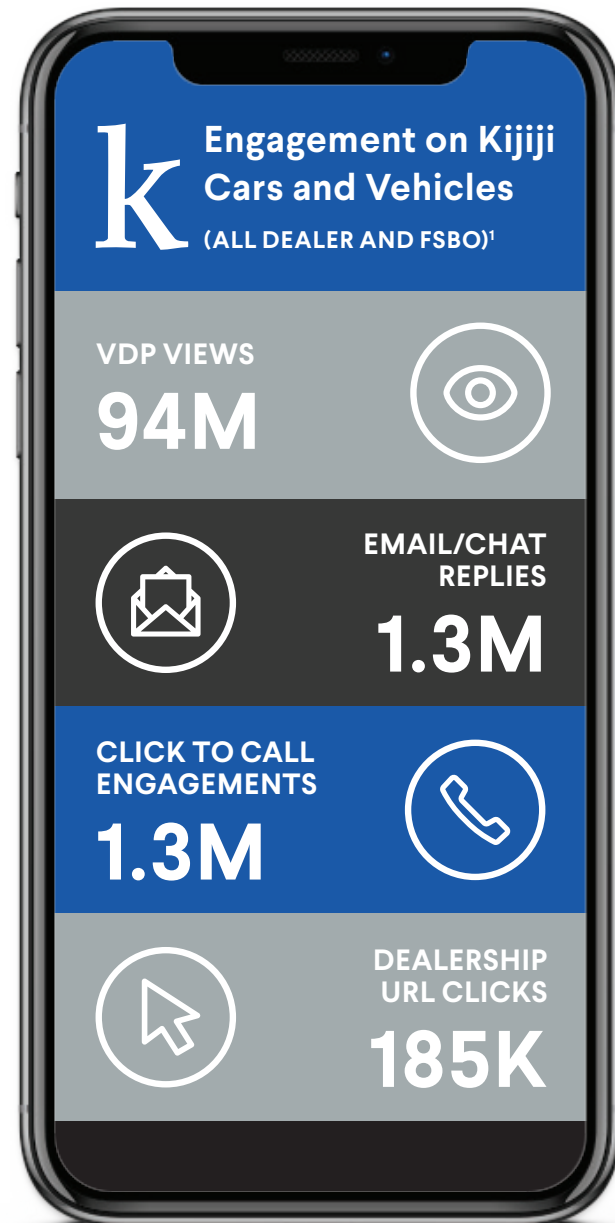


## Total Listings Created in August for Cars and Trucks

(ALL DEALER AND FSBO)<sup>1</sup>

AUGUST 2017  
585,223

AUGUST 2018  
527,148



## Average Listing Price

(DEALER)

TOTAL AVG. AUGUST 2018

**\$46,654** NEW  
**\$16,526** USED

TOTAL AVG. AUGUST 2017

NEW **\$41,791**  
USED **\$16,322**



## How Fast Cars Sell on Kijiji

(DEALER)<sup>2</sup>



## TOP 10

MOST POPULAR MODELS<sup>3</sup>



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

## TOP 10

MOST POPULAR BRANDS<sup>3</sup>



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

## Total Views by Body Segment AUGUST 2018 (DEALER)<sup>2</sup>



PASSENGER **12M**



PICK-UP **4.9M**



SUV **7.5M**



VAN **1.2M**

<sup>1</sup>New and used car Inventory combined

<sup>2</sup>Includes used cars only

<sup>3</sup>Top 10 Most Popular Makes/Models ranked by user engagement via VDP Email Replies, URL Clicks and Clicks to Call; includes used cars only

**Total Listings Created in August for Cars and Trucks**

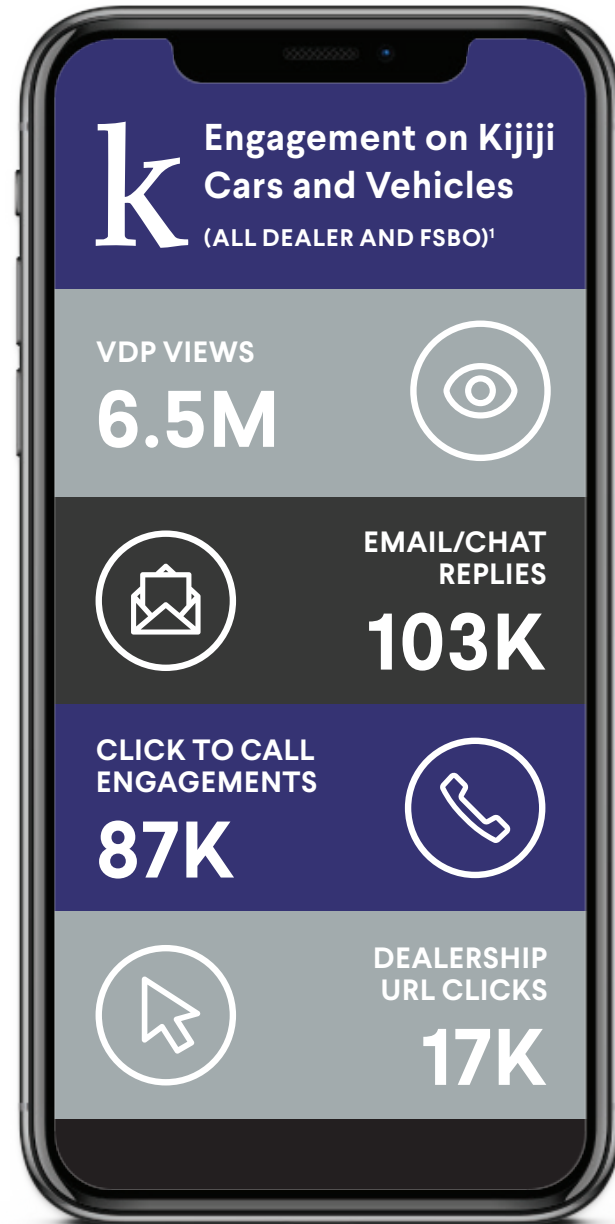
(ALL DEALER AND FSBO)<sup>1</sup>

AUGUST 2017  
44,580

AUGUST 2018  
35,608



<sup>1</sup>New and used car Inventory combined



**Total Views by Body Segment** AUGUST 2018 (DEALER)<sup>2</sup>



PASSENGER **604K**



PICK-UP **444K**



SUV **388K**



VAN **52K**

<sup>2</sup>Includes used cars only

**Average Listing Price**

(DEALER)

TOTAL AVG. AUGUST 2018

**\$44,545** NEW  
**\$17,513** USED

TOTAL AVG. AUGUST 2017

NEW **\$40,388**  
USED **\$16,970**



**How Fast Cars Sell on Kijiji**

(DEALER)<sup>2</sup>



**TOP 10 MOST POPULAR MODELS<sup>3</sup>**



- HONDA CIVIC
- FORD F-150
- DODGE RAM 1500
- GMC SIERRA 1500
- CHEVROLET SILVERADO 1500
- TOYOTA COROLLA
- JEEP WRANGLER
- TOYOTA TACOMA
- HYUNDAI ELANTRA
- VOLKSWAGEN JETTA

**TOP 10 MOST POPULAR BRANDS<sup>3</sup>**



- FORD
- TOYOTA
- HONDA
- DODGE
- CHEVROLET
- HYUNDAI
- GMC
- VOLKSWAGEN
- JEEP
- MAZDA

<sup>3</sup>Top 10 Most Popular Makes/Models ranked by user engagement via VDP Email Replies, URL Clicks and Clicks to Call; includes used cars only