

**September 2020:**  
Canadian national median vehicle prices experience month-over-month increase due to supply and demand mismatch

## OVERVIEW

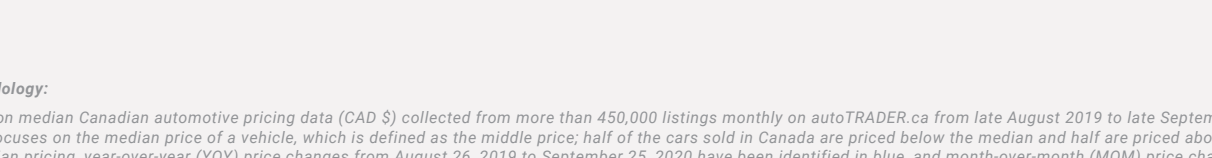
The autoTRADER.ca Price Index offers a monthly view of the Canadian automotive market by analyzing vehicle pricing data associated with over 450,000 new and used vehicle listings, bringing you the latest in pricing shifts and trends over time.

SEPTEMBER 2020

## NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)

**NEW** \$37,401 ▲ 2.6% MOM ▼ 3.8% YOY **USED** \$18,450 ▲ 5.5% MOM ▼ 1.8% YOY



**Methodology**

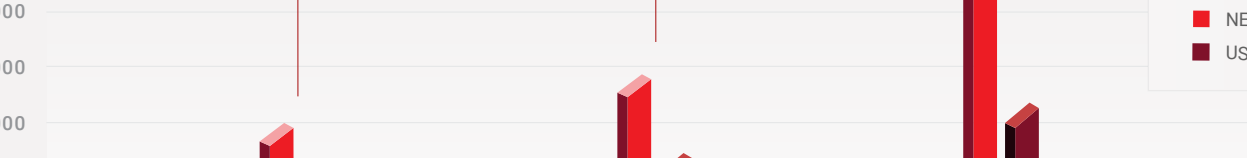
Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late August 2019 to late September 2020. This chart focuses on the median price of a vehicle, which is defined as the middle price; half of the cars sold in Canada are priced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

SEPTEMBER 2020

## NATIONAL MEDIAN PRICE

By Body Type

**CAR** ▲ 6.0% YOY \$28,665 ▼ 0.0% YOY \$14,995  
**SUV** ▲ 2.3% YOY \$37,386 ▼ 0.0% YOY \$21,995  
**TRUCK** ▲ 9.3% YOY \$58,122 ▲ 6.7% YOY \$31,995



**Methodology**

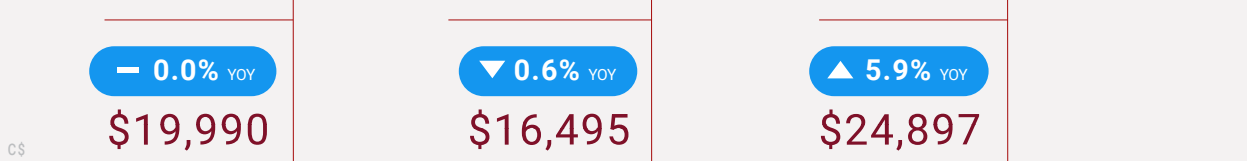
Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late August 2019 to late September 2020, segmented by vehicle type (car, SUV, truck). This chart focuses on the median price of a vehicle, which is defined as the middle price; 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 August 26, 2019 to September 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%.

SEPTEMBER 2020

## MEDIAN PRICE

By Manufacturer Origin

**NORTH AMERICAN** ▲ 4.1% YOY \$50,204 ▼ 0.0% YOY \$19,990  
**ASIAN** ▲ 5.0% YOY \$32,121 ▼ 0.6% YOY \$16,495  
**EUROPEAN** ▲ 1.4% YOY \$52,396 ▲ 5.9% YOY \$24,897



**Methodology**

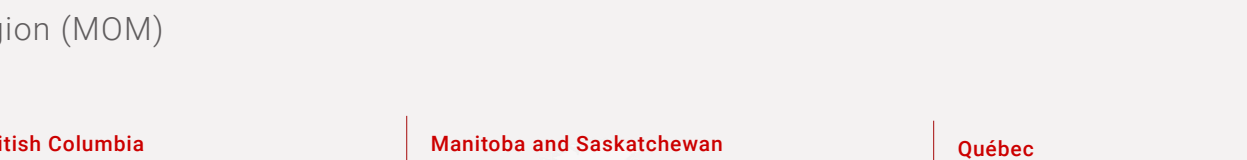
Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late August 2019 to late September 2020, segmented by manufacturer origin (North America, Asia, Europe). This chart focuses on the median price of a vehicle, which is defined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

SEPTEMBER 2020

## NATIONAL MEDIAN PRICE

By Region (MOM)

**British Columbia** \$40,109 ▲ 1.9% MOM \$19,400 ▲ 8.5% MOM  
**Manitoba and Saskatchewan** \$41,379 ▲ 0.2% MOM \$22,900 ▲ 9.1% MOM  
**Quebec** \$33,465 ▲ 2.6% MOM \$15,995 ▼ 0.0% MOM



**Alberta** \$44,158 ▲ 2.7% MOM \$21,999 ▲ 10.0% MOM  
**Ontario** \$36,576 ▲ 3.5% MOM \$18,488 ▲ 8.8% MOM  
**Atlantic Region** \$32,349 ▲ 0.7% MOM \$18,499 ▲ 6.5% MOM

**Methodology**

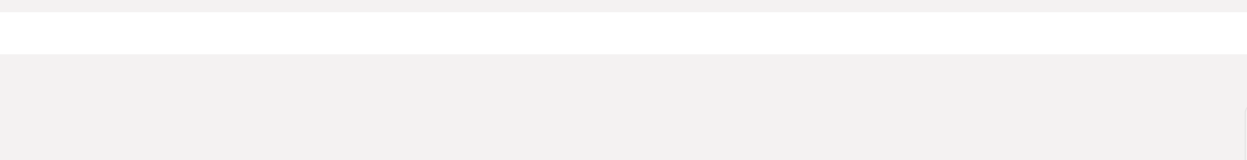
Based on median Canadian automotive pricing data (CAD \$) collected from more than 450,000 listings monthly on autoTRADER.ca from late August 2019 to late September 2020. The Atlantic region is defined as: Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland & Labrador. Due to limited population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

SEPTEMBER 2020

## NATIONAL MEDIAN PRICE

By Region (YOY)

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**Manitoba and Saskatchewan** \$41,379 ▼ 6.2% YOY \$22,900 ▼ 3.8% YOY  
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**Alberta** \$44,158 ▼ 2.8% YOY \$21,999 ▲ 0.1% YOY  
**Ontario** \$36,576 ▼ 1.7% YOY \$18,488 ▼ 1.6% YOY  
**Atlantic Region** \$32,349 ▼ 10.4% YOY \$18,499 ▲ 2.9% YOY

**Methodology**

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

## NATIONAL TOP SEARCHED VEHICLES

(August ranks appear in brackets)

<b>1. Ford F-150 (#1)</b> <b>NEW \$53,744</b> <b>USED \$29,807</b>	<b>2. Ford Mustang (#2)</b> <b>NEW \$44,425</b> <b>USED \$26,978</b>	
	<b>3. BMW 3 Series (#3)</b> <b>NEW \$58,299</b> <b>USED \$18,500</b>	
	<b>4. Mercedes Benz C-Class (#4)</b> \$60,729 \$28,900	
	<b>5. Honda Civic (#5)</b> \$31,899 \$8,995	
	<b>6. Porsche 911 (#6)</b> \$166,532 \$99,900	
	<b>7. BMW M (#9)</b> \$104,804 \$55,800	
	<b>8. Chevrolet Corvette (#7)</b> \$97,127 \$49,500	
	<b>9. Toyota RAV4 (#8)</b> \$32,896 \$22,495	
	<b>10. Jeep Wrangler (#10)</b> \$55,122 \$32,968	

**Methodology**

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

## SEPTEMBER 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 August 26 and September 25, 2020, national median new and used vehicle listing prices recorded a month-over-month increase. A notable surge in consumer demand coupled with a shortage of vehicle availability has led to a supply and demand mismatch, which may have influenced median pricing compared to the previous month. The uncertainty in the market driven by the ongoing COVID-19 pandemic will continue to play a major role in the economy, thus influencing vehicle prices. We will continue to monitor these pricing behaviours and report our findings in next month's Price Index.

### National median vehicle prices record month-over-month increase

The median price of a new vehicle across Canada settled at \$37,401 in September, representing a 2.6% increase month-over-month. Prices declined 3.8% year-over-year, however, the drop remained lower compared to the last few months. Meanwhile, the median price of a used vehicle stood at \$18,450, accounting for a 5.5% increase month-over-month, likely due to increased demand and limited vehicle inventory.

### Prices increase across all body types with trucks experiencing highest month-over-month lift

New vehicles experienced an increase in prices across all segments (sedans, SUVs, trucks). New trucks finished the month at \$58,122, accounting for an increase of 5.2% month-over-month and 9.3% year-over-year. As for new SUVs prices, they've grown by 3.4% month-over-month and 2.3% year-over-year arriving at \$37,386. New sedans settled the month at \$28,665, with a month-over-month increase of 2.2% and year-over-year increase of 6%, consistent with last month's upward climb.

Used vehicles displayed month-over-month increases across body types, whereas year-over-year growth remained flat for SUVs and sedans. Used SUVs closed the month at \$21,995 representing a 5% increase month-over-month, while used sedan prices recorded a 3.4% increase month-over-month. Used truck prices experienced a 14.3% increase month-over-month, making it the segment with the highest monthly pricing increase.

### European new and used vehicle prices record growth

Examining prices by manufacturer origin, there were month-over-month increases for both new and used vehicles. European new vehicles closed the month at \$52,396, accounting for a 3.2% increase month-over-month and a 1.4% increase year-over-year. North American new vehicles settled at \$50,204, a 3.9% increase month-over-month and a 4.1% increase year-over-year. Asian manufactured new vehicles experienced an increase of 2% month-over-month and 5% year-over-year.

Used North American vehicles showed an 11.1% increase month-over-month, while prices remained flat year-over-year, hinting towards another sign of prices moving closer to "normal" given the market conditions. European and Asian manufactured used vehicles saw an increase of 4.2% and 3.2% month-over-month, respectively.

### Ontario, Alberta and Québec experience highest month-over-month increase in new vehicle prices

Looking at how regionality impacts prices across Canada, both new and used vehicle prices are rising in all regions month-over-month. Ontario saw the highest month-over-month increase for new vehicle prices at 3.5% landing at \$36,576, followed by Alberta with a 2.7% increase and Québec with a 2.6% increase. Consistent with the previous month, Alberta has the highest median new vehicle price at \$44,158, succeeding Manitoba and Saskatchewan at \$41,379 and British Columbia at \$40,109.

Examining used car prices across the country, British Columbia, Manitoba and Saskatchewan experienced a steep increase of 9.1% and 8.5% month-over-month, respectively, alongside Alberta at 10% and Ontario at 8.8% increases respectively month-over-month. With the exception of Atlantic Canada and Alberta, prices are still low year-over-year, but the differences are getting closer. Québec remains the most economical in terms of used car prices with the lowest median used vehicle price at \$15,995.