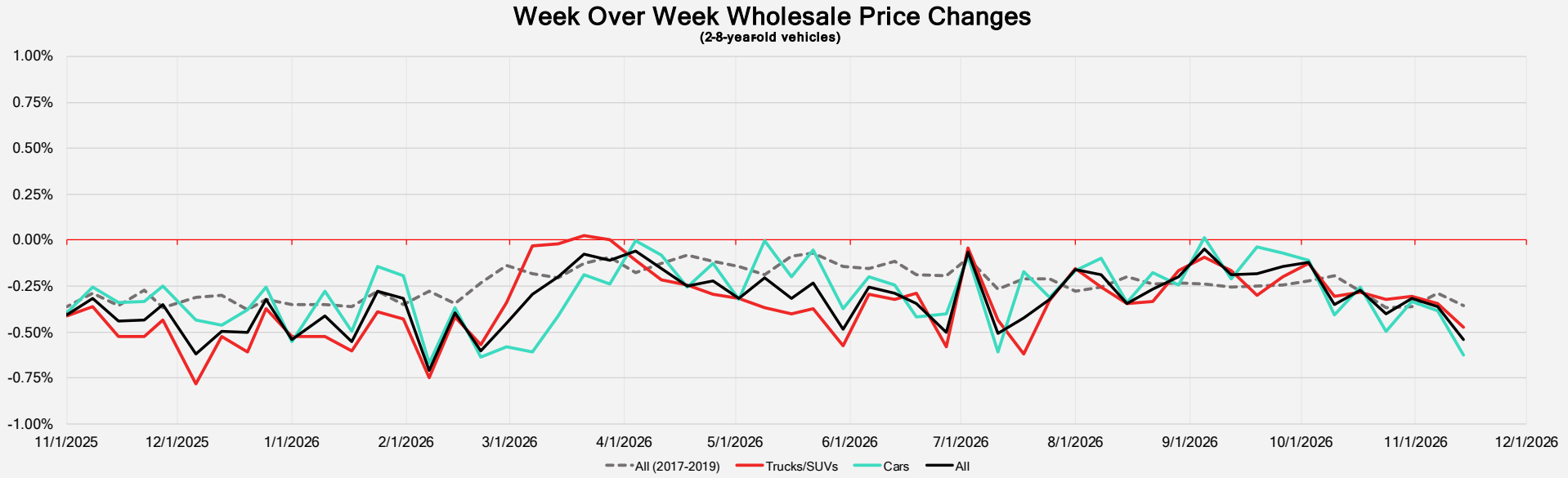
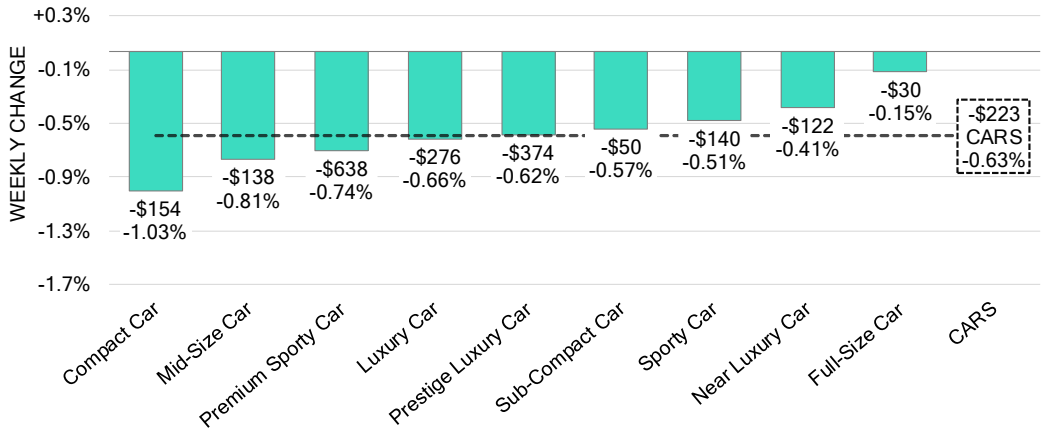
Wholesale Prices, Week Ending November 14th, 2026

The Canadian used wholesale market saw a decline of -0.54% in pricing for the week. Car segment prices decreased by -0.63% while the Truck/SUV segment decreased by -0.48%. The largest declines in the Car segments were seen in Compact Car at -1.03% and Mid-Size Car at -0.81%. The largest declines in the Truck/SUV segments were Compact Van with -1.23% followed by Compact Crossover/SUV at -0.92%.

	This Week	Last Week	2017-2019 Average (Same Week)
Car segments	-0.63%	-0.39%	-0.44%
Truck & SUV segments	-0.48%	-0.35%	-0.27%
Market	-0.54%	-0.36%	-0.30%

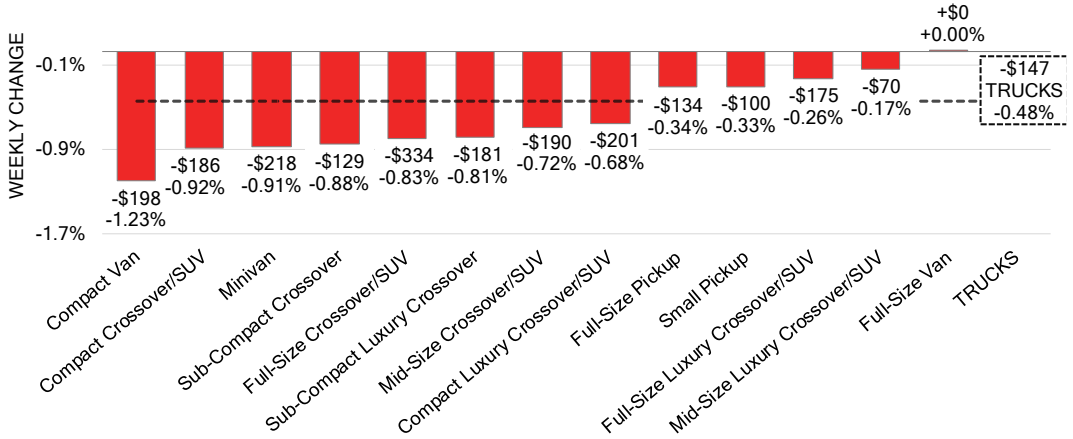


Car Segments



- The overall Car Segment declines this week –**0.63%,** with the largest decline in **Compact Car–1.03%** followed by **Mid-Size Car –0.81%.**
- All reporting Car segments showed negative movement last week.

Truck / SUV Segments



- Last week Truck/SUV wholesale values continued to decline, falling **0.48%** overall. The largest declines were in **Compact Vans (-1.23%)**, followed by **Minivans (-0.91%)**.
- Wholesale value declines increased across both car and truck segments last week.

Wholesale Market Commentary

- The Canadian market's downward trend continued last week, with values showing a more pronounced overall decline. Car segment values experienced a 0.24% shift, resulting in an overall decrease of –0.63%. Truck segment values presented a 0.13% change, resulting in a –0.48% decrease. Slightly less than 82% of market segments saw average value movements greater than ±$100.
- Auction inventory continues to hold at normal to high levels, though upstream channels continue to receive priority access. Demand fo r high-quality vehicles remains strong on both sides of the border.

Used Retail Prices & Listing Volume

The average listing price for used vehicles has decreased slightly, as the 14-day moving average is at $37,100. This analysis is based on approximately 180,000 used vehicles listed for sale on Canadian dealer lots.



Market Insights

Economics & Government

- Canada's unemployment rate rose to 6.7% in October, up from 6.5% in September as the economy lost 4,700 jobs during the month.
- The yield on Canadian 10-year government bonds decreased slightly to 3.50%. The Canadian dollar is around $0.701 this Monday morning, down from $0.714 last week.

U.S. Market

- Wholesale values continued to decline last week, with depreciation easing for Cars but accelerating for Trucks and SUVs. Car declines were broad, though Near Luxury Car was nearly stable. Truck/SUV losses deepened across most segments, with Compact Crossovers and Sub-Compact Luxury Crossovers among the weakest. Overall, market conditions remained soft, with declines varying by vehicle type.

	This Week	Last Week	2017-2019 Average (Same Week)
Car segments	-0.61%	-0.75%	-0.65%
Truck & SUV segments	-1.04%	-0.63%	-0.62%
Market	-0.93%	-0.66%	-0.63%

Industry News

- **Stellantis sells Brampton assembly plant to military defence contractor Roshel** – Canadian production facility has been under pressure to restart since December 2023 now signed an asset purchase agreement on November 9th. Roshel anticipates employing 700-1,000 Stellantis employees.
- **Honda's next-gen CR-V to be hybrid only, still built in Ontario** – as early as next year, Honda will begin building its next-gen CR-V that will be powered solely by a hybrid engine.
- **October marks a surge in Japanese brand volume –** Honda and Toyota report a 16% gain in sales volume, while Subaru was up a massive 70%. Subaru dealers noticed a substantial increase in product, with one dealer quoted saying, "early October, the floodgates opened," helping turn deliveries in as little as 48 hours, rather than a +30-day timeline.
- **Federal Luxury tax on cars could change on Electric/Hydrogen models** – a new proposal for alternative fuel vehicles to have an increased luxury tax threshold of $150,000 instead of $100,000 has been suggested.
- **Stellantis Canada to get a dedicated Captive Finance Arm** – Stellantis Financial Services looks to begin operating in Canada in the first quarter of 2027.
- **Former GM exec hired to head up Ford Product portfolio** – Marissa West who previously led GM in North America and GM Canada before that, has been hired by rival carmaker, Ford Motor Company as Vice President of Vehicle Programs.

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