

October 2020:
Canadian median vehicle prices experience second consecutive month-over-month increase as high demand meets lower inventory supply

OVERVIEW

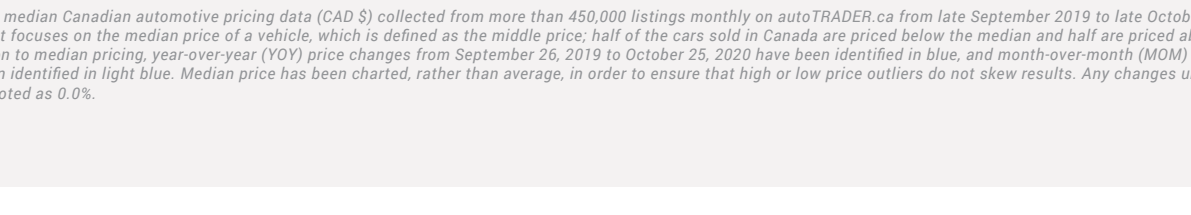
The autoTRADER.ca Price Index offers a monthly view of the Canadian automotive market by analyzing vehicle pricing data associated with over 450,000 new and used vehicle listings, bringing you the latest in pricing shifts and trends over time.

OCTOBER 2020

NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)

NEW \$ 38,494 ▲ 2.9% MOM ▼ 3.4% YOY **USED** \$ 19,495 ▲ 5.7% MOM ▲ 3.7% YOY



Methodology:

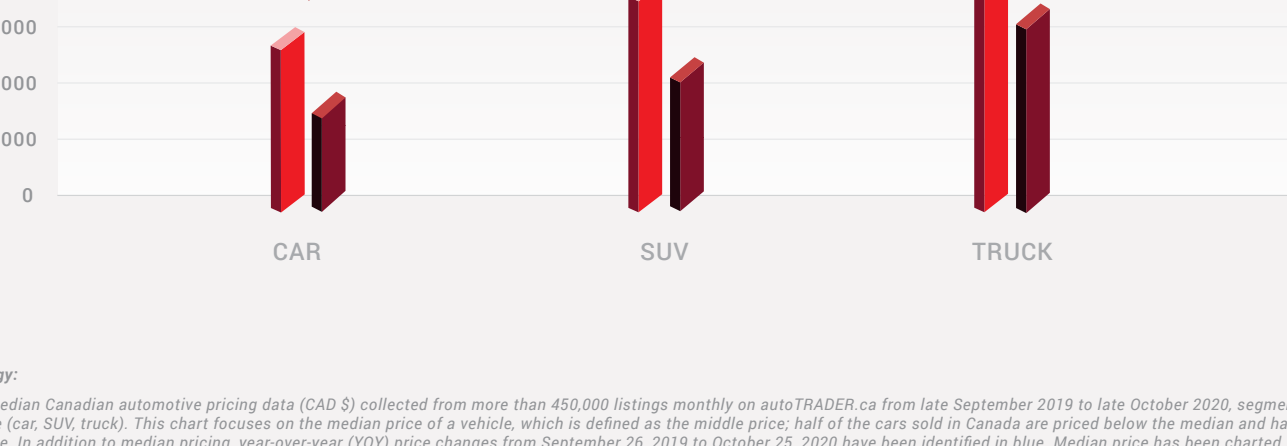
Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late September 2019 to late October 2020. This chart focuses on the median price of a vehicle, which is defined as the middle price; half of the cars sold in Canada are priced below the median and half are priced above. In addition to median pricing, year-over-year (YOY) price changes from September 26, 2019 to October 25, 2020 have been identified in blue, and month-over-month (MOM) price changes have been identified in light 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%.

OCTOBER 2020

NATIONAL MEDIAN PRICE

By Body Type

CAR ▲ 7.0% YOY \$29,281 ▲ 6.6% YOY
SUV ▲ 2.8% YOY \$38,148 ▲ 0.5% YOY
TRUCK ▲ 10.3% YOY \$59,815 ▲ 16.2% YOY



Methodology:

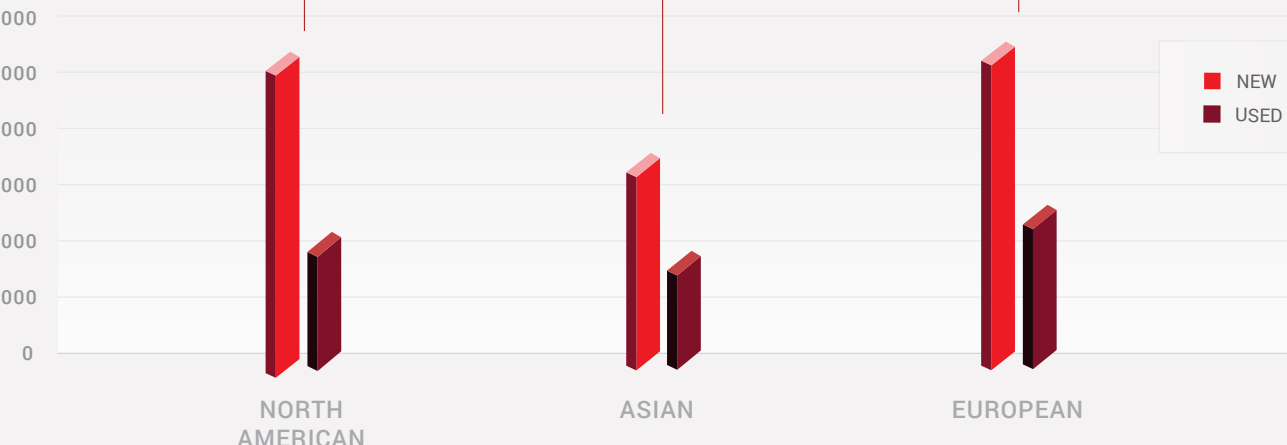
Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late September 2019 to late October 2020, segmented by manufacturer origin (North America, Asia, Europe). This chart focuses on the median price of a vehicle, which is defined 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 September 26, 2019 to October 25, 2020 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%.

OCTOBER 2020

MEDIAN PRICE

By Manufacturer Origin

NORTH AMERICAN ▲ 7.1% YOY \$52,468 ▲ 5.0% YOY
ASIAN ▲ 5.2% YOY \$32,624 ▲ 3.3% YOY
EUROPEAN ▲ 1.4% YOY \$53,092 ▲ 14.8% YOY



Methodology:

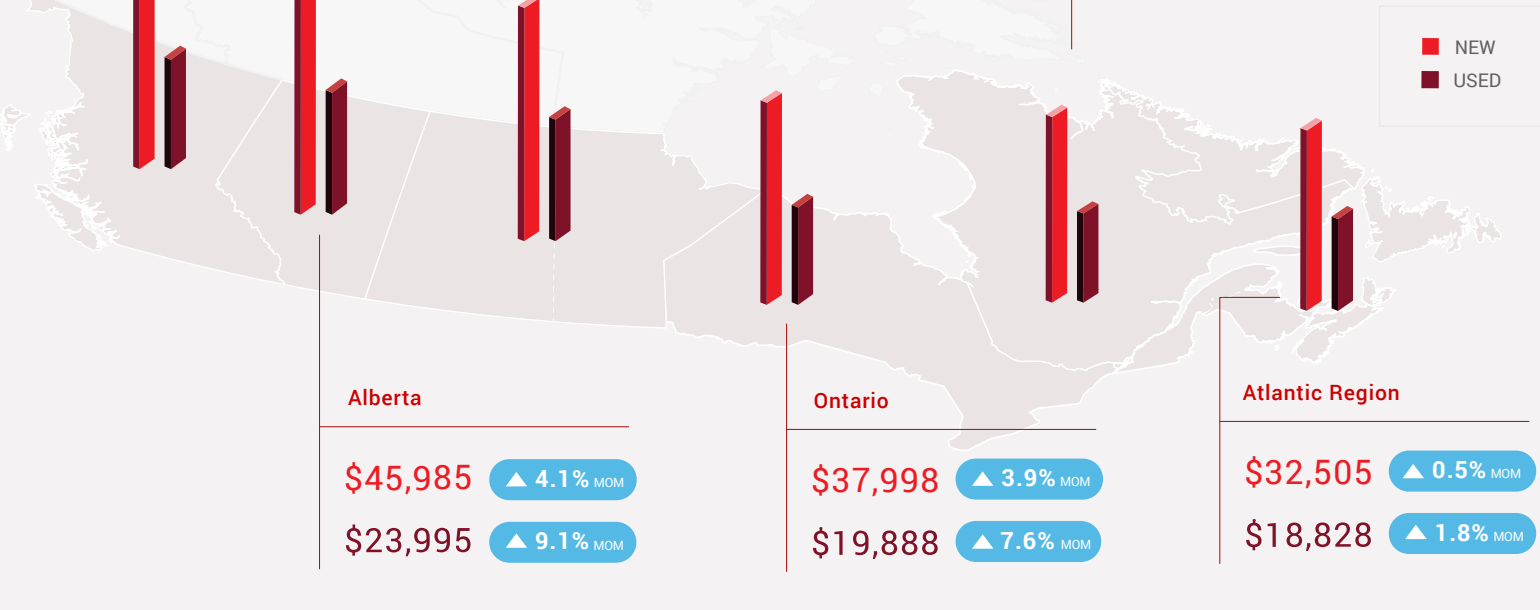
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OCTOBER 2020

NATIONAL MEDIAN PRICE

By Region (MOM)

British Columbia ▲ 1.7% MOM \$40,795 ▲ 12.9% MOM \$21,893
Manitoba and Saskatchewan ▲ 6.5% MOM \$44,058 ▲ 2.6% MOM \$23,488
Quebec ▲ 0.8% MOM \$33,730 ▲ 3.1% MOM \$16,495



Methodology:

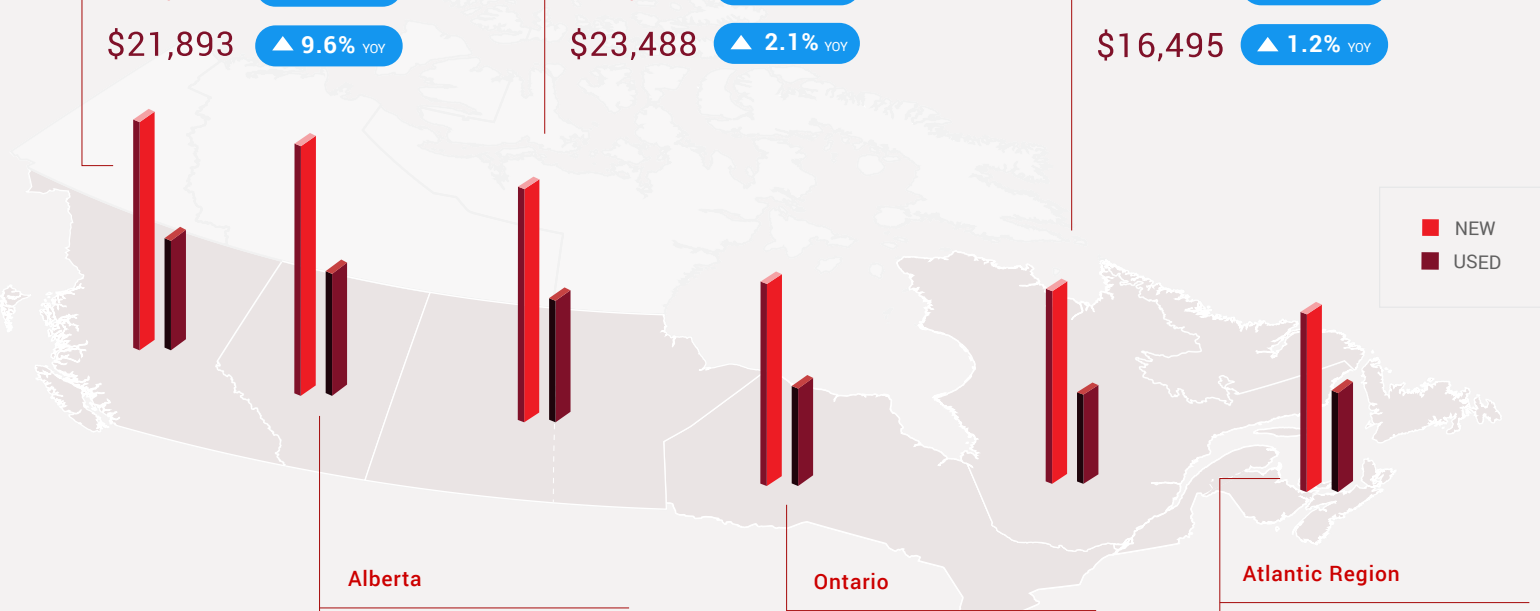
Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late July 2020 to late September 2020. The Atlantic region is defined as: Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland & Labrador. Due to limited population 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 September 26, 2019 to October 25, 2020 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%.

OCTOBER 2020

NATIONAL MEDIAN PRICE

By Region (YOY)

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Manitoba and Saskatchewan ▼ 0.9% YOY \$44,058 ▲ 2.1% YOY \$23,488
Quebec ▼ 0.4% YOY \$33,730 ▲ 1.2% YOY \$16,495



Methodology:

Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late September 2019 to late October 2020. 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 September 26, 2019 to October 25, 2020 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%.

OCTOBER 2020

NATIONAL TOP SEARCHED VEHICLES

(September ranks appear in brackets)

<p>1. Ford F-150 (#1)</p> <p>NEW \$53,469 USED \$33,995</p>	<p>2. Ford Mustang (#2)</p> <p>NEW \$44,565 USED \$29,490</p>
<p>3. BMW 3 Series (#3)</p> <p>NEW \$57,710 USED \$22,980</p>	<p>4. Mercedes Benz C-Class (#4) \$59,975 \$31,899</p> <p>▲ 5. Porsche 911 (#6) \$163,675 \$119,973</p> <p>▼ 6. Honda Civic (#5) \$31,945 \$9,995</p> <p>7. BMW M (#7) \$104,712 \$64,888</p> <p>8. Chevrolet Corvette (#8) \$101,536 \$59,995</p> <p>▲ 9. Mercedes Benz E-Class (#11) \$86,001 \$33,880</p> <p>▼ 10. Toyota RAV4 (#9) \$32,877 \$22,998</p>

Methodology:

Based on the top ten most commonly searched vehicles for new and used listings, on autoTRADER.ca from late September 2020 to late October 2020. Prices indicated refer to the median new and used price for each vehicle, averaged across all trim levels.

OCTOBER SUMMARY

autoTRADER.ca continues to closely monitor Canadian car pricing trends month-over-month and year-over-year, leveraging robust data from over 450,000 new and used vehicle listings on the marketplace. Between September 26 and October 25, 2020, national median new and used vehicle listing prices recorded another period of month-over-month increases. October also saw a year-over-year increase in median used car prices for the first time since April. A sustained groundswell in consumer demand contrasted with a shortage of vehicle availability in the market is showing signs of price inflation. We expect the market uncertainty caused by the ongoing global pandemic to continue playing a notable role in the evolution of economic trends and, in turn, influence the trajectory of Canadian vehicle prices throughout the last quarter of 2020. We will continue to monitor these pricing behaviours and report our findings in next month's Price Index.

National median vehicle prices recorded a month-over-month increase for the second consecutive month

The median retail price of a new vehicle across Canada settled October at \$38,494, representing an increase of 2.9% month-over-month and a decrease of 3.4% year-over-year.

Meanwhile, the median price of a used vehicle stands at \$19,495, accounting for an increase of 5.7% month-over-month and 3.7% year-over-year, marking the first year-over-year price increase since May 2020. These indicators could point to the market slowly moving towards normalcy.

Vehicle prices increase across body types, trucks witness the strongest year-over-year increase of 2020

When examining pricing behaviours by body type, the data revealed that new trucks experienced the highest year-over-year price increase this year, recording a double-digit increase of 10.3% settling at \$59,815 representing a 2.9% increase month-over-month. This increase in prices could be linked to a shortage of new trucks caused by factory closures earlier this year. The median new sedan price closed the month at \$29,281, an increase of 2.1% month-over-month and 7.0% year-over-year. As for new SUVs, they recorded price increases both month-over-month and year-over-year at 2.0% and 2.8% respectively, settling at \$38,148.

Turning to used vehicles, similar to their new counterparts, used truck pricing also recorded its highest year-over-year increase in 2020 at 16.2%, (\$34,848), and a month-over-month increase of 8.9%. This increase can be attributed to the continued supply and demand mismatch experienced in the truck segment. Used sedan prices experienced an increase of 6.6% both month-over-month and year-over-year. Used SUVs closed the month at \$22,500 indicating an increase of 2.3% month-over-month and 0.5% year-over-year, month-over-month and 0.5% year-over-year.

North American used vehicle prices experience growth

When evaluating prices by manufacturer of origin, vehicles experienced both month-over-month and year-over-year increases across the board. North American new vehicles experienced the highest month-over-month increase at 4.5% (\$52,468), followed by vehicles manufactured in Asia up 1.6%, (\$32,624). Finally, European vehicles recorded an increase of 1.3%, finishing the month at \$53,092.

Used North American vehicles experienced a 5.0% increase month-over-month at \$20,995. Asian used vehicles reported a similar increase at 5.2% month-over-month, at \$17,350 while European used vehicles experienced the highest month-over-month increase of 8.3%, (\$26,971).

European and North American factories experienced the brunt of the impact of COVID-19 in terms of supply chain and manufacturing capabilities, which could have contributed to the slightly more noticeable increase in median new vehicle prices compared to Asian manufactured vehicles.

New and used vehicle prices see month-over-month price increases in every region across the country

Analyzing Canadian car pricing trends by region, both new and used vehicle prices experienced increases month-over-month in October, across the country. Manitoba and Saskatchewan recorded the highest month-over-month increase for new vehicles at 6.5%, followed by Alberta at 4.1% and Ontario at 3.9%. Alberta remains the region where consumers can expect to see the highest average price for new vehicles at \$45,985. This could also be related to the above-average popularity of trucks in the province combined with the countrywide increase in truck prices this month.

For used vehicles, month-over-month prices have increased across the country, with British Columbia, Alberta and Ontario leading the curve at 12.9%, 9.1% and 7.6% respectively. Atlantic Canada and Manitoba & Saskatchewan experienced the lowest month-over-month increase for used vehicles at 1.8% and 2.6%. Québec remains the region with the lowest average price for used vehicles at \$16,495.