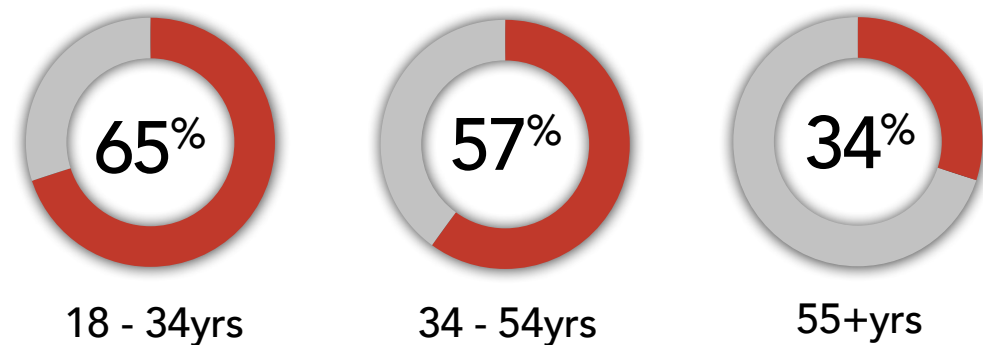


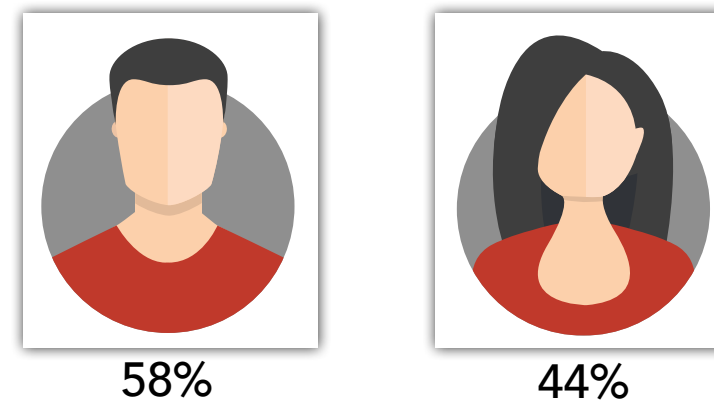
Canadian Black Book Car Buying Trends 2018

Over the next 24 months...

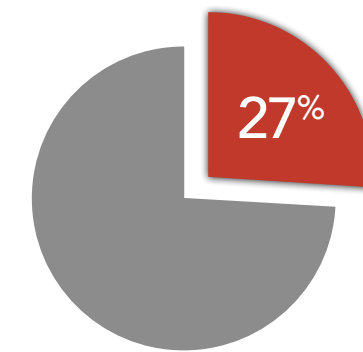
Younger customers are more likely to buy:



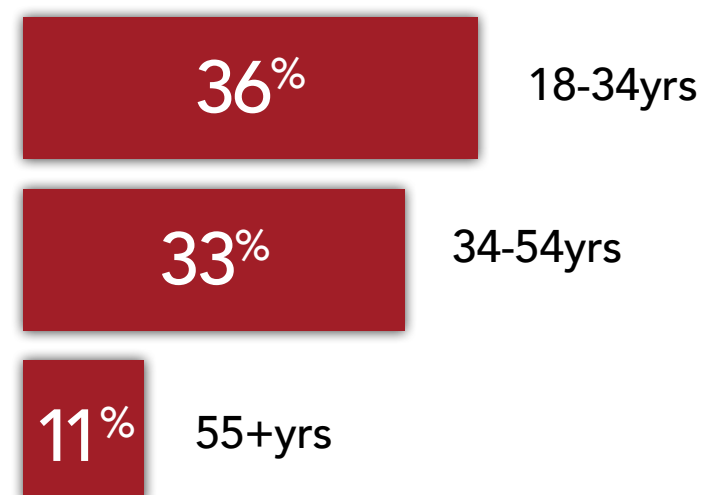
And men are more likely to purchase:



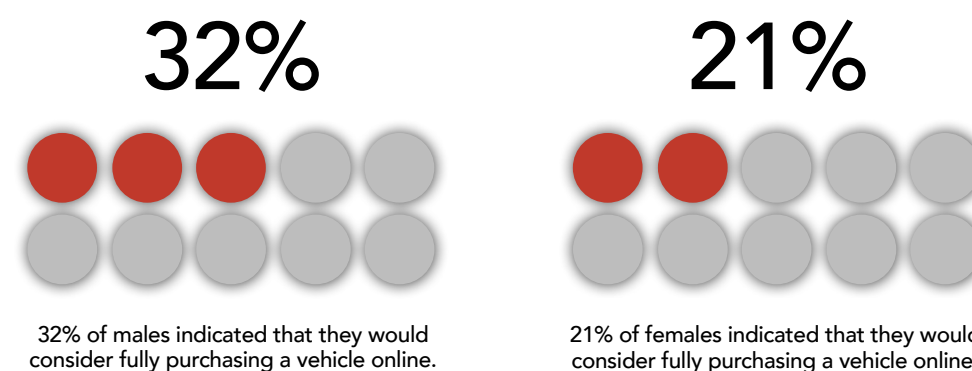
More than a quarter of Canadians would consider fully purchasing a vehicle on line:



Younger buyers are more likely to consider fully purchasing a car online:



And men are more likely to consider fully purchasing online:



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