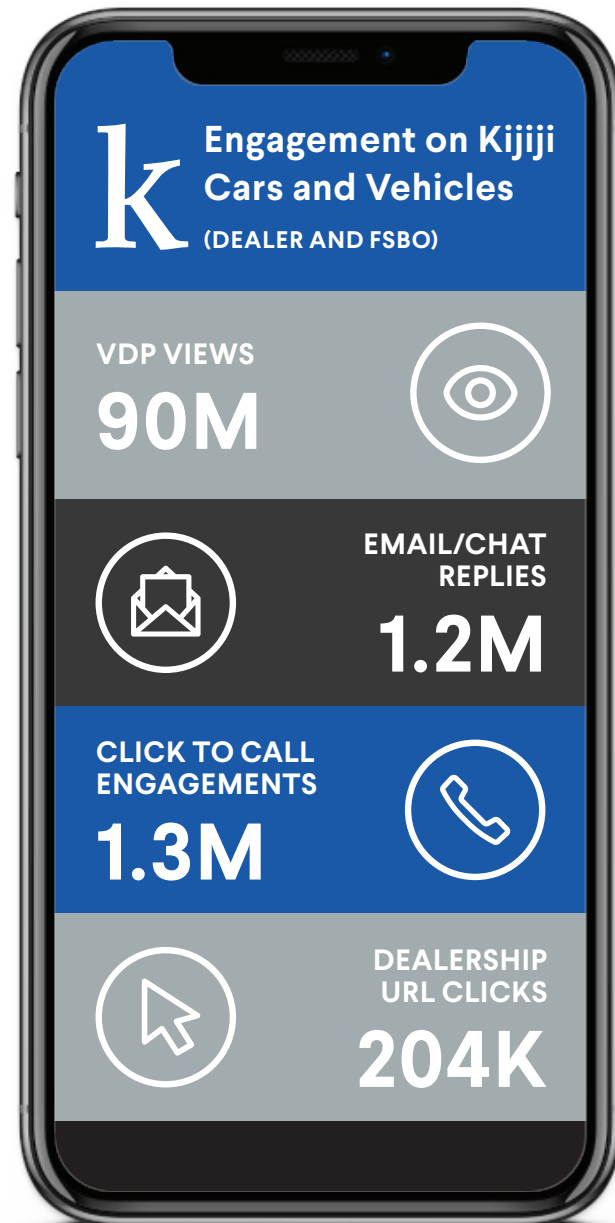


## Total New Listings for Cars and Trucks

(DEALER AND FSBO)

JULY 2018<sup>1</sup>  
**521,645**

JULY 2017  
468,550



## Average Listing Price by Make

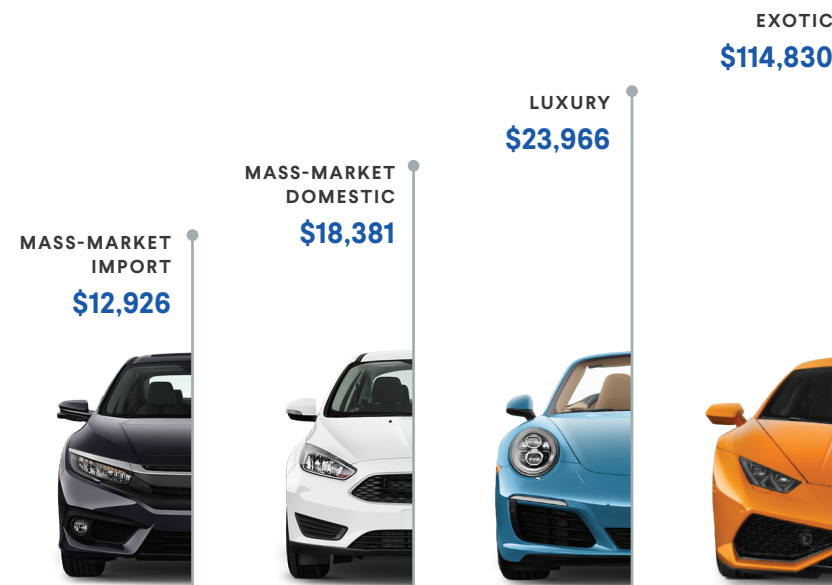
(DEALER)

TOTAL AVG. JULY 2018

**\$16,821**

TOTAL AVG. JULY 2017

**\$16,956**



## How Fast Cars Sell on Kijiji

(DEALER)



## Total Views by Body Segment JULY 2018 (DEALER)



## TOP 10 MOST POPULAR MODELS<sup>2</sup>

- HONDA CIVIC
- FORD F-150
- DODGE RAM 1500
- DODGE GRAND CARAVAN
- FORD ESCAPE
- MAZDA3
- TOYOTA COROLLA
- VOLKSWAGEN JETTA
- HONDA CRV
- HYUNDAI ELANTRA

## TOP 10 MOST POPULAR BRANDS<sup>2</sup>

- FORD
- TOYOTA
- DODGE
- HONDA
- CHEVROLET
- NISSAN
- HYUNDAI
- MAZDA
- VOLKSWAGEN
- BMW

<sup>1</sup>New Car Inventory introduced to Kijiji in August, 2017

<sup>2</sup>Top 10 Most Popular Makes/Models ranked by user engagement via VDP Email Replies, URL Clicks and Clicks to Call

# AUTOBAROMETER

JULY 2018

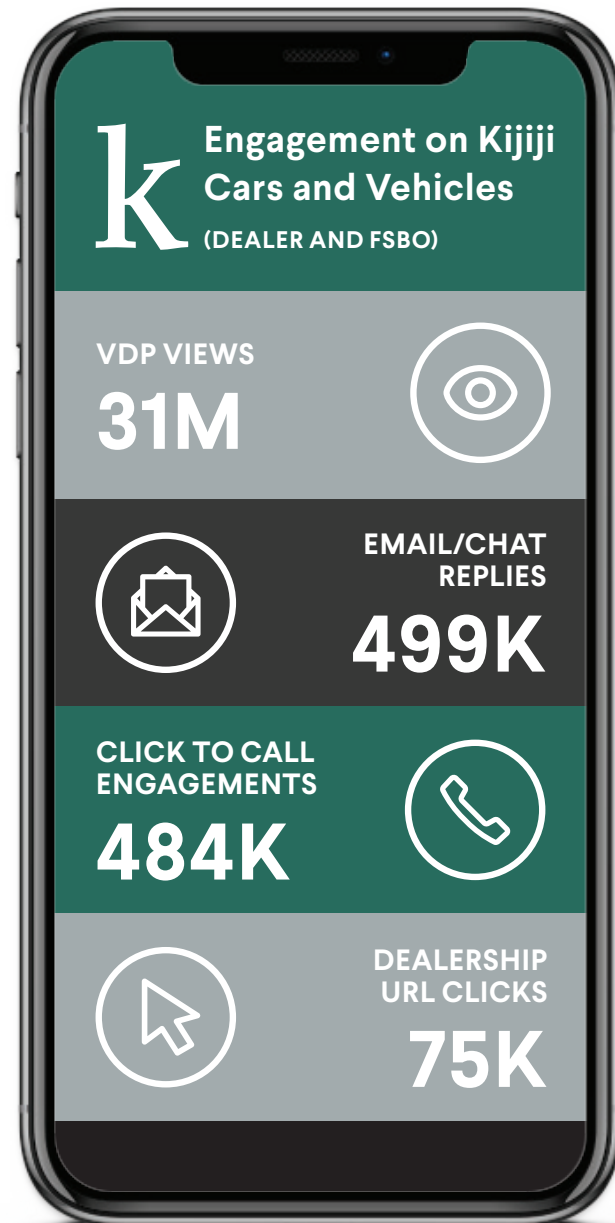
ONTARIO

## Total New Listings for Cars and Trucks

(DEALER AND FSBO)

JULY 2018<sup>1</sup>  
**186,484**

JULY 2017  
**161,992**



## Average Listing Price by Make

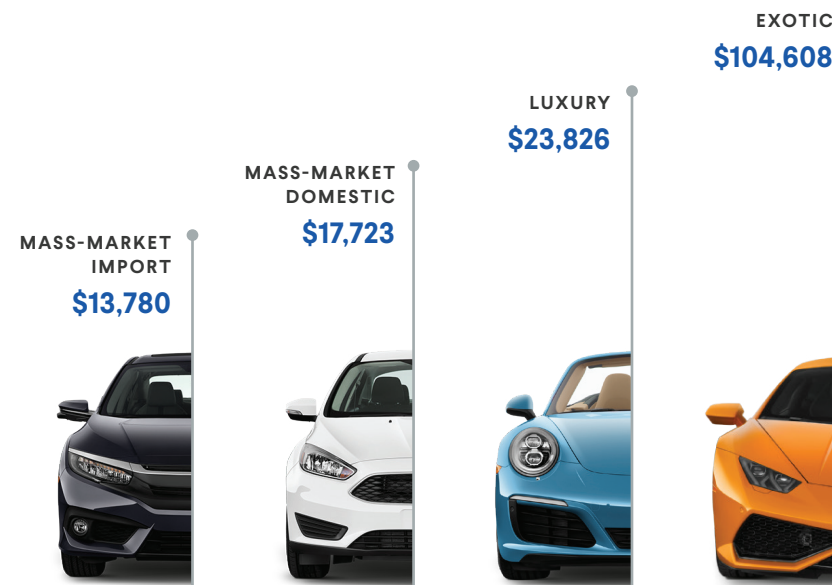
(DEALER)

TOTAL AVG. JULY 2018

**\$17,214**

TOTAL AVG. JULY 2017

**\$16,887**



## How Fast Cars Sell on Kijiji

(DEALER)



## TOP 10 MOST POPULAR MODELS<sup>2</sup>

MOST POPULAR MODELS<sup>2</sup>



- HONDA CIVIC
- FORD F-150
- DODGE RAM 1500
- DODGE GRAND CARAVAN
- MAZDA3
- VOLKSWAGEN JETTA
- FORD ESCAPE
- TOYOTA COROLLA
- BMW 3SERIES
- HYUNDAI ELANTRA

## TOP 10 MOST POPULAR BRANDS<sup>2</sup>

MOST POPULAR BRANDS<sup>2</sup>



- FORD
- HONDA
- TOYOTA
- DODGE
- CHEVROLET
- BMW
- NISSAN
- HYUNDAI
- MERCEDES
- VOLKSWAGEN

## Total Views by Body Segment JULY 2018 (DEALER)



<sup>1</sup>New Car Inventory introduced to Kijiji in August, 2017

<sup>2</sup>Top 10 Most Popular Makes/Models ranked by user engagement via VDP Email Replies, URL Clicks and Clicks to Call