

November 2020:
Canadian average vehicle prices increase month-over-month, trucks experience largest year-over-year growth of 2020

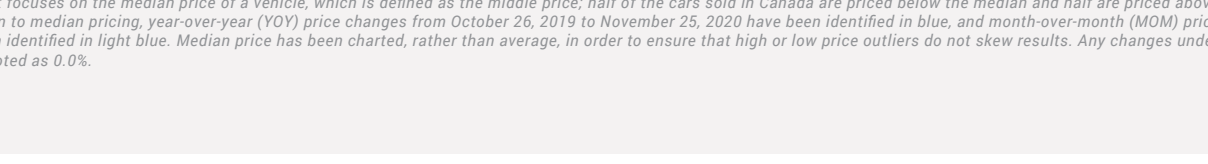
OVERVIEW

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.

NATIONAL MEDIAN PRICE

Marketplace Index (Cars, SUVs, Trucks)

NEW \$38,900 ▲ 1.1% MOM ▼ 3.9% YOY **USED** \$19,598 ▲ 0.5% MOM ▲ 3.8% YOY

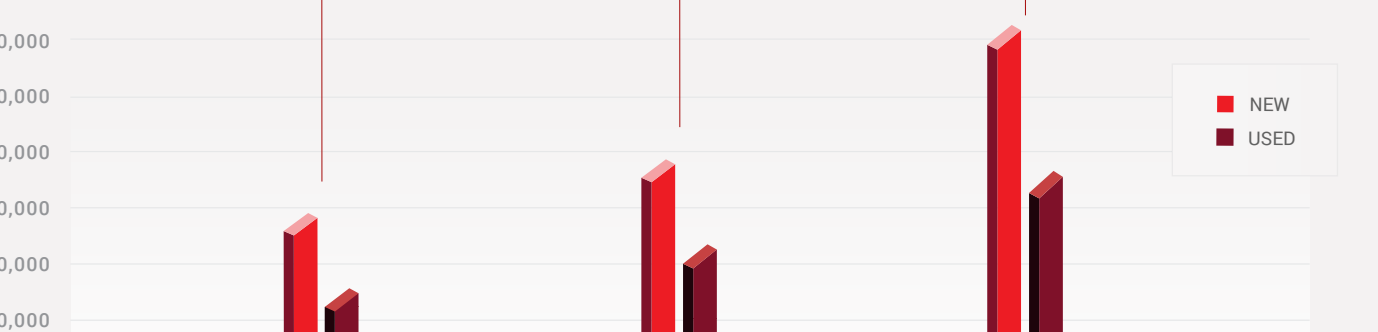


Methodology:

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

NATIONAL MEDIAN PRICE

By Body Type

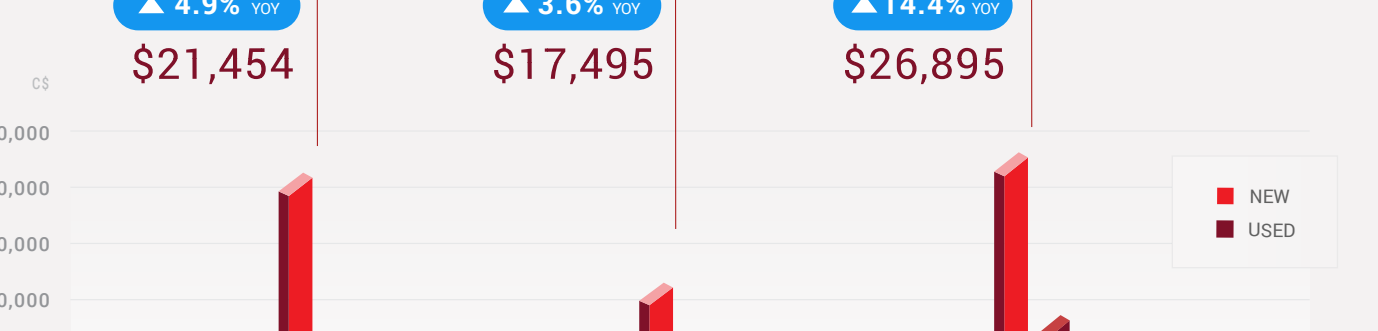


Methodology:

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

MEDIAN PRICE

By Manufacturer Origin

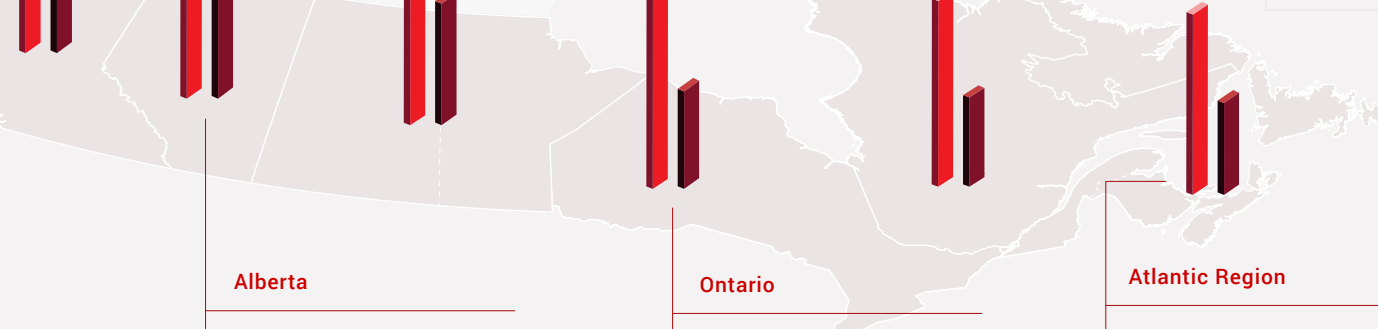


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NATIONAL MEDIAN PRICE

By Region (MOM)

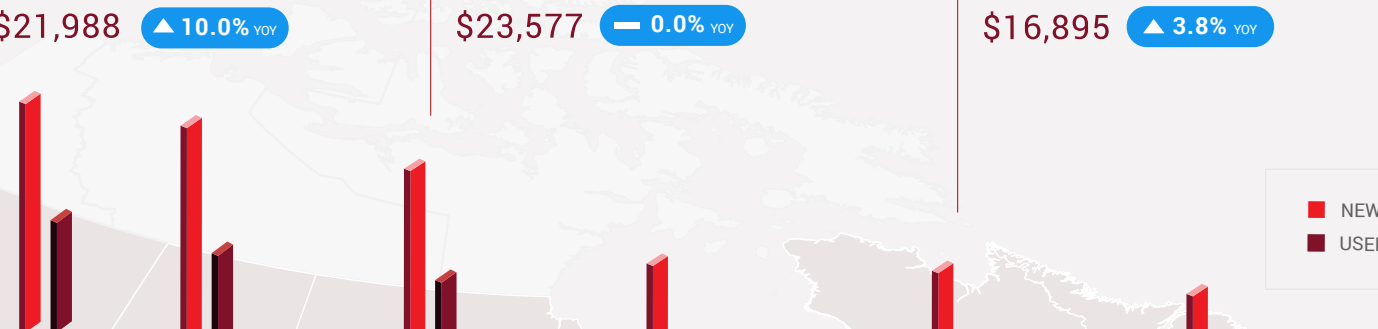


Methodology:

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

By Region (YOY)

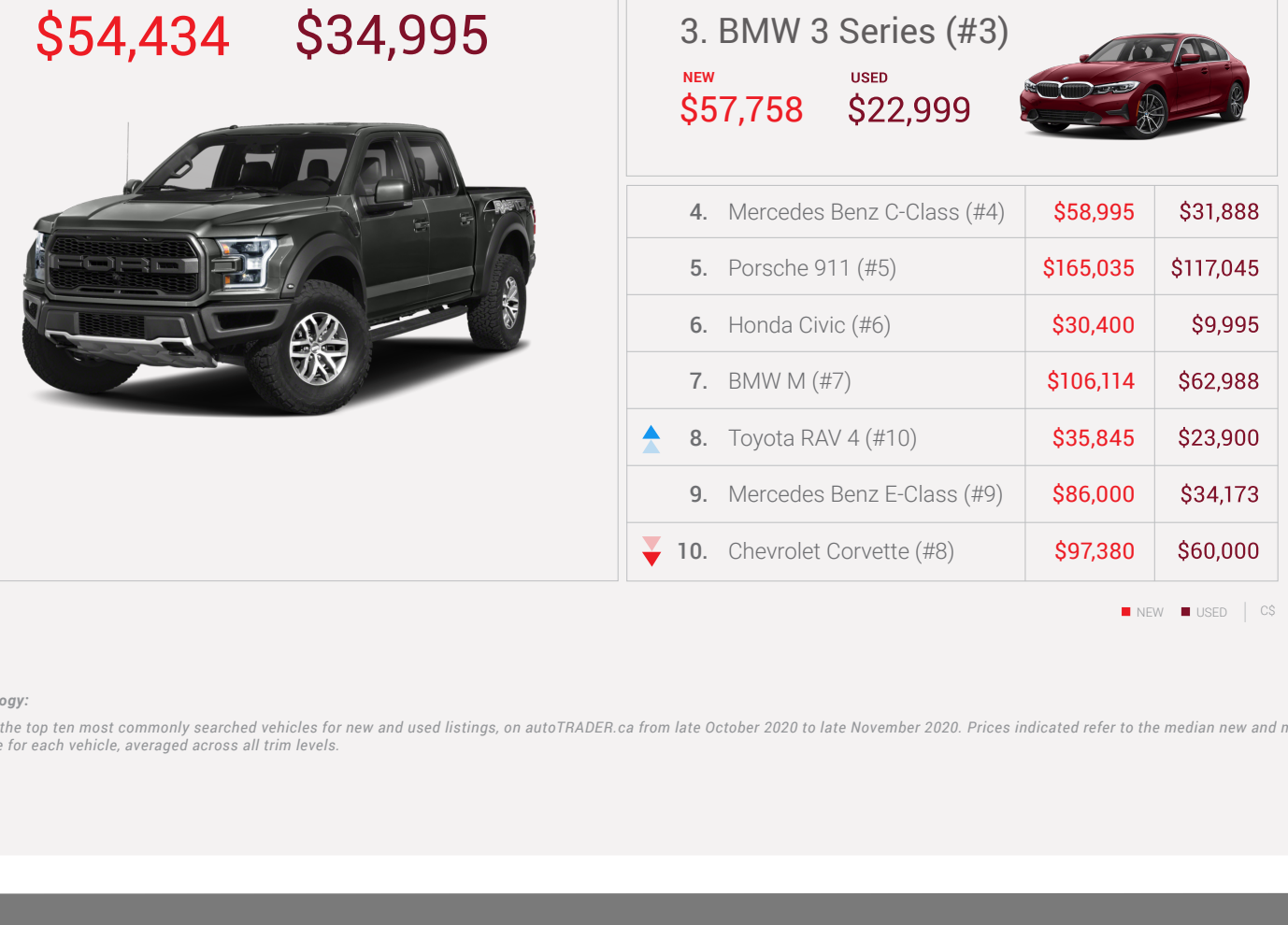


Methodology:

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NATIONAL TOP SEARCHED VEHICLES

(October ranks appear in brackets)



Methodology:

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

NOVEMBER 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 October 26 and November 25, 2020, national median new and used vehicle listing data indicated another period of pricing increases driven by growing consumer demand and inventory shortages. The ongoing supply and demand mismatch is keeping prices buoyant during a typically slower season for car buying, resulting in moderate month-over-month pricing increases and more notable year-over-year increases for used vehicles. Trucks are leading the growth curve again in November, experiencing the strongest year-over-year increases, compared to alternate body types like sedans and SUVs.

We expect developments related to the global pandemic to further intensify market conditions and the trajectory of Canadian retail prices for the remainder of 2020 and leading into the new year. We will continue to monitor these pricing behaviours and report our findings in next month's Price Index.

National median new and used vehicle prices increase month-over-month

The median retail price of a new vehicle across Canada settled at \$38,900, representing an increase of 1.1% month-over-month and a decrease of 3.9% year-over-year.

Meanwhile, the median price of a used vehicle closed the month at \$19,598, marking a 0.5% increase month-over-month. Used car prices experienced a year-over-year increase for a second consecutive month at 3.8%, hinting that the market trajectory is slowly moving towards aligning with historical patterns.

New and used truck prices experience the largest year-over-year increase

When examining vehicle pricing by body type, new truck prices saw another month of increases at 9.6% month-over-month and 16.7% year-over-year (\$60,297). This is likely due to the sustained demand for trucks across the country met with a shortage of supply caused by manufacturing delays. New sedan prices also experienced a 0.3% increase month-over-month and 5.5% increase year-over-year at \$29,355, continuing the upward trend reported last month. SUV prices increased 1.5% month-over-month and 3.3% year-over-year finishing at \$38,722. This is indicative of the overall increase in consumer demand for SUVs, especially sub-compact and compact SUVs, coupled with reduced inventory availability in the market.

Used trucks experienced the largest year-over-year increase to date in 2020, clocking a double-digit upsurge of 16.7%. This further highlights the impact the lack of new truck inventory has on driving up prices for used trucks. Used sedan prices remained flat month-over-month, closing at \$15,995, while used SUVs experienced the highest month-over-month increase across body types at 1.8%, settling the month at \$22,900. Both used sedans and SUVs experienced growth year-over-year at 6.7% and 1.8%.

European new vehicle prices record highest year-over-year growth

Analyzing prices by manufacturer of origin, both new and used vehicles experienced pricing increases for the most part. European new vehicles performed their strongest year-over-year increase of 2020 at 7.9% (\$54,439), almost doubling last month's performance. Month-over-month, European new vehicles experienced an increase of 2.5%. New vehicles manufactured in Asia experienced growth of 0.2% month-over-month and 3.2% year-over-year, (\$32,679), while North American new vehicles registered a 0.8% decrease month-over-month and a 3.4% increase year-over-year, closing at \$52,055.

Similar to new European vehicles, European used vehicles experienced a sizeable year-over-year increase at 14.4% (\$26,895) with a modest month-over-month decrease of 0.3%. North American and Asian vehicle prices experienced year-over-year increases of 4.9% and 3.6%, and month-over-month increases of 2.2% and 0.8%, closing the month at \$21,454 and \$17,495 respectively.

Used vehicle prices experience regional year-over-year growth

Ontario, British Columbia and Atlantic Canada witnessed the highest month-over-month increase in new vehicle prices at 1.5% (\$38,558), 1% (\$41,200) and 0.3% (\$32,599) respectively. Despite seeing the most significant month-over-month pricing decline of 0.4%, compared to other regions, Alberta still remains the province with the highest average price for a new vehicle at \$45,815. This higher median price could be driven by above-average popularity of trucks in the region.

Used car prices increased year-over-year in all provinces, except for Manitoba and Saskatchewan where pricing remained flat (\$23,577). British Columbia and Alberta witnessed the strongest year-over-year growth across all provinces at 10% and 7% respectively, closing the month at \$21,988 and \$24,488. Québec and Atlantic Canada remain the regions with the lowest average price for used vehicles in Canada, at \$16,895 and \$18,495.