while SUV pricing remained steady. Ontario saw the largest year-over-year increase by 10.3% for used vehicle pricing. In the region, the median price of sedans, SUVs and trucks, increased significantly by 8.3%, 8.2% and 6.7% respectively, driven by the increase in prices of sedans and SUVs.

Asian manufactured used vehicles saw the most significant increase in price year-over-year by 10.3%. The median price of North American new vehicles increased by 5.8%, most likely driven by the increased price and inventory of North American vehicles, and growth of the truck inventory in this region.

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