

Auto Financing - Canada - August 2018

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“Dealerships have a clear point-of-sale advantage in the financing process and satisfaction levels are high, solidifying their place as a convenient one-stop shopping experience.”

– **Sanjay Sharma, Senior Financial Services Analyst**

This report looks at the following areas:

- Most Canadians own at least one vehicle
- Cash and dealership financing are the most popular payment methods
- Low monthly payments and recommendations are the top influencers
- Overall satisfaction with dealership financing is high
- Affordability factors are most important

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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A growing population and diversity will boost demand

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Canadian vehicle sales hit the two million mark for first time in 2017

Bank of Canada raises interest rates amidst trade tensions

Impact of the sharing economy on car financing

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Canada's population is aging

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Aging population is not great news for auto financing

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- Canadian household debt ratio declines
- Bank of Canada raises interest rates amidst trade tensions
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- AutoGravity and AutoFi take car financing into the digital age
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Cash and dealership financing are the most popular payment methods
 Low monthly payments and recommendations are the top influencers
 Overall satisfaction with dealership financing is high
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