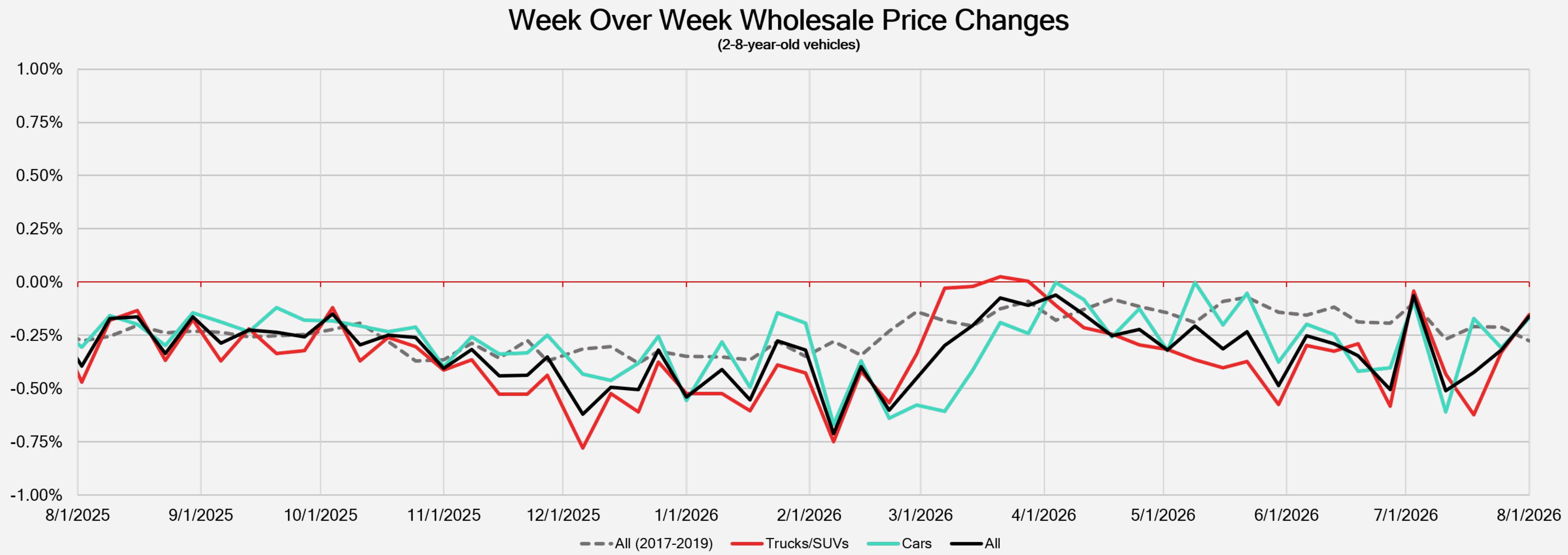
Wholesale Prices, Week Ending August 1st, 2026

BLACK BOOK

The Canadian used wholesale market saw a decline of -0.16% in pricing for the week. Car segment prices decreased by -0.17% while the Truck/SUV segment decreased by -0.15%. Overall, the Mid-Size Car segment saw the biggest increase of +0.53%. The largest declines in the Car segments were seen in Premium Sporty Car at -0.38% and Near Luxury Car with -0.34%. The largest declines in the Truck/SUV segments were Compact Van with -1.18% followed by Full-Size Van at -0.99%.

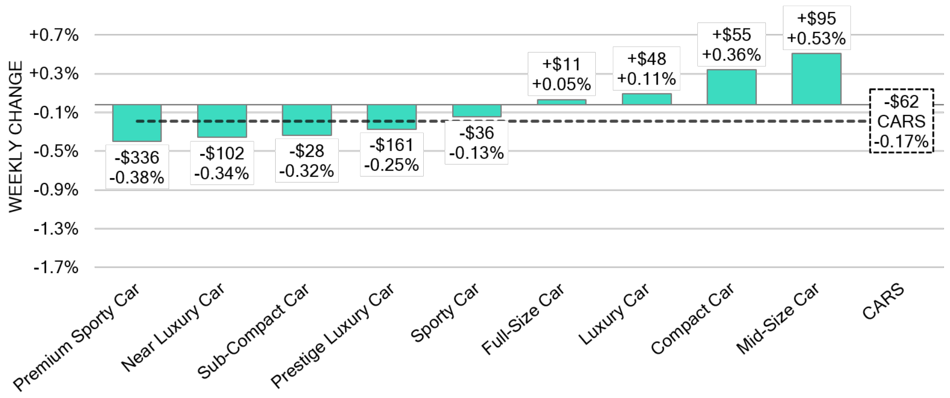
	This Week	Last Week	2017-2019 Average (Same Week)
Car segments	-0.17%	-0.31%	-0.33%
Truck & SUV segments	-0.15%	-0.33%	-0.23%
Market	-0.16%	-0.32%	-0.28%

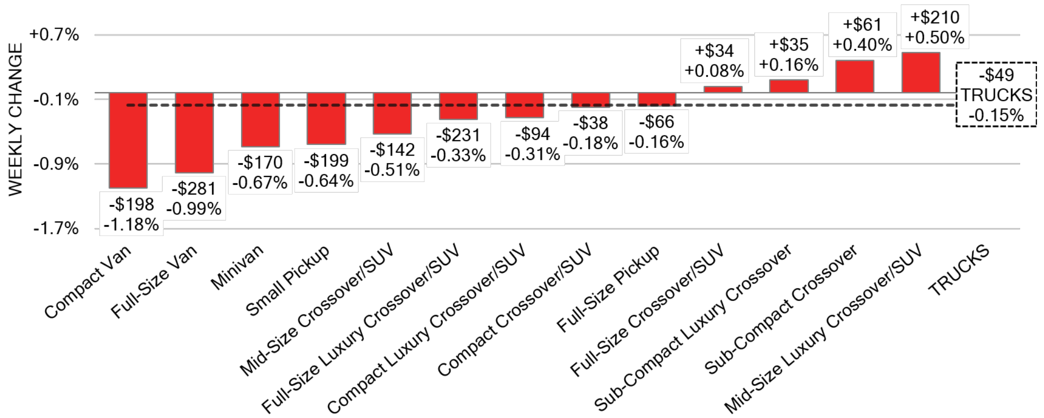


Car Segments

Truck / SUV Segments

BLACK BOOK





- Last week, the car segment continued to decline, with the overall Car Market down -0.17%.
- Premium Sporty Car posted the largest declines last week, falling –0.38%, Near Luxury Car –0.34%.
- Positive movements were Mid-Size Car up +0.53%, Compact Car +0.36%, Luxury Car +0.11% and Full-Size Car +0.05%.

- Last week truck values softened, but at a slower rate with the overall Truck Market down -0.15%.
- The largest declines were recorded in the Full-Size Van -0.99%, Compact Van –1.18%.
- Mid-Size Luxury Crossover/SUV +0.50%, Sub-Compact Crossover +0.40%, Sub-Compact Luxury Crossover +0.16% and Full-size Crossover/SUV +0.08% segments posted the only gain last week.

Wholesale

The Canadian market continued its downward trend, with softer pace of decline compared to last week. Car segment values presented a 0.14% change, resulting in an overall decline of -0.17%. Truck segment values experienced a 0.18% shift, resulting in a cumulative decline of -0.15%. Just over 45% of market segments saw average value movements greater than ±$100. Auction sale rates across the watched lanes remained varied from 10.8% to 86.9%, averaging at 46.6%. 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 new Gordie Howe International Bridge connecting Windsor, Ontario and Detroit, Michigan officially opened after a last-minute agreement was struck between the Canadian and US governments to share toll revenues. The bridge is expected to ease congestion at the busy border crossing and provide competition to the century old, privately owned, Ambassador Bridge.
- The yield on Canadian 10-year government bonds have decreased slightly to 3.42%.
- The Canadian dollar is around $0.714 this Monday morning, a slight increase from $0.710 a week prior.

U.S. Market

- Wholesale depreciation remained elevated last week, with the overall market declining -0.50%, more than double the pre-pandemic seasonal average of -0.24% for the same week. Car values decreased -0.32%, while Truck/SUV values fell -0.56% as buyer participation became increasingly selective and auction conversion eased to 54%.

	This Week	Last Week	2017-2019 Average (Same Week)
Car segments	-0.32%	-0.43%	-0.31%
Truck & SUV segments	-0.56%	-0.46%	-0.19%
Market	-0.50%	-0.45%	-0.24%

Industry News

- Even though the Gordie Howe International Bridge is finally open, Stellantis has a contract with the Ambassador Bridge to be charged a reduced flat rate of $160,000USD that allows for almost $3 million in savings if it maintains sole use of the bridge amidst the Gordie Howe bridge opening.
- A deadly 7.1 magnitude earthquake shook Japan on July 28th. The impacts of which affected multiple assembly plants and auto sector factories in the country. Multiple brands and suppliers such as, Toyota, Honda, Nissan, Mitsubishi, and Aisin had to shut down operations. Production stoppages could amount to 10,000 units lost and should see recovery by the first week of August.
- Nissan and Honda are once again in talks of a possible merger. This time they are looking to join forces to develop an operating system that would underpin software defined vehicles, as concerns around Chinese manufacturers become greater. Nissan has also recently reduced the planning and execution time for vehicle development by 40%, as they look to match Chinese vehicle development times.
- Audi launched the all-new Q9 and SQ9 luxury three-row SUVs last week. The brand will now have this model be its largest and most luxurious SUV acting as its flagship for the brand. Competing with the Mercedes-Benz GLS and BMW X7, Audi will now have a viable alternative in the space.
- Volvo announced it will have an all-new electric EX50 arrive in market in the Fall of 2027. The model will replace the EX40 as a larger and less expensive option to sell alongside the recently launched EX60.

About Black Book

Black Book® is best known in the automotive industry for providing timely, independent, and precise vehicle pricing information, and is available to industry-qualified users through online subscription products, mobile applications, and licensing agreements. Since 1955 Black Book has continuously evolved to ensure that it achieves its goal of delivering mission-critical information to its customers, along with the insight necessary to successfully buy, sell, and lend. Black Book data is published daily by National Auto Research, a Hearst company, and maintains offices in Georgia as well as the Canadian Black Book in Toronto.

Contact

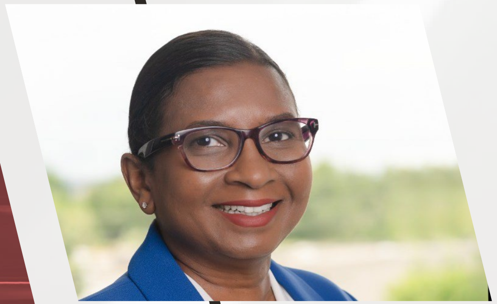
Black Book

p. 800.554.1026

e. info@blackbook.com

www.blackbook.com

DANIEL ROSS
Director, Strategic Market Insights



YOLANDA BISWAH
President