

## Total Listings Created in September for Cars and Trucks

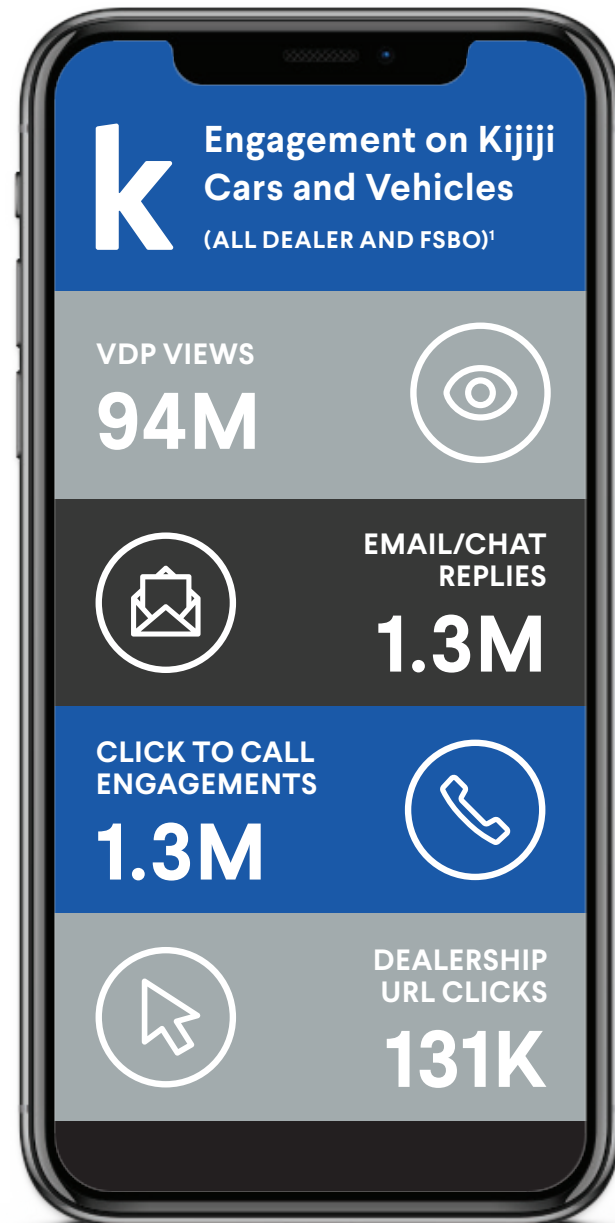
(ALL DEALER AND FSBO)<sup>1</sup>

SEPT 2018

**489,162**

SEPT 2017

**487,907**



## Average Listing Price

(DEALER)

TOTAL AVG. SEPT 2018		TOTAL AVG. SEPT 2017	
<b>\$46,551</b>	NEW	NEW	\$41,138
<b>\$16,353</b>	USED	USED	\$16,220



## 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
- TOYOTA COROLLA
- FORD ESCAPE
- DODGE GRAND CARAVAN
- MAZDA3
- HONDA CRV
- TOYOTA RAV4
- VOLKSWAGEN JETTA

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



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

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



<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 September for Cars and Trucks**

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

SEPT 2018

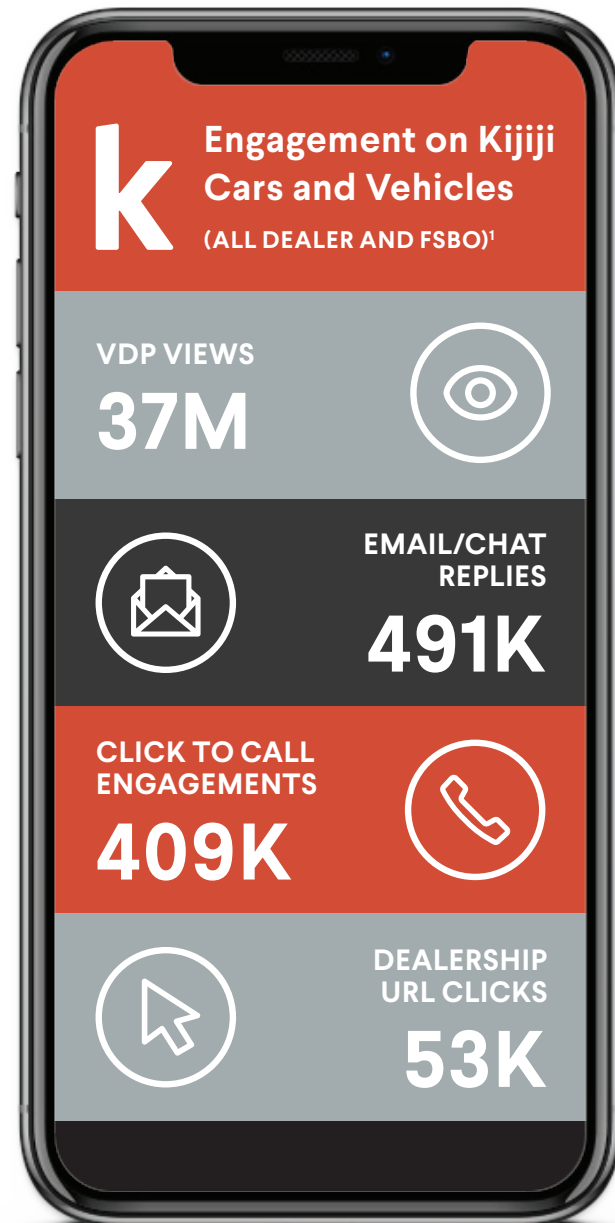
**173,906**

SEPT 2017

173,415



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



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



PASSENGER **2.9M**



PICK-UP **2.3M**



SUV **2.6M**



VAN **329K**

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

**Average Listing Price**

(DEALER)

TOTAL AVG. SEPT 2018		TOTAL AVG. SEPT 2017	
<b>\$49,821</b>	NEW	NEW	<b>\$43,031</b>
<b>\$20,370</b>	USED	USED	<b>\$20,821</b>



**How Fast Cars Sell on Kijiji**

(DEALER)<sup>2</sup>



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



1. FORD F-150
2. DODGE RAM 1500
3. HONDA CIVIC
4. FORD ESCAPE
5. FORD F-350
6. CHEVROLET SILVERADO 1500
7. GMC SIERRA 1500
8. DODGE RAM 3500
9. HONDA CRV
10. DODGE GRAND CARAVAN

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



1. FORD
2. DODGE
3. CHEVROLET
4. TOYOTA
5. HONDA
6. GMC
7. NISSAN
8. JEEP
9. BMW
10. HYUNDAI

<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