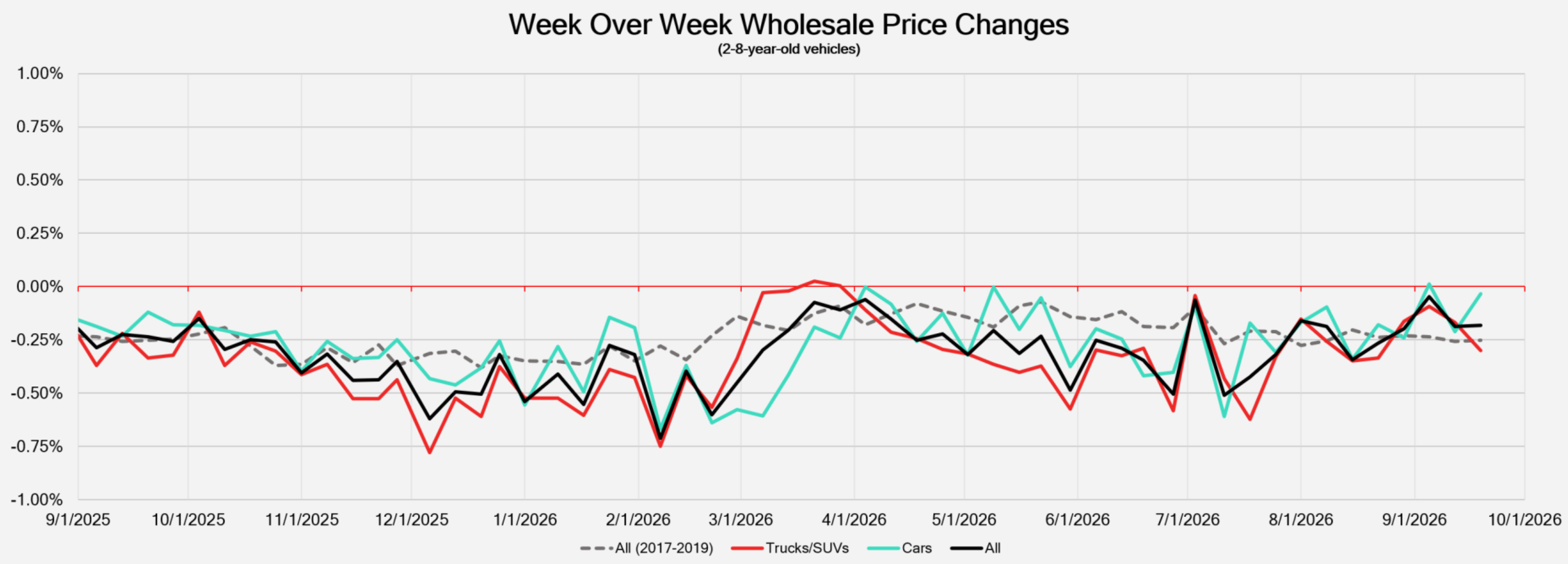
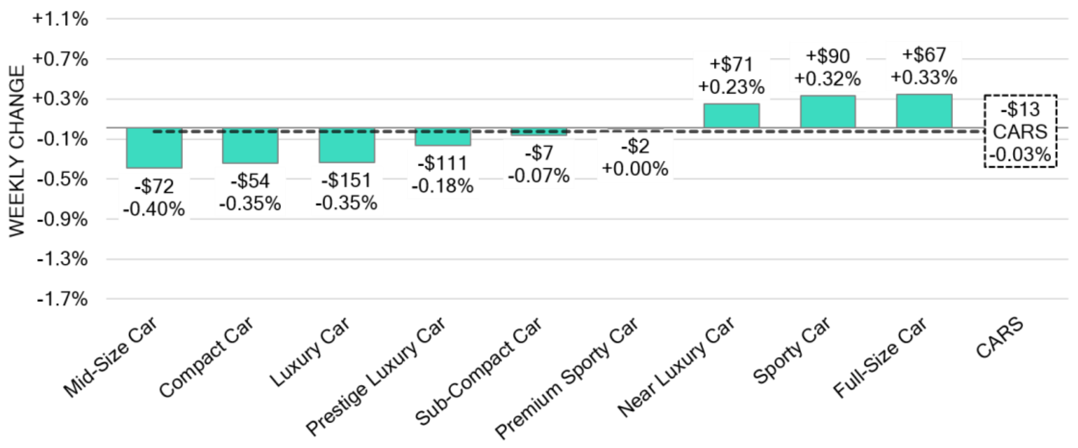
Wholesale Prices, Week Ending September 19th, 2026

The Canadian used wholesale market saw a decline of -0.18% in pricing for the week. Car segment prices decreased by -0.03% while the Truck/SUV segment decreased by -0.30%. Overall, the Sub-Compact Luxury Crossover/SUV segment saw the biggest increase of +0.76%. The largest declines in the Car segments were seen in Mid-Size Car at -0.40% and Luxury Car with -0.35%. The largest declines in the Truck/SUV segments were Full-Size Crossover/SUV with -1.21% followed by Compact Van at -0.89%.

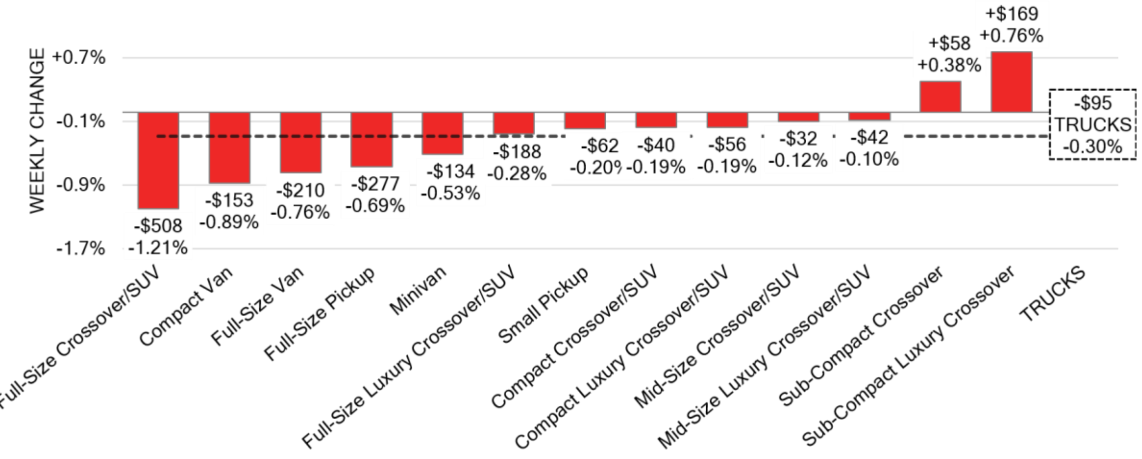
	This Week	Last Week	2017-2019 Average (Same Week)
Car segments	-0.03%	-0.21%	-0.25%
Truck & SUV segments	-0.30%	-0.17%	-0.26%
Market	-0.18%	-0.19%	-0.25%



Car Segments



Truck / SUV Segments



- The overall Car Segment was down this week –0.03%, largest declining were Mid-Size Car –0.40% Compact Car and Luxury Car down –0.35%.
- Showing positive movement were Full-size Car +0.33%, Sporty Car +0.31% and Near Luxury Car +0.23%

- Last week truck values continued to soften with the overall Truck Market down -0.30%. The largest declines were recorded in the Full-size Crossover/SUV –1.21%.
- Sub Compact Luxury Crossover +0.76%,segments posted the largest gain last week. Followed by Sub-Compact Crossover +0.38%.

Wholesale Market Commentary

The Canadian market continued its downward trend, with the rate of decline returning to more typical weekly levels. Car segment values experienced a 0.18% shift, resulting in an overall decrease of –0.03%. Truck segment values presented a 0.13% change, resulting in a –0.30% decrease. 50% of the market segments saw average value movements greater than ±$100.

Monitored auction sale rates ranged from 41.1% to 76.2%, averaging at 59.8%. These auction sale rates are influenced by seasonal trends, political conditions, and firm seller floor prices.

Auction inventory has returned to regular-high levels, though upstream channels continue to receive priority access. Demand for high-quality vehicles remains strong on both sides of the border.

Used Retail Prices & Listing Volume

The average listing price for used vehicles is slightly decreased, as the 14-day moving average was at $38,500. This analysis is based on approximately 165,000 used vehicles listed for sale on Canadian dealer lots.

Market Insights

Economics & Government

- Inflation held steady at 3% in August as higher oil prices were offset by a decline in the price of food. Gas prices were up 22.8% versus August 2025 but this was actually down compared to a 25.7% YoY increase in July. Food prices, while up 2.8% versus August 2025, recorded the first increase below 3% in 14 months.
- The Canadian government and the European Union are working on a new economic partnership.
- The yield on Canadian 10-year government bonds have held steady at 3.80%. The Canadian dollar is around $0.715 this Monday morning, down from $0.724 last week.

U.S. Market

- Wholesale values continued to soften last week as depreciation remained above historical norms, although auction activity indicated buyers were still actively participating in the market. Pricing became increasingly dispersed as buyers concentrated their bidding on retail-ready inventory while discounting vehicles with average mileage, lower-content trims, or condition-related shortcomings.

	This Week	Last Week	2017-2019 Average (Same Week)
Car segments	-0.45%	-0.38%	-0.25%
Truck & SUV segments	-0.77%	-0.83%	-0.12%
Market	-0.69%	-0.72%	-0.17%

Industry News

- **Toyota's new global head prioritizes break-even volume over profit** – in a first time interview since taking over the brand, new CEO Kenta Kon whose background is heavily geared to finance is focusing on driving down the share of break-even volume product over a goal centred around profitability. The focus helps reduce unnecessary production complexities where applicable as in decreasing variations to a vehicle's build options.
- **Zero-emission vehicle share reached 10.7% in July** – Plug-ins and Electric vehicles increased year-over-year by a substantial 36%, but failed to improve over last month.
- **GM has released its next generation of half-ton pick ups** – with its new Sierra and Silverado, the carmaker introduces improved performance and towing on all engines, including two new V8's, a 5.7L and 6.6L that make more power than ever before. While the 6-cylinder Diesel remains with increased efficiency.
- **Ford increases availability of the V8 and Off-road trims** – not to be outdone by GM, as the F-150 becomes an aging product against others, but along with grille and fascia updates, the brand has reduced the price of entry on its Off-road Tremor variant as well as access to its V8 engine higher in the trim range.
- **The EVAP rebate has shown high-priced EV's gaining eligibility** – as rebate activity is closely monitored, it has identified high MSRP models like the VW ID Buzz, Jeep Wagoneer S, Hyundai Ioniq 9, Cadillac Lyriq and Acura ZDX which range from $63,000 to mid-$80,000, transacting below $50,000 to become eligible.

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