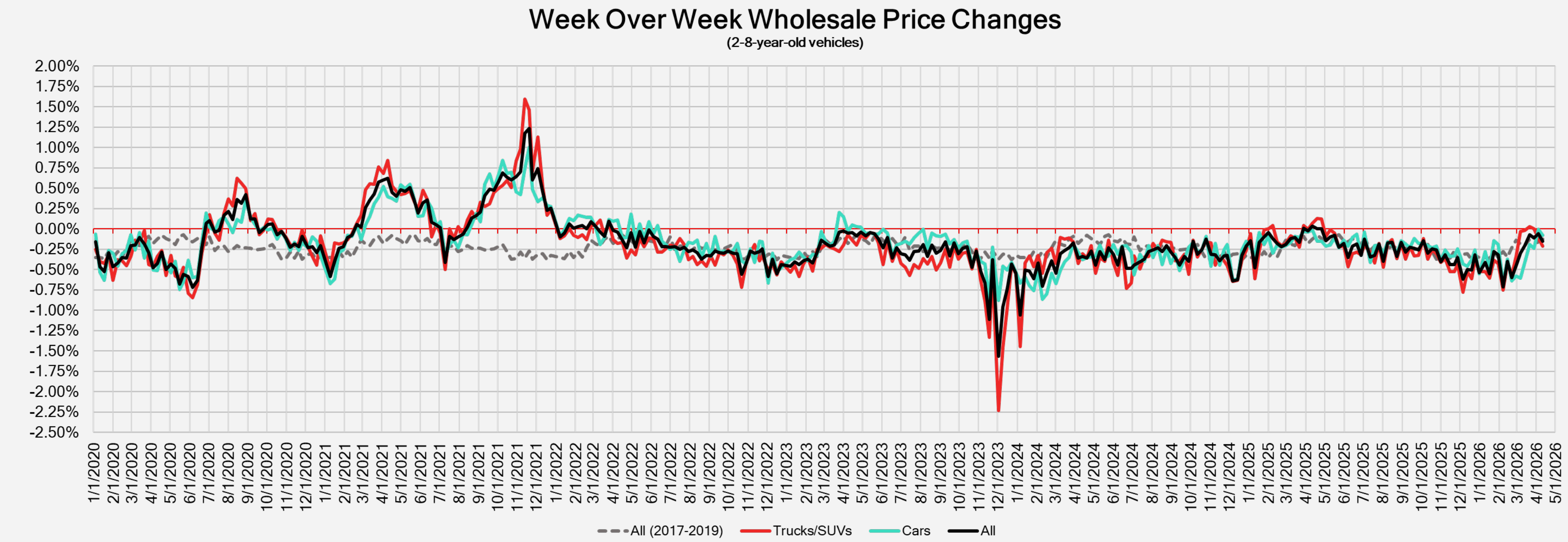
Wholesale Prices, Week Ending April 11th ,2026

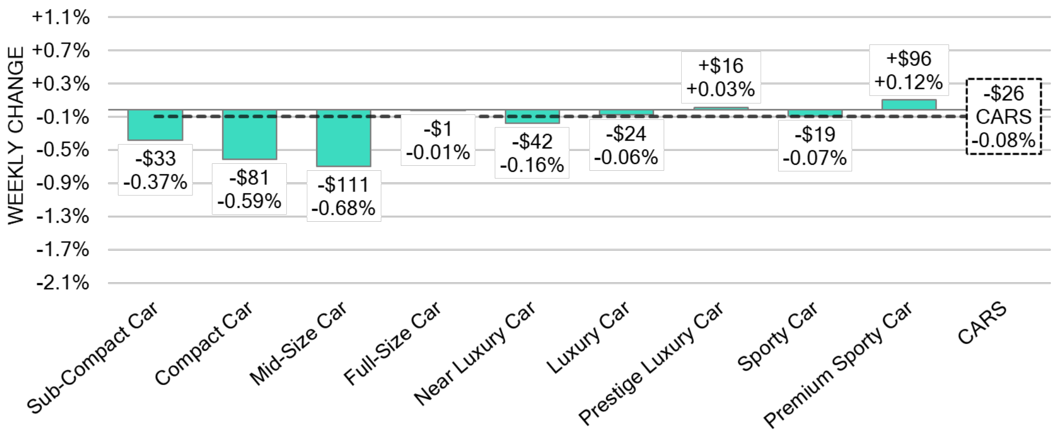
The Canadian used wholesale market saw a decline of -0.15% in pricing for the week. Car segments prices decreased by -0.08% while the Truck/SUV segments decreased by -0.22% overall. Minivan segment saw the biggest increase of +0.97%. The largest declines in the Car segments were seen in Mid-Size Car at -0.68% and Compact Car with -0.59%. The largest declines in the Truck/SUV segments were Full-Size Van with -1.58% followed by Small Pickup at -0.84%.

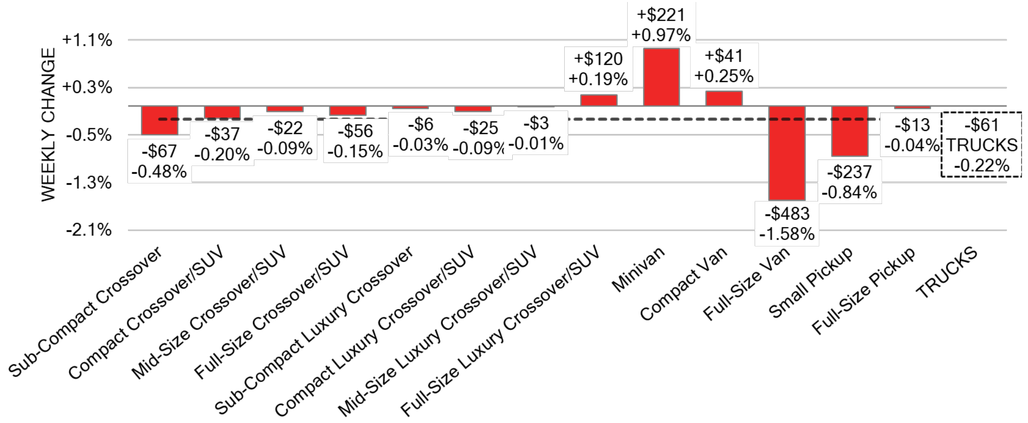
	This Week	Last Week	2017-2019 Average (Same Week)
Car segments	-0.08%	+0.00%	-0.13%
Truck & SUV segments	-0.22%	-0.11%	-0.11%
Market	-0.15%	-0.06%	-0.14%



Car Segments

Truck / SUV Segments





- Last week values softened slightly in Canada, with car segments averaging down 0.08% overall.
- The largest declines came from Mid-Size Car (-0.68%), Compact Car (-0.59%), and Sub-Compact Car (-0.37%).
- The smallest declines and gains were seen in Full-Size Car (-0.01%), Prestige Luxury Car (+0.03%), and Premium Sporty Car (+0.12%).

- Last week truck values softened, with the overall segment average down 0.22% in Canada.
- The largest declines came from Full-Size Van (-1.58%), Small Pickup (-0.84%), and Sub-Compact Crossover (-0.48%).
- The smallest declines were seen in Mid-Size Luxury Crossover/SUV (-0.01%). Gains were noted in Minivan (+0.97%), Compact Van (+0.25%), and Full-Size Luxury Crossover/SUV (+0.19%).

Wholesale

The Canadian market continues its downward trend, with a decline similar to last week. Truck segment values presented an 0.11% shift, resulting in an overall change of -0.22%. A 0.08% shift in car segment values resulted in an overall change of -0.08%. Just under 23% of market segments saw average value movements greater than ±$100. Auction sale rates across watched lanes ranged from 25.3% to 88.3%, resulting in a 45.2% average. Sales rates across auction lanes continue to fluctuate, driven by political factors and sellers supporting firm floor prices. Auction inventory has returned to normal levels; however upstream channels continue to hold priority sale access to inventory. Buyer demand for high-quality vehicles at auctions on both sides of the border persists.

Used Retail Prices & Listing Volume

The average listing price for used vehicles is slightly decreasing, as the 14-day moving average was at $37,300. This analysis is based on approximately 196,000 used vehicles listed for sale on Canadian dealer lots.

Market Insights

BLACK BOOK

Economics & Government

- The Canadian Unemployment rate remained unchanged in March at 6.7% as the economy added 14,100 net jobs for the month. This modest growth was not enough to offset the 94,900 jobs lost so far in 2026.
- Formal negotiations between Canada and the US have yet to begin on an update to the Canada-US-Mexico Trade Agreement (CUSMA) but “technical discussions” have kicked off between the US and Mexico.
- The yield on Canadian 10-year government bonds have decreased slightly to 3.27%.
- The Canadian dollar is around $0.724 this Monday morning, an increase from $0.717 a week prior.

U.S. Market

- Auction activity remained stable this week, with conversion at 64% reflecting strong but disciplined buyer participation. Price trends posted modest gains (+0.16% cars, +0.33% trucks), though performance was uneven, with strength concentrated in desirable units like full-size SUVs and well-equipped late-model inventory. The market remains healthy overall, but outcomes are increasingly segmented by inventory quality and positioning.

	This Week	Last Week	2017-2019 Average (Same Week)
Car segments	+0.16%	+0.26%	+0.18%
Truck & SUV segments	+0.33%	+0.46%	+0.03%
Market	+0.29%	+0.41%	+0.09%

Industry News

- Volkswagen will discontinue its ID.4 electric crossover in the U.S and Canada as its Chattanooga, TN plant dedicates production to the Atlas crossover. Inventory of current ID.4's is scheduled to last until 2027, and Volkswagen has assured that future electric models are planned.
- China's largest electric vehicle brand, BYD will be opening 20 retail stores in Canada this year. According to BYD of Europe's brand advisor, Alfredo Altavilla, "immediate action was taken to establish a network".
- Negotiations between Canada and the U.S. on the CUSMA are not expected to get resolved by July 1st, according to U.S. Trade Representative Jamieson Greer. While progress is being made, the pace is not likely to meet the deadline.
- The Scout electric brand was slated to bring its Traveler and Terra models to market soon, but those launches have now moved further out. While the brand has taken 160,000 reservations, only a few dozen will be built for testing late in 2026 with more test models built in 2027. Timing for customer models is scheduled for the beginning of 2028.
- With a goal of selling 90,000 midsize pickups a year in North America, Kia and Hyundai will be bringing models to the Canadian market by 2029. Kia already sells its Tasman pickup truck in other markets, while Hyundai looks to produce one based on the Boulder concept revealed earlier this year.
- Whiles manufacturers battle high costs of batteries, looking at Nickel-based chemistries offers higher performance but at higher cost. Lithium-based batteries are more common; costing less while generating a lower energy density as well. An emerging chemistry called Lithium Manganese Iron Phosphate (LMFP) acts as a middle ground between the two.

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Contact

Black Book

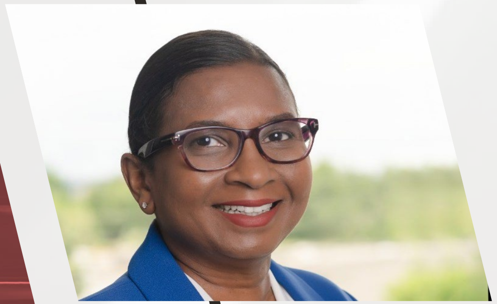
p. 800.554.1026

e. info@blackbook.com

www.blackbook.com

DANIEL ROSS

Sr. Manager, Industry Insights & Residual Value Strategy



YOLANDA BISWAH

President