

**January 2020:**  
Level median auto prices could indicate a levelling off of energy sector headwinds on automotive sales

## OVERVIEW

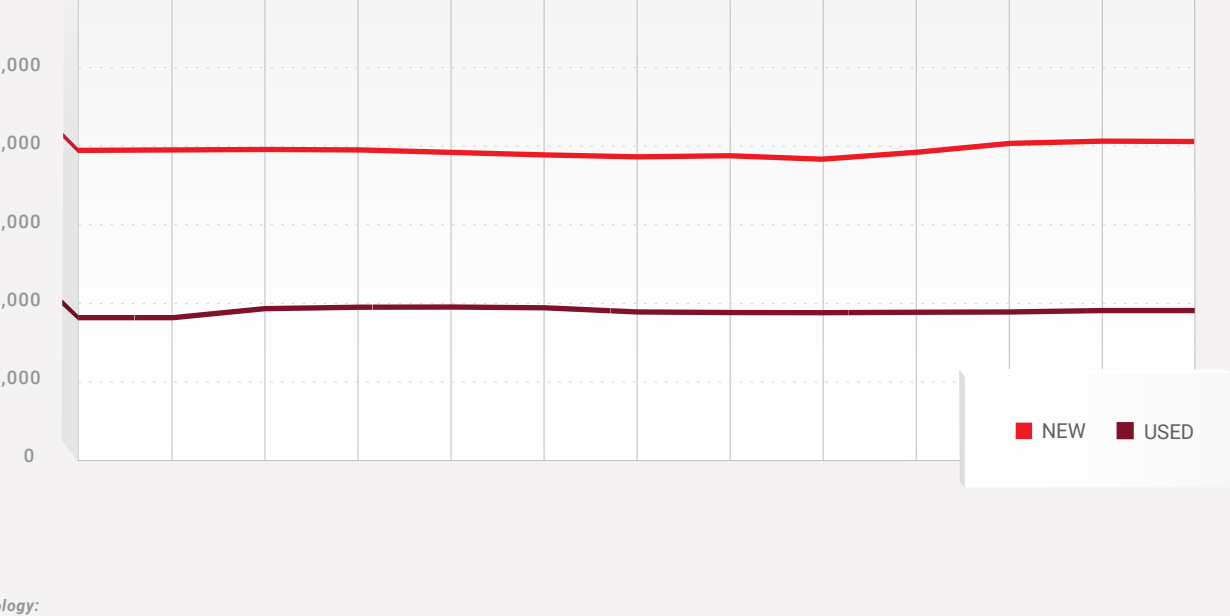
The autoTRADER.ca Price Index offers a monthly view of the Canadian automotive market by analyzing vehicle pricing data associated with over 400,000 new and used vehicle listings, bringing you the latest in pricing shifts and trends over time.

JANUARY 2020

## NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)

**NEW** \$40,055 ▲ 0.6% YOY | **USED** \$18,990 ▲ 3.8% YOY



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

JANUARY 2020

## NATIONAL MEDIAN PRICE

By Body Type

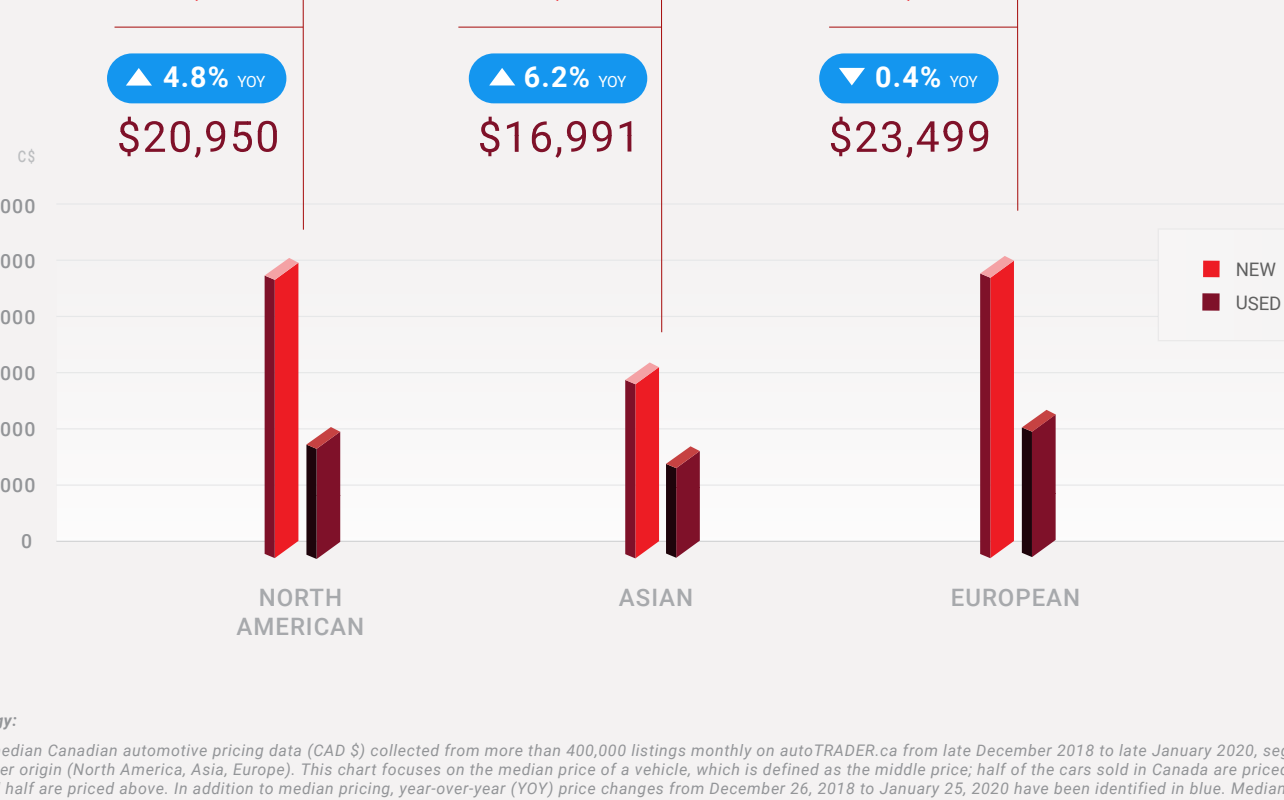


**Methodology:** Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late December 2018 to late January 2020, segmented by manufacturer origin (North America, Asia, Europe). This chart focuses on the median price of a vehicle, 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 December 26, 2018 to January 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%.

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## MEDIAN PRICE

By Manufacturer Origin

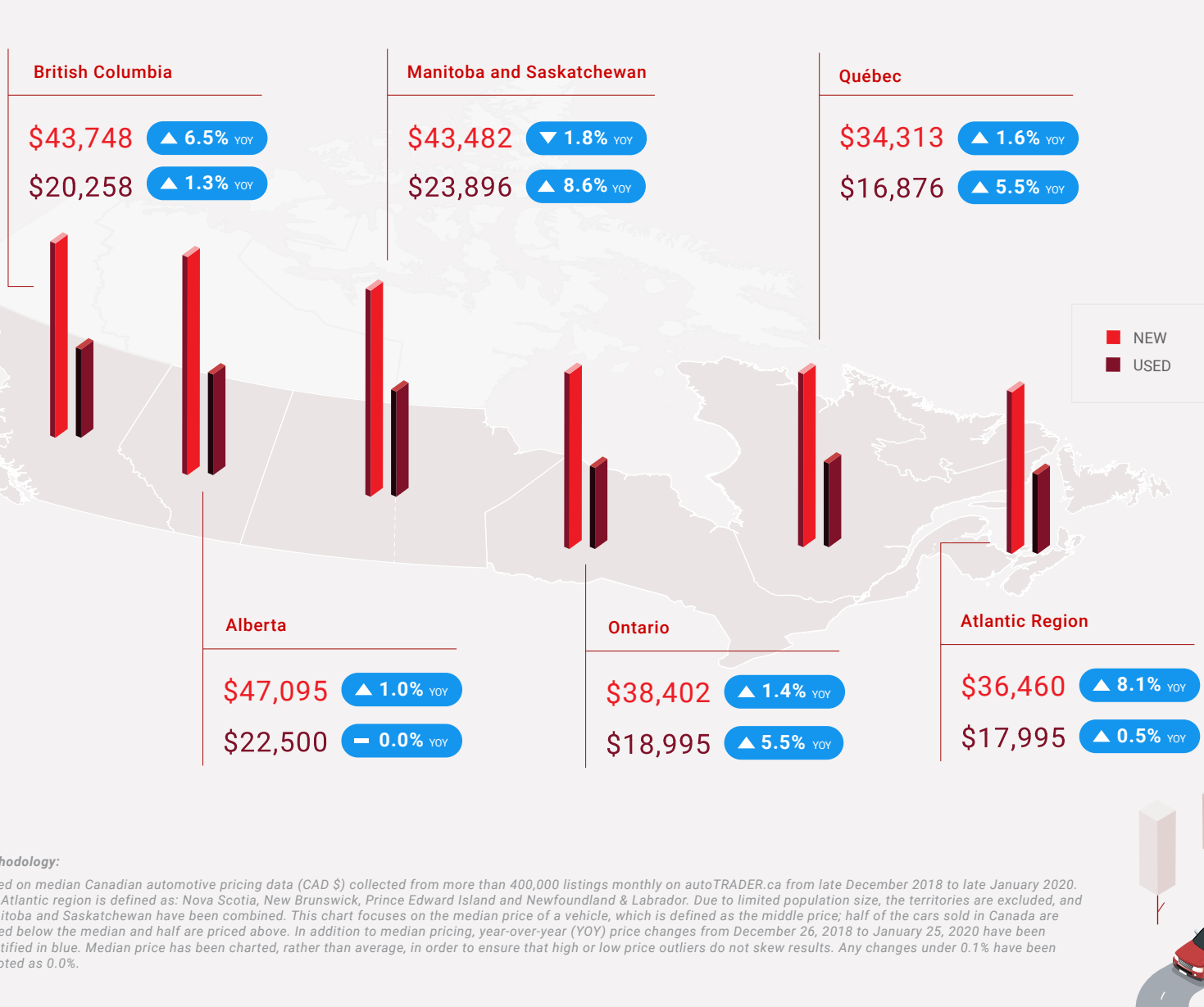


**Methodology:** Based on median Canadian automotive pricing data (CAD \$) collected from more than 400,000 listings monthly on autoTRADER.ca from late December 2018 to late January 2020, segmented by manufacturer origin (North America, Asia, Europe). This chart focuses on the median price of a vehicle, 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 December 26, 2018 to January 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%.

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## NATIONAL MEDIAN PRICE

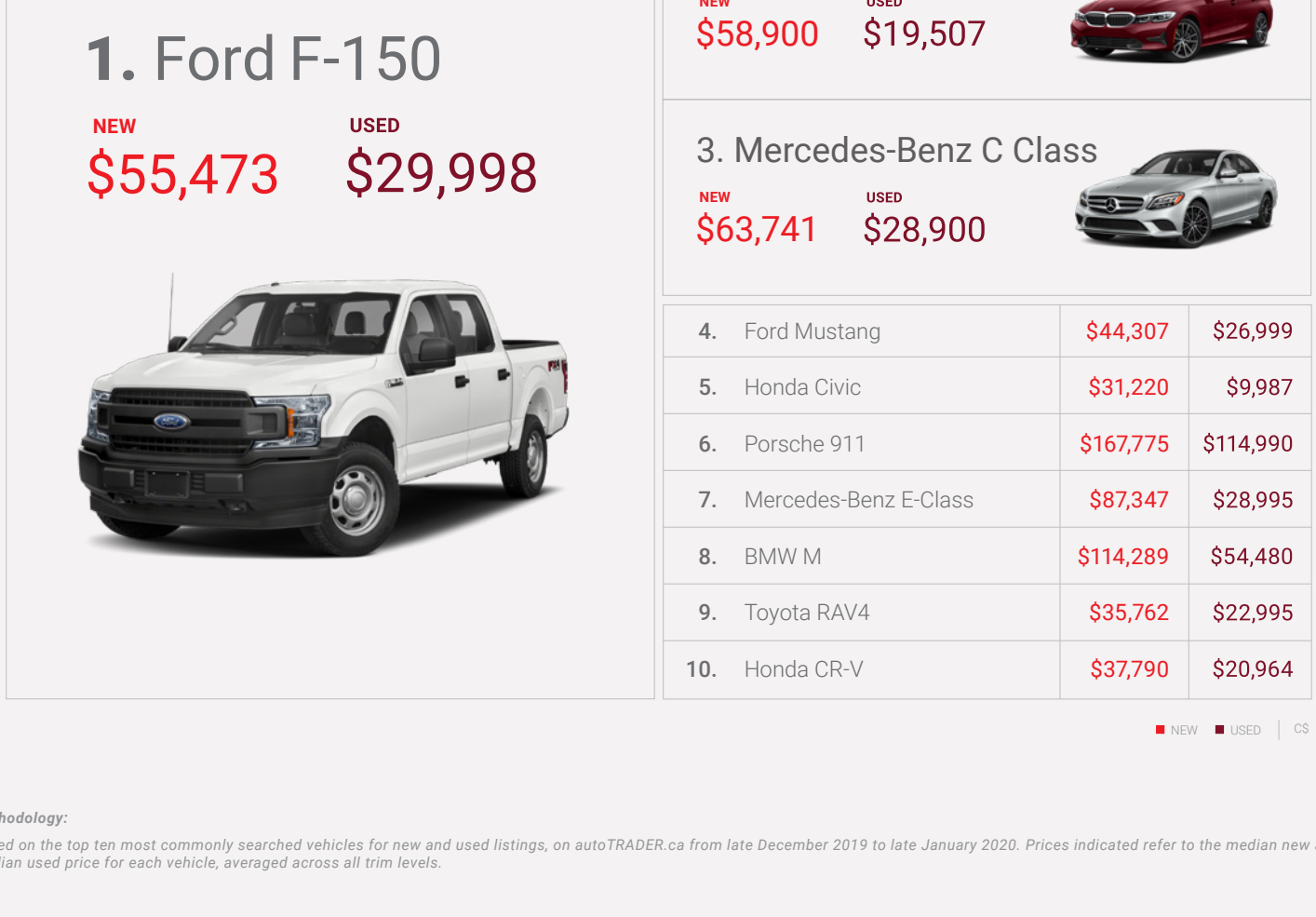
By Region



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

JANUARY 2020

## NATIONAL TOP SEARCHED VEHICLES



**Methodology:** Based on the top ten most commonly searched vehicles for new and used listings, on autoTRADER.ca from late December 2019 to late January 2020. Prices indicated refer to the median new and median used price for each vehicle, averaged across all trim levels.

## JANUARY SUMMARY

In January 2020, the median price of new vehicles is \$40,055. The median price of new sedans at \$28,328, marks the fourth consecutive month of price growth, with the segment up 6% year-over-year. For the second consecutive month, the median price of new SUVs declined year-over-year, with January's average of \$37,500, a 2.1% decrease compared to a year ago. As for new trucks, the median price is \$55,203, which has remained very stable throughout 2019. In December, we continued to see the price of new domestic vehicles grow as we entered 2020, with the average price registering at \$50,980. This contrasts with European vehicles price points that have been relatively flat month-over-month. Regionally, we've seen BC and Quebec as stand out provinces, experiencing consistent growth since the fall.

In the used vehicle market, the current median price is \$18,990 with relatively little change in the back half of 2019. Since July 2019, the median price of used sedans and trucks have been very stable. Manitoba and Saskatchewan continued to see the highest average used vehicle price in Canada, a trend that's been consistent since the beginning of last year. Finally, average used vehicle prices in Alberta were flat in December after significant price declines in early 2019. This is hopefully a sign that economic challenges from the energy sector are stabilized.

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