

## November 2019: Domestic Challenge Europeans for Top Pricing

## 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.

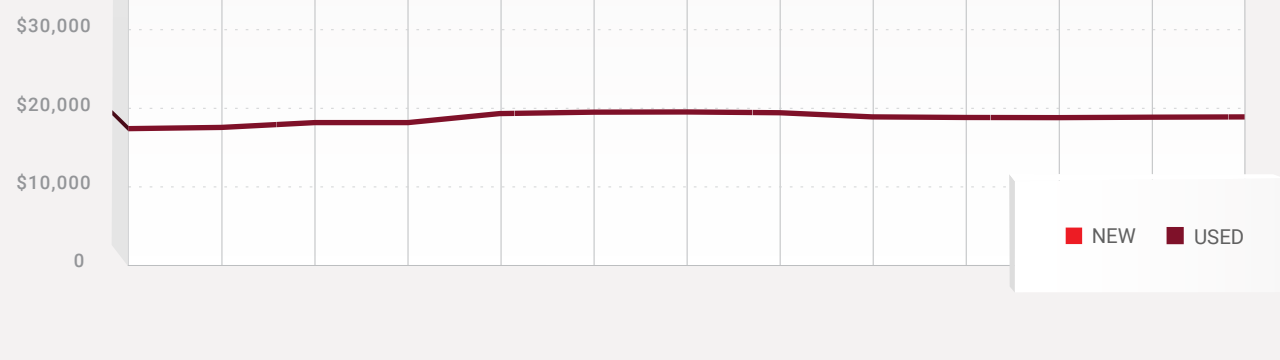
NOVEMBER 2019

## NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)

**NEW** \$ 40,490 ▲ 2.3% YOY

**USED** \$ 18,888 ▲ 7.4% YOY

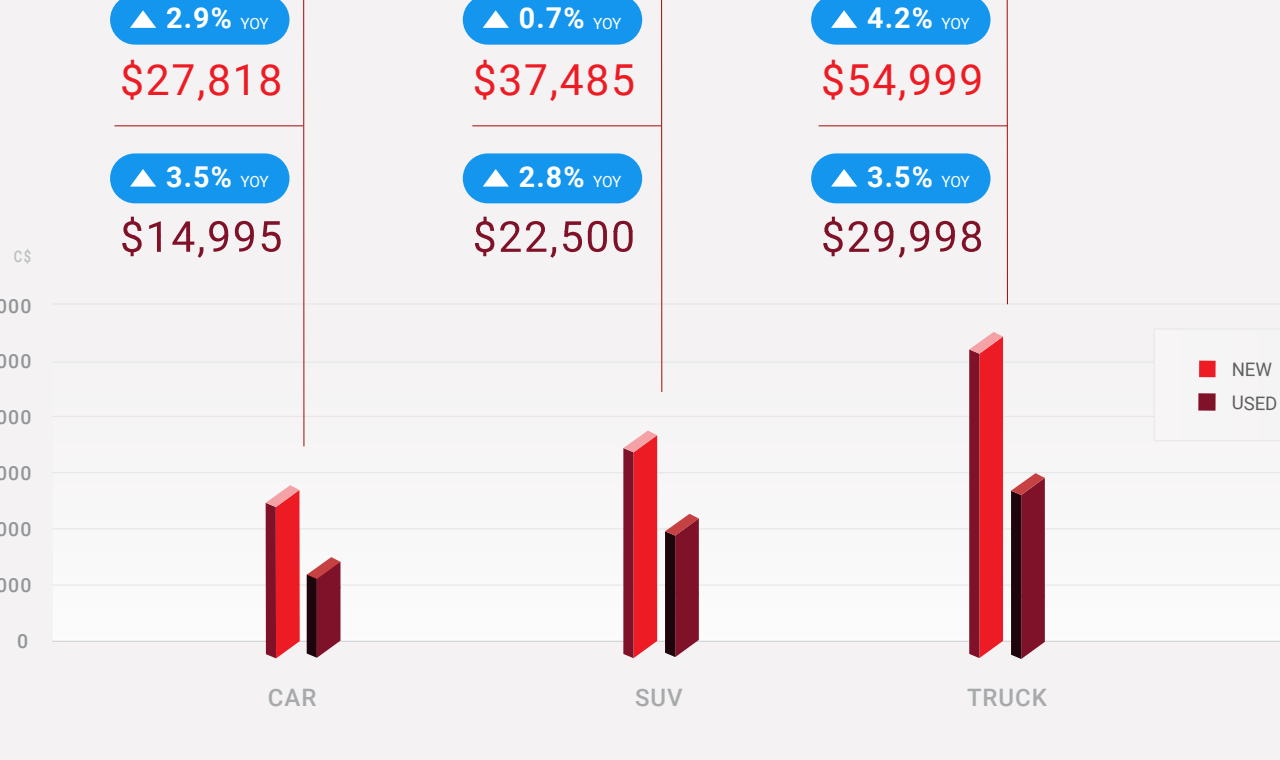


**Methodology:** Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late October 2018 to late November 2019. This chart focuses on the median price of a vehicle, which is defined as the middle price; half of the cars sold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

NOVEMBER 2019

## NATIONAL MEDIAN PRICE

By Body Type

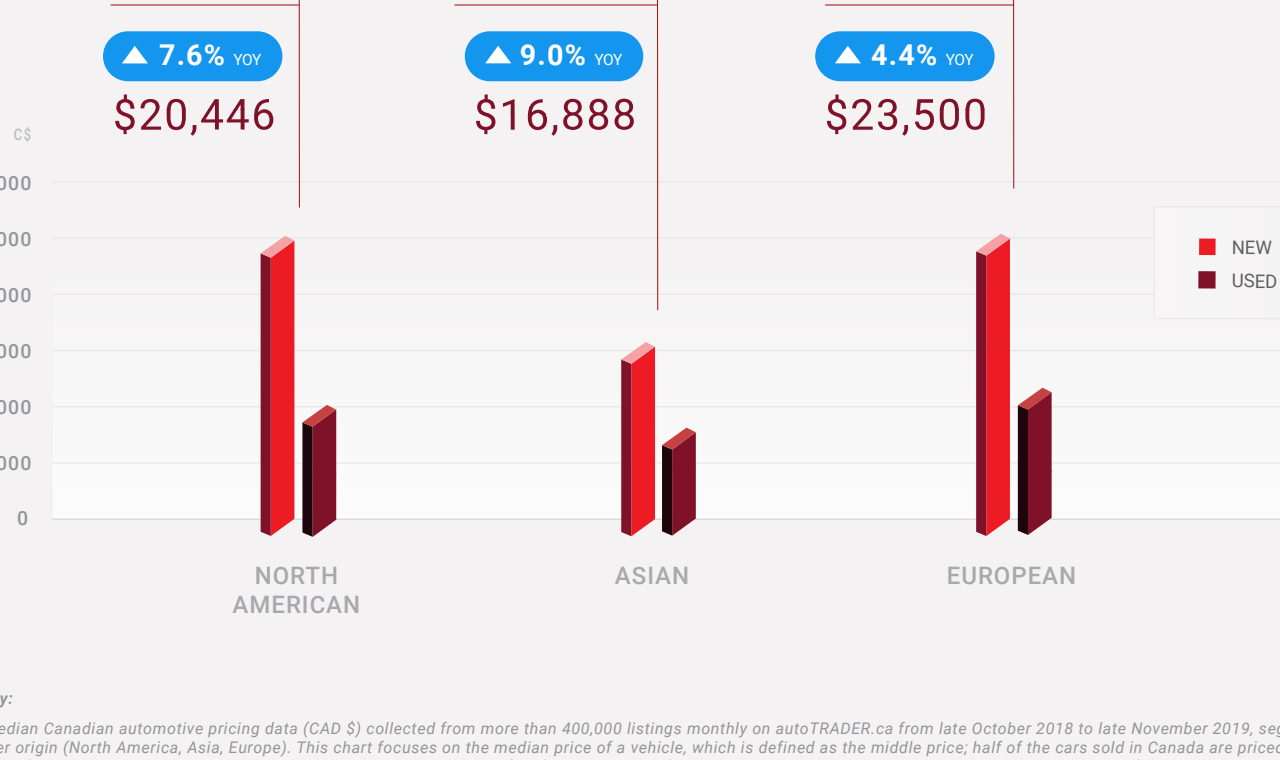


**Methodology:** Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late October 2018 to late November 2019, segmented by vehicle type (car, SUV, truck). This chart focuses on the median price of a vehicle, which is defined 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 October 26, 2018 to November 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%.

NOVEMBER 2019

## MEDIAN PRICE

By Manufacturer Origin

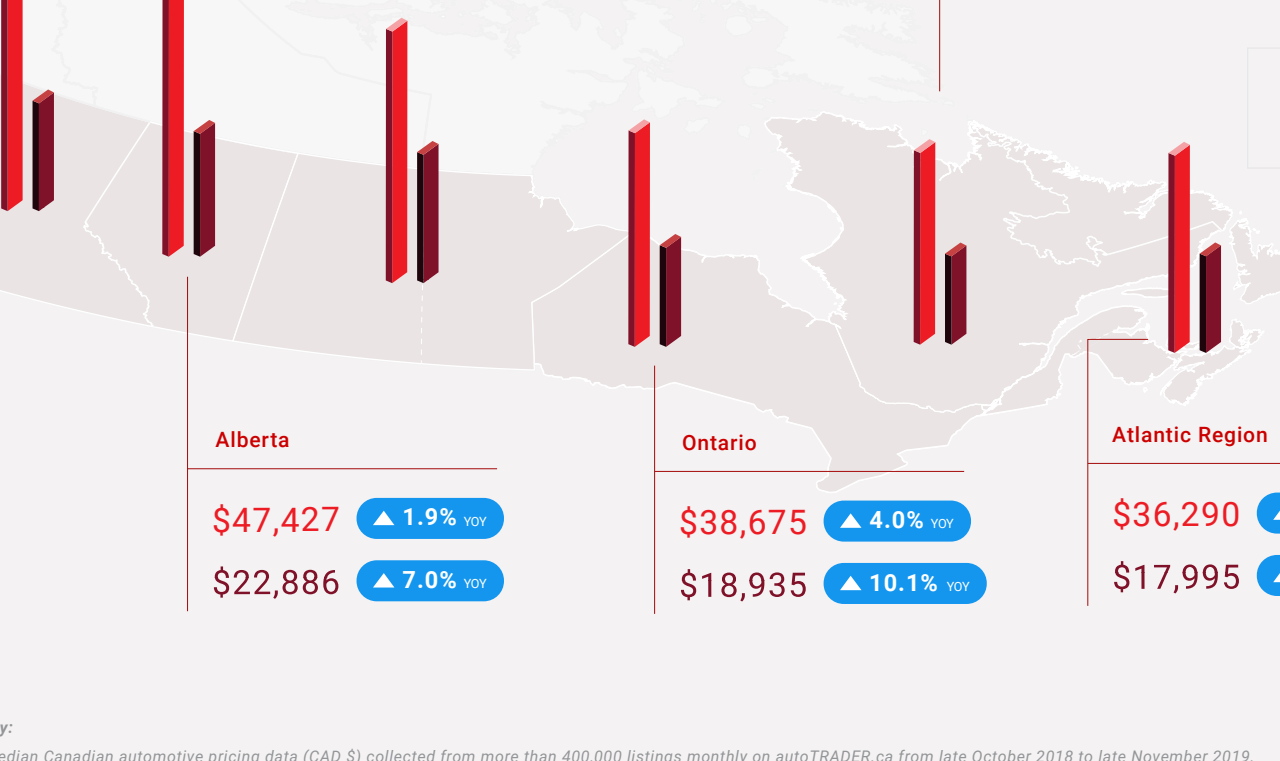


**Methodology:** Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late October 2018 to late November 2019, segmented by manufacturer origin (North America, Asia, Europe). This chart focuses on the median price of a vehicle, 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 October 26, 2018 to November 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%.

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## 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 October 2018 to late November 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 October 26, 2018 to November 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%.

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## NATIONAL TOP SEARCHED VEHICLES

<b>1. Ford F-150</b> NEW \$54,374 USED \$30,909	<b>2. BMW 3 Series</b> NEW \$59,470 USED \$19,883		
	<b>3. Mercedes-Benz C Class</b> NEW \$61,352 USED \$28,495		
	4. Honda Civic	\$30,848	\$9,999
	5. Ford Mustang	\$41,032	\$25,900
	6. Toyota RAV4	\$35,784	\$22,875
	7. Porsche 911	\$166,889	\$100,988
	8. BMW M	\$117,100	\$54,910
	9. Mercedes-Benz E-Class	\$87,238	\$28,900
	10. Honda CR-V	\$36,964	\$20,994

**Methodology:** Based on the top ten most commonly searched vehicles for new and used listings, on autoTRADER.ca from late October 2018 to late November 2019. Prices indicated refer to the median new and median used price for each vehicle, averaged across all trim levels.

## NOVEMBER SUMMARY

The median price of new vehicles has broken through the \$40,000 barrier for the first time across Canada in 2019, settling at \$40,490. This accounts for a 1.5% increase month-over-month and a 2.3% increase year-over-year. Meanwhile, used vehicle prices remain stable month-over-month at \$18,888, and have increased 7.4% year-over-year.

### Domestics challenge Europeans for top pricing

New Domestic prices are settling in at a median price of \$50,341, just under the \$50,440 new European vehicle price in November. While European prices have declined from the previous month, Domestic brands have experienced a steady increase in the past couple months, largely due to trucks owning a larger market share. Asian manufactured vehicles continue their slow and steady climb, currently sitting at \$31,665, a 2.2% increase month-over-month, bringing the year-over-year increase to an even 1%. Used European vehicle prices remain flat month-over-month at \$23,500, while Domestic models have risen to \$20,446, up 2.2% compared to last month. This trend would need to continue for a few more months before we see the prices of used European models and Domestic models converge. Used Asian vehicle prices have also flattened month-over-month, ending November at \$16,888.

### Truck prices pick up steam

New sedans, trucks, and SUVs are all up month-over-month by 1.6%, 1.4%, and 1% respectively. Our data suggests this is in large part due to manufacturers releasing their new 2020 models in Q4 as well as a change in the composition of the market. At the beginning of 2019, we saw a sedan to truck to SUV ratio of 34/25/41 on the marketplace. As of November 2019, this ratio has adjusted to 30/31/39, an indication that Canadian appetite for sedans is waning in the truck category. Trucks are experiencing the greatest year-over-year increase at 4.2% followed by sedans, which are up 2.9%, and SUVs lagging behind with a 0.7% increase. We are seeing similar trends on the used side of the equation with sedans and trucks up 3.4% year-over-year, while SUVs are experiencing a more modest increase of 2.8%.

### Alberta vehicle prices in recovery mode

Across Canada, used vehicle prices have remained stable in November except for the Atlantic region and Quebec, which dropped 2.7% and 0.7% compared to last month. Meanwhile, in Alberta, new vehicle prices continue their recovery settling in at \$47,427, up 1.6% month-over-month.

Used vehicle prices in the province also continue to rise at 4.1% month-over-month. Will this rebound continue despite the depressed oil market? Stay tuned for the autoTRADER.ca December Price Index to see how this trend unfolds.

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