

## Auto Financing - Canada - December 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Many auto finance consumers are looking for more clarity. Increased transparency, no 'fine-print' clauses and clear communication are ways to increase customer satisfaction and referral business."

– Sanjay Sharma, Senior Financial Services Analyst

### This report looks at the following areas:

- Overall affordability is the most important decision factor
- Dealership financing, bank loans and manufacturer financing are the three top non-self-financing choices
- Satisfaction with dealership finance is high
- Consumers are generally cautious about loan terms and monthly payments

Fuelled by a prolonged low interest rate environment and other financing incentives, Canadians now hold a record level of auto loan debt. Auto loans have almost doubled in the last eight years amid growth that has outpaced other forms of household debt. Consumers are financing through captive lenders (financing arms of auto manufacturers), at dealerships and through banks and credit unions. At the same time, we have witnessed a decline in the popularity of leasing after the financial crisis of 2008. In this report, we examine current consumer preferences that tell us more about the auto financing market in Canada.

This report explores the attitudes and consumer behaviour related to automobile financing and also explores topics such as factors that influence financing decision, interest in incentives, decision factors, satisfaction with dealer financing and indicators such as the auto ownership, payment method and length of financing.

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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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New distribution models likely to emerge to better match lenders and borrowers  
P2P lenders are an emerging alternative

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Tesla bypassing dealerships

## Captive Lenders

Captive lenders

Ford Credit

RBC Automotive Finance

Honda Canada Finance

Toyota Financial Services

Hyundai Capital Canada

TD Auto Finance

Mercedes-Benz Financial Services

## What's Changing?

New distribution models likely to emerge to better match lenders and borrowers

P2P lenders are an emerging alternative

Tesla bypassing dealerships

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Around two in five consumers use cash or savings

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