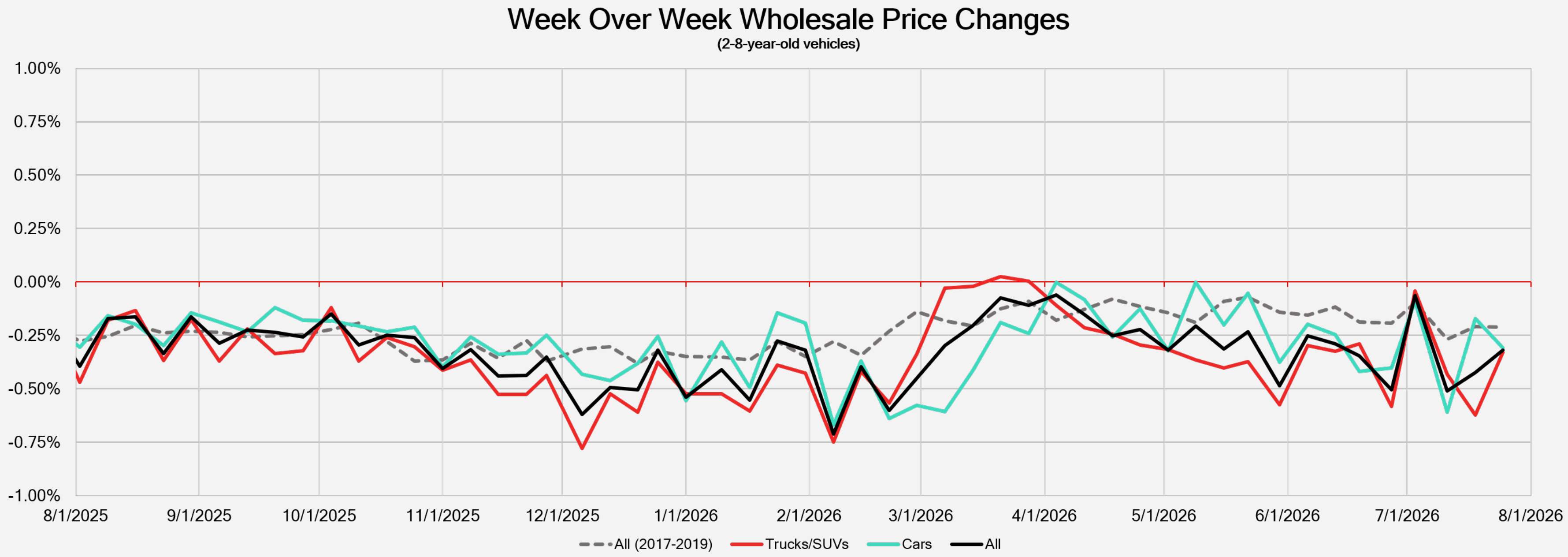
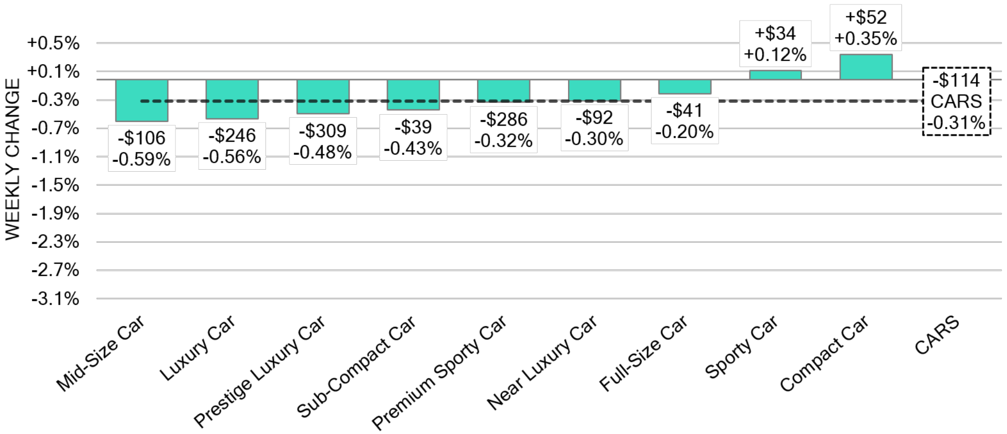
Wholesale Prices, Week Ending July 25th, 2026

The Canadian used wholesale market saw a decline of -0.32% in pricing for the week. Car segment prices decreased by -0.31% while the Truck/SUV segment decreased by -0.33%. Overall, the Compact Car segment saw the biggest increase of +0.35%. The largest declines in the Car segments were seen in Mid-Size Car at -0.59% and Prestige Luxury Car with -0.48%. The largest declines in the Truck/SUV segments were Compact Van with -2.59% followed by Full-Size Crossover/SUV at -0.71%.

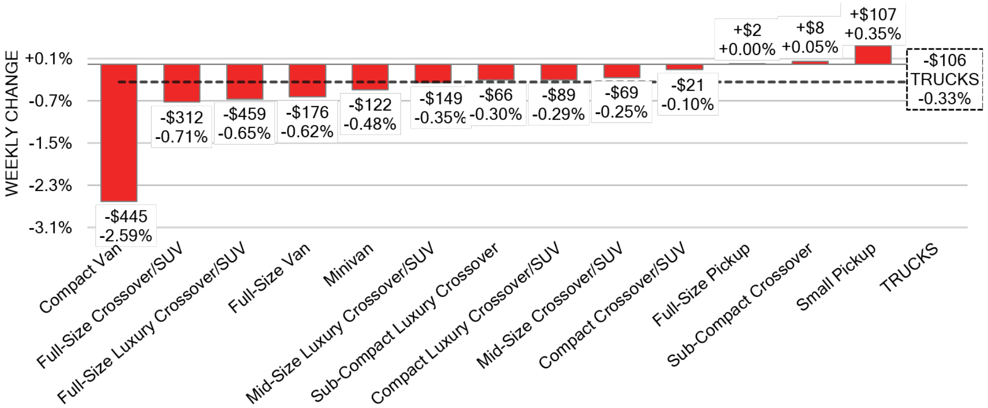
	This Week	Last Week	2017-2019 Average (Same Week)
Car segments	-0.31%	-0.17%	-0.21%
Truck & SUV segments	-0.33%	-0.62%	-0.21%
Market	-0.32%	-0.42%	-0.21%



Car Segments



Truck / SUV Segments



- Last week car segment continued to decline, with the overall Car Market down 0.31%.
- Mid-Size Car posted the largest declines last week, falling −0.59%, Luxury Car −0.56%.
- Positive movements were Compact Car up +0.35% and Sporty Car +0.12%.

- Last week truck values softened, but at a slower rate with the overall Truck Market down -0.33%.
- The largest declines were recorded in the Full-Size Crossover/SUV -0.71%, Compact Van −2.59%.
- The Small Pickup +0.35% and Sub-Compact Crossover +0.05% segments posted the only gain last week.

Wholesale

The Canadian market continued its downward trend, with the pace of decline easing compared to last week. Car segment values presented a 0.14% change, resulting in an overall decline of -0.31%. Truck segment values experienced a 0.29% shift, resulting in a cumulative decline of -0.33%. 50% of market segments saw average value movements greater than ±$100. Auction sale rates across the watched lanes remained varied from 10.9% to 56.6%, averaging at 35.9%. These rates are influenced by seasonal changes, political conditions, and sellers holding firm on floor prices. Auction inventory has returned to regular volumes; 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 $36,900. This analysis is based on approximately 169,000 used vehicles listed for sale on Canadian dealer lots.

Market Insights

Economics & Government

- The US announced that it plans to levy a 50% tariff on a wide variety of Canadian exports effective August 19, including everything from alcohol, wood products, hockey sticks, cereal and notebooks.
- Statistics Canada reported that retail sales increased 1% in May as higher energy prices boosted volumes at gas stations and fuel retailers.
- The yield on Canadian 10-year government bonds have increased slightly to 3.44%.
- The Canadian dollar is around $0.710 this Monday morning, a slight decrease from $0.712 a week prior.

U.S. Market

- The overall wholesale market declined -0.45% last week, an improvement from the prior week's -0.48% decrease, as Truck/SUV depreciation moderated while Car segment declines accelerated slightly. Auction activity remained selective, with the strongest demand centered on clean, late-model passenger cars and hybrid/electrified vehicles, while mainstream SUVs, crossovers, and pickups continued to face pricing pressure.

	This Week	Last Week	2017-2019 Average (Same Week)
Car segments	-0.43%	-0.39%	-0.29%
Truck & SUV segments	-0.46%	-0.51%	-0.22%
Market	-0.45%	-0.48%	-0.25%

Industry News

- Over 10,000 EVAP rebates were claimed in June, with almost half of those from Quebec. By brand, Toyota took the top spot with its bZ and C-HR EVs, as well as its Prius and Rav4 Plug-ins helping a total of over 2,800 customers receive the rebate. But the top model was the Chevrolet Bolt, with over 1,000 claims for the month.
- The public EV fast-charging infrastructure is finding a lack of usage for its current network. Concluding that fast-charging development outpaces demand, with owners charging at home and at work with slower Level 2 stations. The average DC fast-charging port in Canada is only used 9.5% of the time, as reported by U.S.-based charging analytics company Paren. Though in high volume cities like Vancouver and Toronot, charging up-time reaches 22.5% and 17.3%, respectively.
- The Gordie Howe International Bridge has finally opened. The new trade corridor between the U.S. and Canada has organizations anticipating substantial savings in logistical time and money.
- Honda and Acura are making product plans to support high demand areas of the car market, all scheduled to launch by 2029. Honda is planning a 3rd generation Ridgeline and a lifted Accord-styled SUV/Crossover hybrid to target customers that like higher riding models like they find at Subaru, with greater utility built-in, but at a smaller car price.
- Acura is planning a new 3-row flagship SUV that will compete with the likes of the Lexus TX. The model would be positioned above the brands current MDX SUV and receive a multi-powertrain platform to support a hybrid motor.
- Range Rover debuted a new model based off its Electric Modular Architecture (EMA) platform. Called the Range Rover GT, it will showcase a longer slung coupe-like roofline without sacrificing the offroad prowess that the brand is known for.

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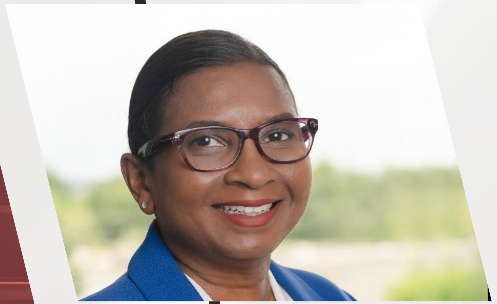

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