



PRICE INDEX | OCTOBER 2022

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

SUMMARY

For four consecutive months, used vehicle prices have decreased after reaching peak levels in June. This downward trend is the result of an increase in used vehicle inventory levels since February of this year. Prices across all used vehicle segments have declined, with used truck prices most notably moving closer to 2021 levels due to increased availability and less demand likely as a result of higher gas prices. While new vehicle inventory levels are higher than they were last year, inventory levels are still lower compared to pre-microchip levels, leading to a continued surge in the average new vehicle price in October.

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SUMMARY

Prices are trending in opposite directions for new and used vehicles. New vehicle prices are steadily increasing due to the ongoing supply and demand mismatch with consistent demand but restricted, yet improving, inventory levels.

In contrast, used car prices have been decreasing month-over-month since June. The decline in used vehicle prices is most likely driven by two factors: increased availability and the current economic climate. An analysis of inventory levels on AutoTrader, indicates there are 24% more used vehicles on the marketplace, compared to last year. Although used vehicle demand remains robust, the market is softening compared to the peak, which lasted from mid-2020 to the first half of 2022.





MARKETPLACE INDEX

NATIONAL AVERAGE PRICES

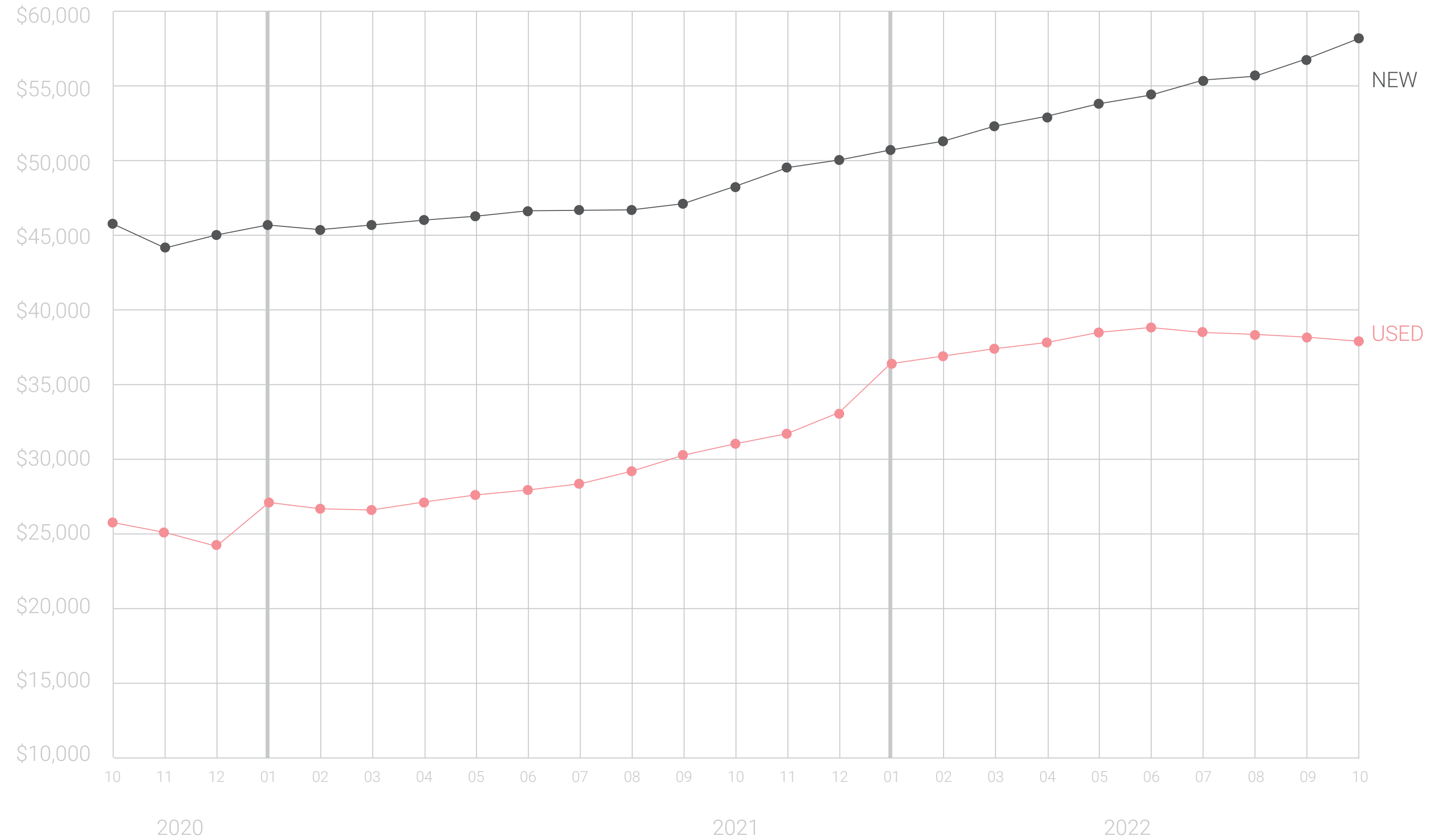
Sustained decrease in used vehicle prices for the 4th consecutive month since July

In October 2022, the average price of a used vehicle was up by 19.9% year-over-year, averaging just over \$37,000. Similarly, the average price of a new vehicle increased 18.5%, resulting in the highest average price ever recorded at \$57,519.

While the average price of a used vehicle increased year-over-year, month-to-month used vehicle prices have softened since July. Although prices have reached a peak in June, they are not expected to go back to pre-pandemic levels anytime soon.

Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of listings monthly on AutoTrader from October 1, 2020 to October 31, 2022. In addition to average pricing, year-over-year (YOY) and month-over-month (MOM) price changes have been identified. The average has been adjusted based on the make and age of the vehicles available on the market during the collection period. The adjustments mean that any fluctuations in inventory won't pull the average too far in one direction or another. Any changes under 0.1% have been denoted as 0.0%



NEW

\$57,519

▲ 1.3% MOM

▲ 18.5% YOY

USED

\$37,141

▼ -1.1% MOM

▲ 19.9% YOY





AVERAGE PRICE BY BODY TYPE

NATIONAL

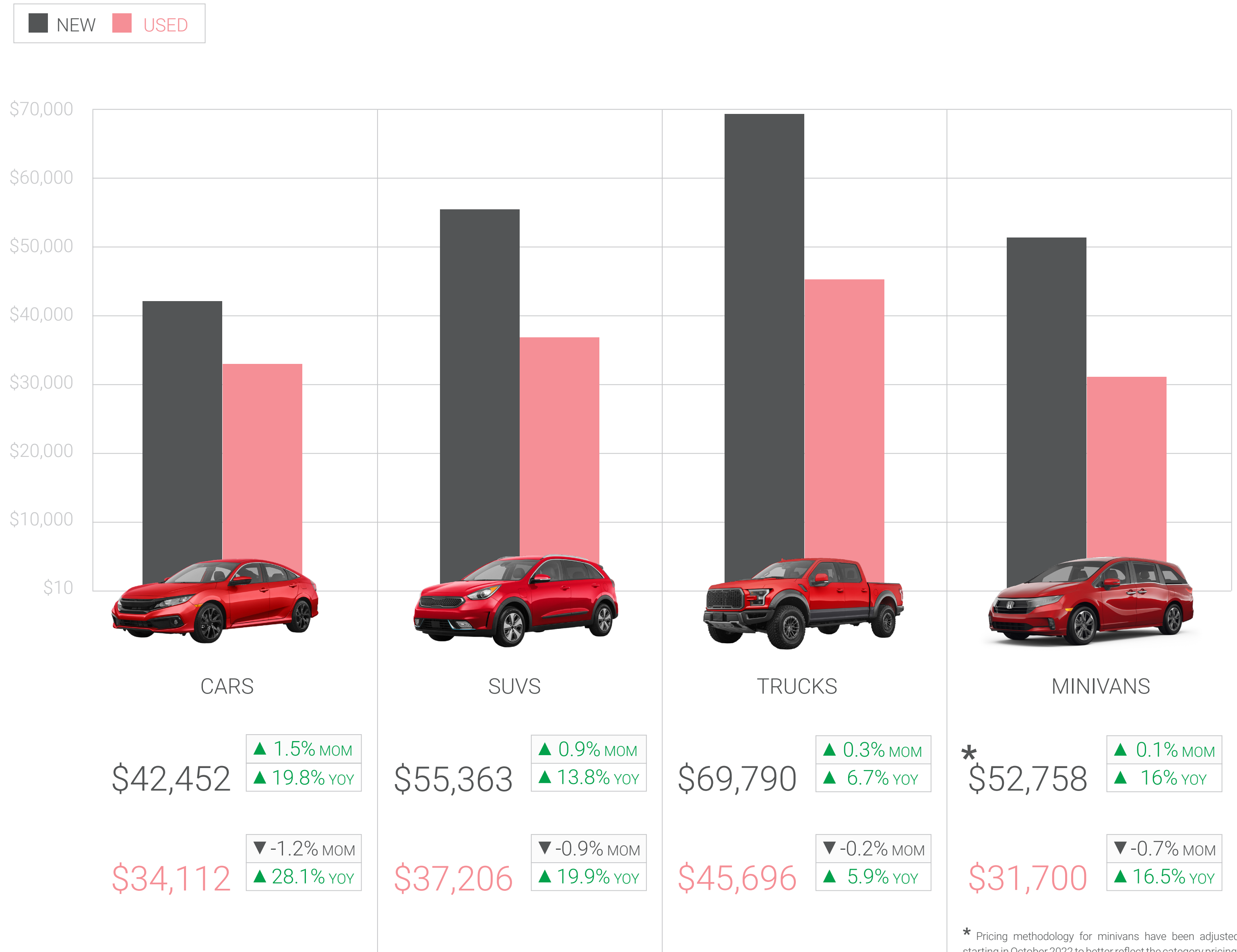
Increased inventory, diminished demand and high gas prices drive down the average price of used trucks

Used truck prices declined further, due to more availability (see [Quarterly Inventory by Vehicle \(Used\)](#) segment graphs) The average price of a used truck is now above \$45,000, which is only 5.9% above last year's levels. October was the sixth consecutive month where used truck prices experienced a month-over-month decline.

These declines are likely related to inventory availability, high gas prices, and diminished demand.

Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of listings monthly on AutoTrader from October 2022, segmented by vehicle type (car, SUV, truck, minivan). This chart focuses on the average price of a vehicle. In addition to average pricing, year-over-year (YOY) price changes from October 1, 2021 to October 31, 2022 have been identified. The average has been adjusted based on the make and age of the vehicles available on the market during the collection period. The adjustments mean that any fluctuations in inventory won't pull the average too far in one direction or another. Any changes under 0.1% have been denoted as 0.0%



* Pricing methodology for minivans have been adjusted starting in October 2022 to better reflect the category pricing. Please consider when comparing to previous reports.



AVERAGE PRICE BY ORIGIN

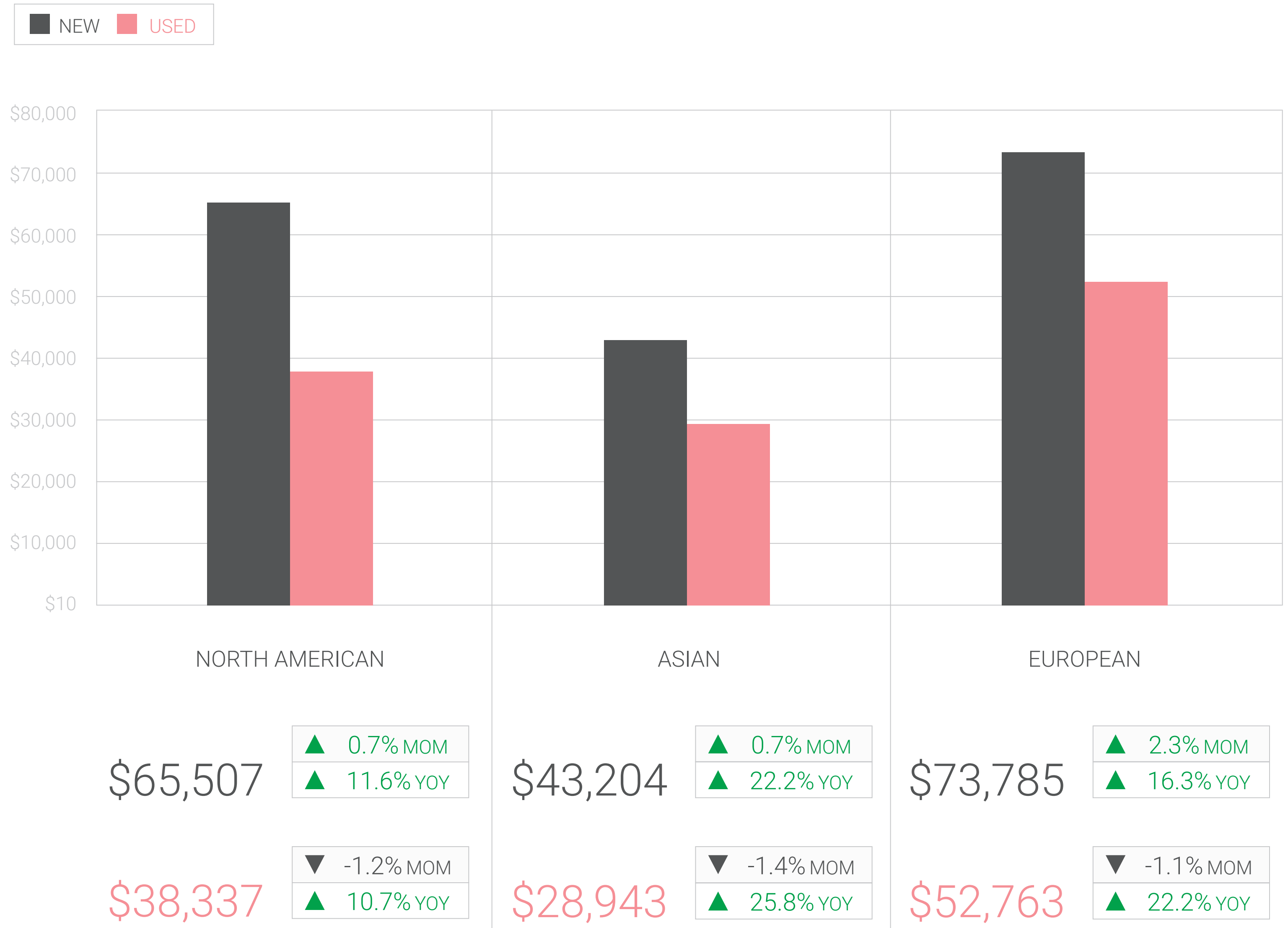
BY MANUFACTURER

Increase in vehicle inventory normalizing prices of used North American vehicles

The data points to a faster normalization in used domestic vehicle prices. The main contributing factor is the increase in used vehicle inventory from North American manufacturers, which increased 31% year-over-year in October. Non-domestic manufacturers, more so Asian manufacturers continue to be impacted more greatly by global events and supply chain issues, resulting in fewer inventory availability in Canada and causing an increase in prices – up 22.2% for new and up 25.8% for used year-over-year in October.

Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of listings monthly on AutoTrader in October 2022, segmented by manufacturer origin (North America, Asia, Europe). In addition to average pricing, year-over-year (YOY) price changes from October 1, 2021 to October 31, 2022 have been identified. The average has been adjusted based on the make and age of the vehicles available on the market during the collection period. The adjustments mean that any fluctuations in inventory won't pull the average too far in one direction or another. Any changes under 0.1% have been denoted as 0.0%.





AVERAGE PRICE (NEW)

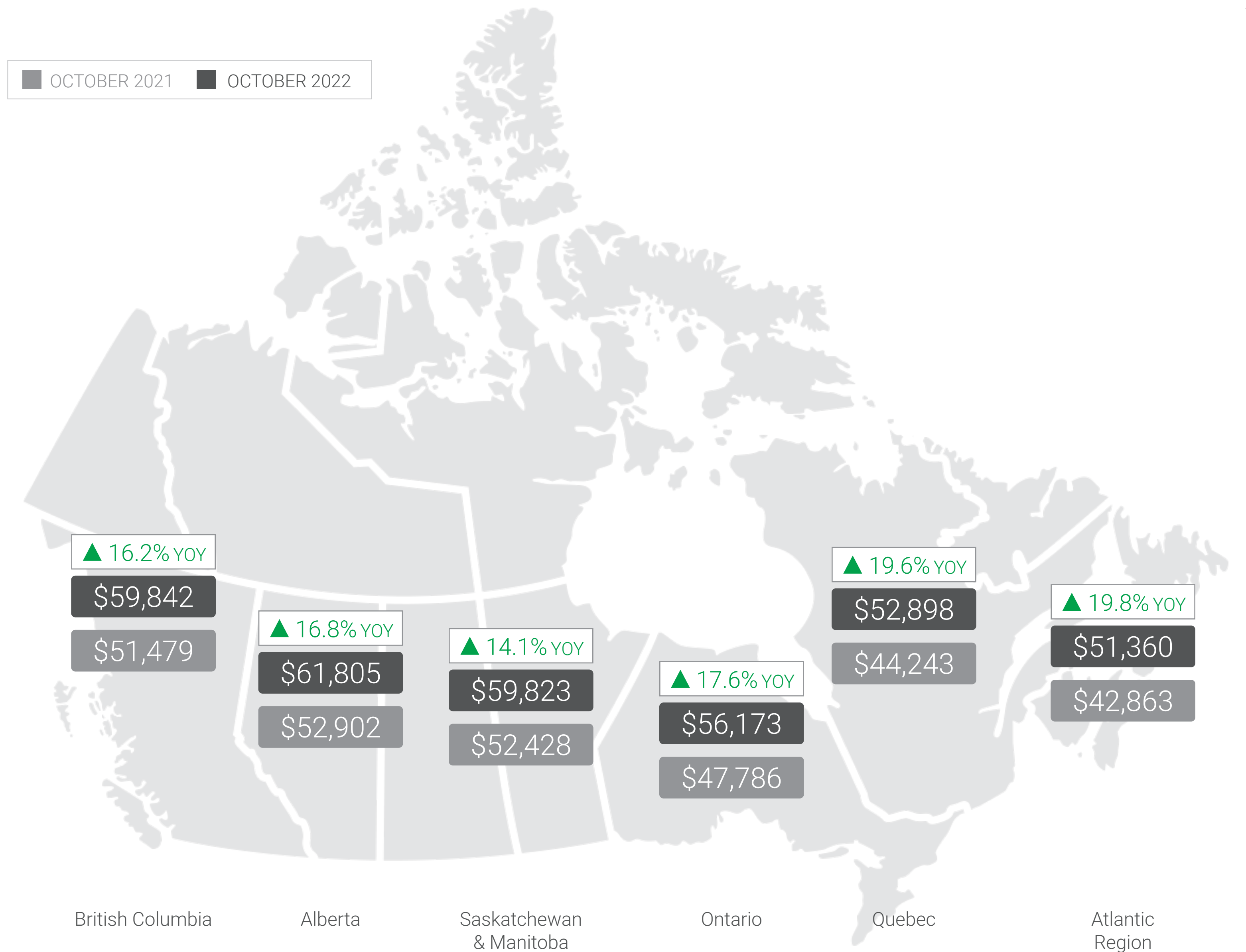
BY REGION

Lower inventory of new vehicles result in sustained price increases

Aligned with the lower inventory availability, new vehicles experienced an increase in prices in all provinces, ranging from 14.1% in Manitoba and Saskatchewan to 19.8% in the Atlantic Region, year-over-year.

Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of used vehicle listings monthly on AutoTrader in October 2021 and October 2022. 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. The average has been adjusted based on the make and age of the vehicles available on the market during the collection period. The adjustments mean that any fluctuations in inventory won't pull the average too far in one direction or another. Any changes under 0.1% have been denoted as 0.0%.





AVERAGE PRICE (USED)

BY REGION

Used vehicle prices declined month-over-month across all provinces

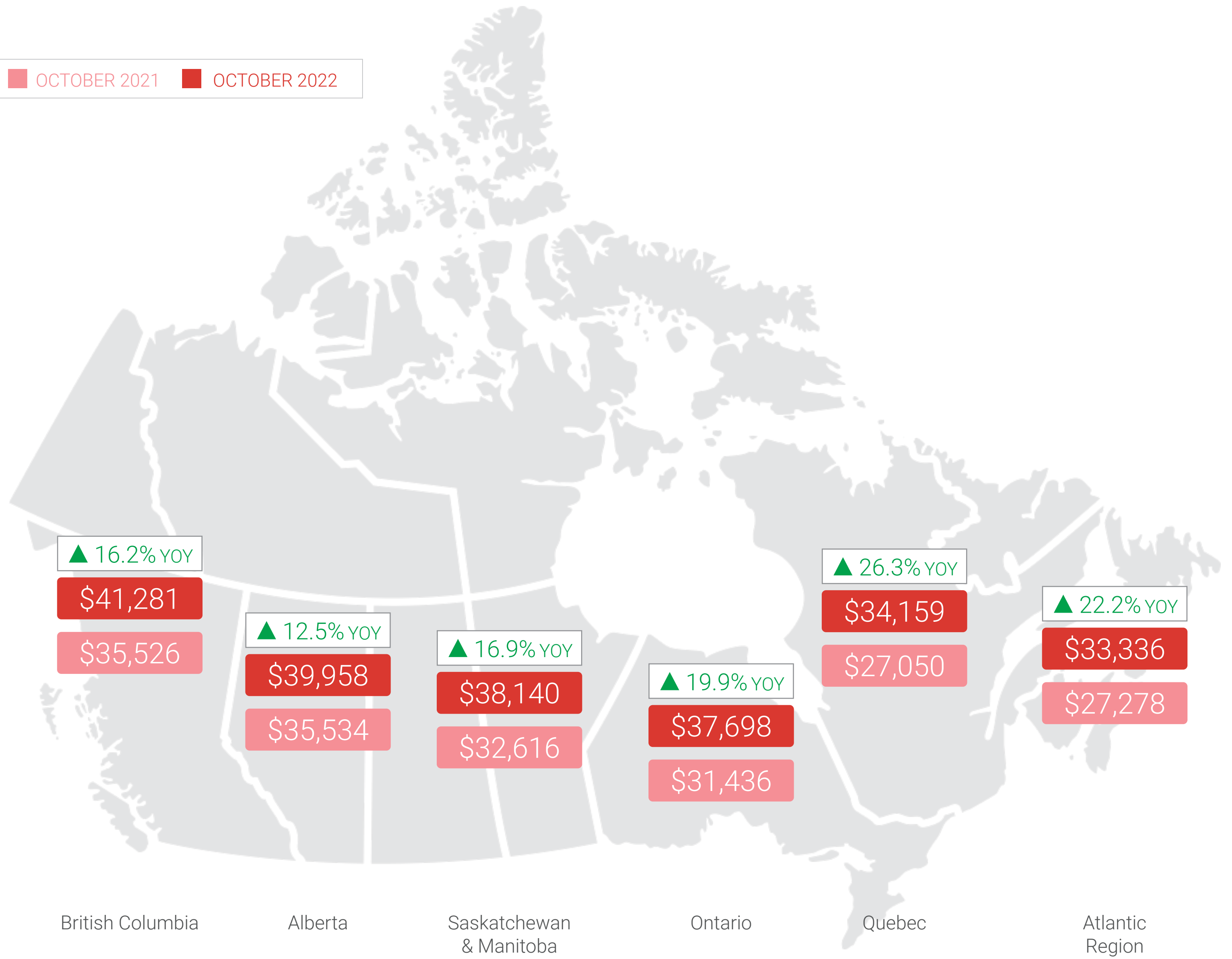
Aligned with the decrease in the average used vehicle price nationally, used car prices showed a month-over-month decline in all provinces, ranging from -0.6% in Manitoba and Saskatchewan to -1.7% in Alberta. Year-over-year, used vehicle prices are still higher compared to levels in October 2021.

Methodology:

Based on average Canadian automotive pricing data (CAD \$) collected from hundreds of thousands of used vehicle listings monthly on AutoTrader in October 2021 and October 2022. 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. The average has been adjusted based on the make and age of the vehicles available on the market during the collection period. The adjustments mean that any fluctuations in inventory won't pull the average too far in one direction or another. Any changes under 0.1% have been denoted as 0.0%.



■ OCTOBER 2021 ■ OCTOBER 2022





VEHICLE INVENTORY (NEW)

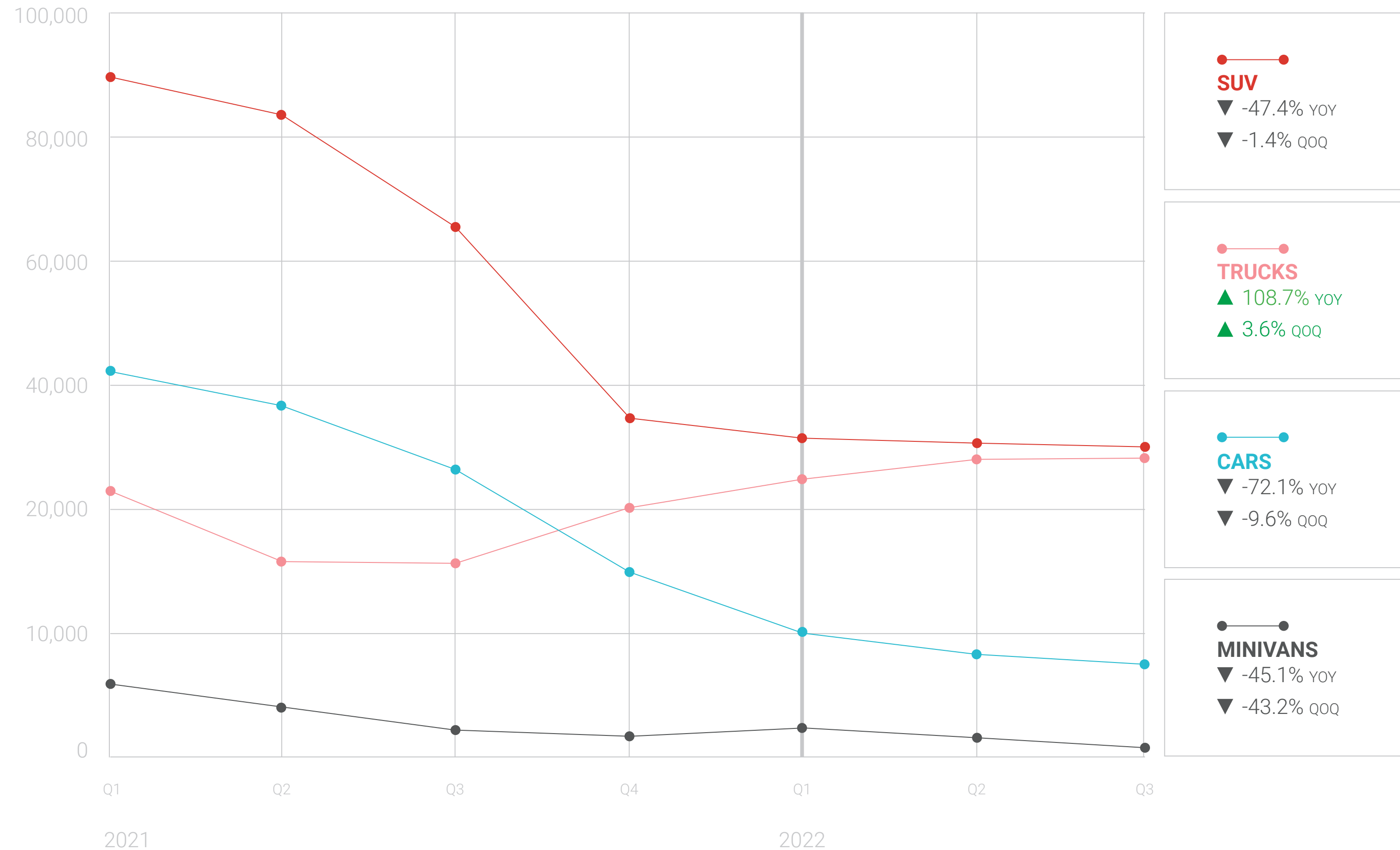
BY QUARTER

New vehicle inventory is still low but inventory levels are slowly improving

Apart from trucks, inventory scarcity continued for all new vehicle segments. However, there has been an improvement in overall inventory levels since the end of Q3 and it's expected that these trends will continue in Q4 of 2022 and beyond.

Methodology:

This data is the average of the total number of used automotive listings for the quarter on AutoTrader segmented by vehicle type (car, SUV, truck, minivan). Based on total listings, the data will be analyzed on a year-over-year and quarter-over-quarter basis to identify overall inventory availability in the market. Given that AutoTrader is the largest automotive marketplace in Canada, the data represents a snapshot of the overall Canadian automotive market.





VEHICLE INVENTORY (USED)

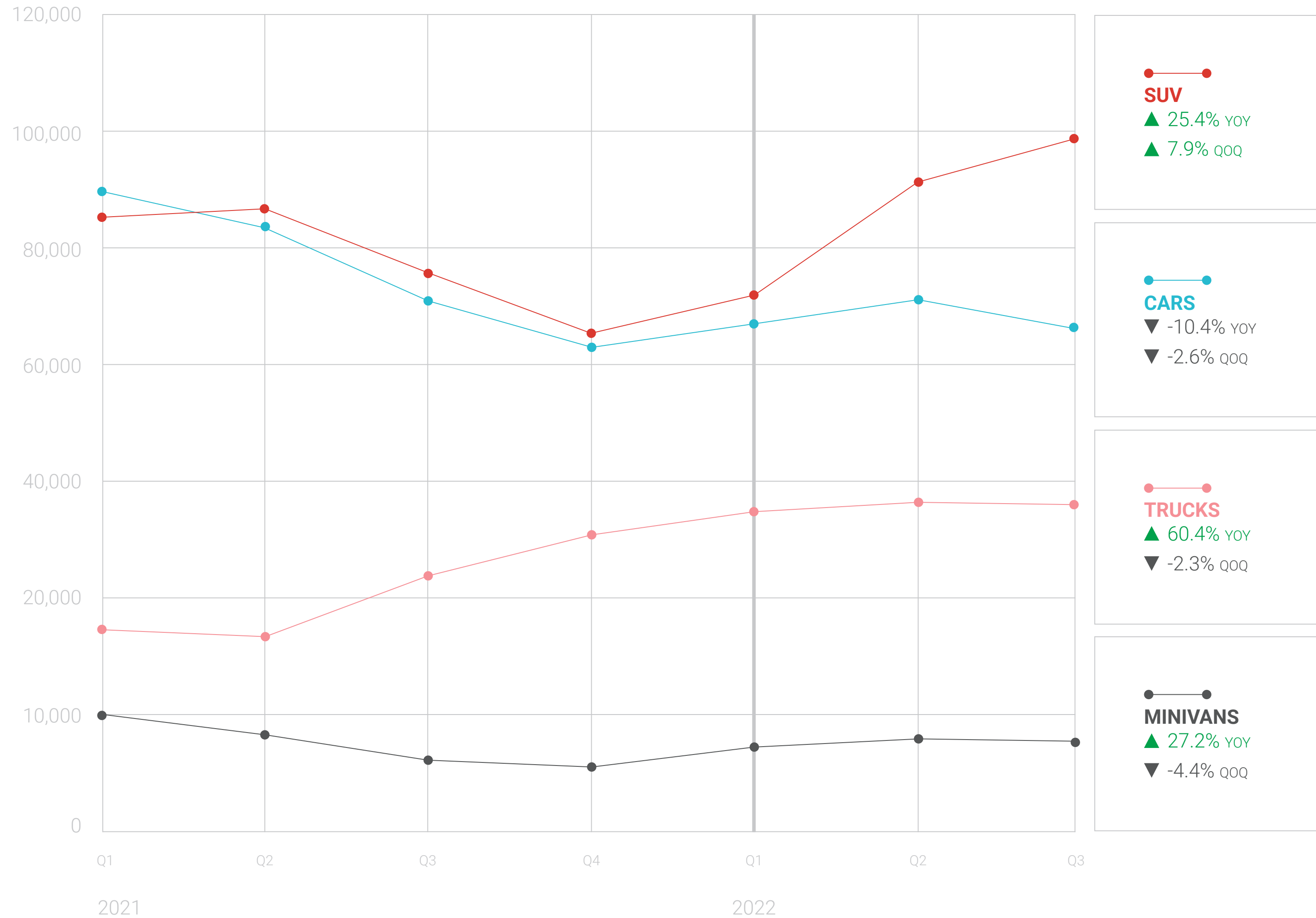
BY QUARTER

Used vehicle prices decline as more inventory becomes available

There is more used vehicle availability across all segments except for cars. With a substantial 60.4% increase in inventory year-over-year, truck prices have declined, and are now almost comparable to last year's levels, trending only 5.9% higher than October 2021. As a result of increased used vehicle inventory availability, prices are continuing to decline across all segments.

Methodology:




This data is the average of the total number of used automotive listings for the quarter on AutoTrader segmented by vehicle type (car, SUV, truck, minivan). Based on total listings, the data will be analyzed on a year-over-year and quarter-over-quarter basis to identify overall inventory availability in the market. Given that AutoTrader is the largest automotive marketplace in Canada, the data represents a snapshot of the overall Canadian automotive market.





TOP SEARCHED VEHICLES

NATIONAL (SEPTEMBER RANKS IN BRACKETS)

		NEW	USED
1. Ford F-150 (#1)		\$72,129	\$42,182
2. BMW 3 Series (#3) ▲		\$66,874	\$32,352
3. Honda Civic (#2) ▼		\$33,844	\$16,245
4. Porsche 911 (#5) ▲		\$ –	\$175,778
5. Mercedes-Benz C-Class (#7) ▲		\$74,837	\$41,854
6. Toyota RAV4 (#6)		\$38,687	\$32,855
7. Ford Mustang (#4) ▼		\$64,189	\$41,200
8. Mercedes-Benz E-Class (#8)		\$98,174	\$55,172
9. BMW X5 (#10) ▲		\$96,939	\$52,198
10. Honda CRV (#12) ▲		\$43,728	\$30,750

Methodology:

Based on the top ten most commonly searched vehicles for new and used listings, on AutoTrader in October 2022. Prices indicated refer to the average new and average used price for each vehicle, averaged across all trim levels. Rankings for the month of September 2022 appear in brackets for reference. The average has been adjusted based on the make and age of the vehicles available on the market during the collection period. The adjustments mean that any fluctuations in inventory won't pull the average too far in one direction or another.





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