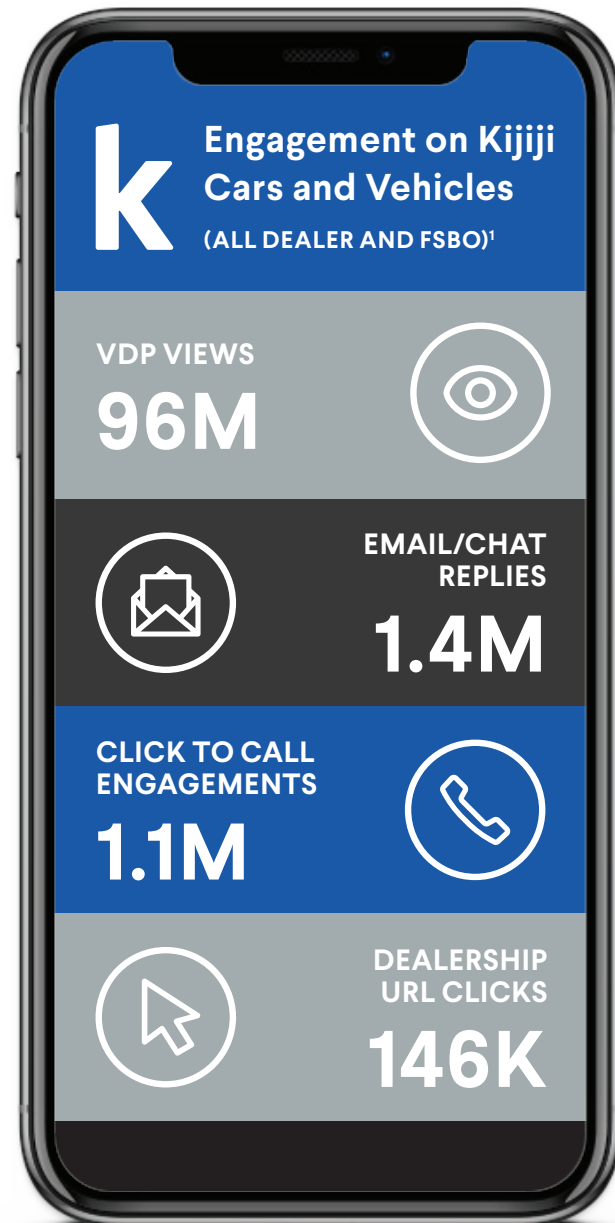


## Total Listings Created in OCTOBER for Cars and Trucks

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

OCT 2017  
506,006

OCT 2018  
460,525



## Average Listing Price

(DEALER)

TOTAL AVG. OCT 2018		TOTAL AVG. OCT 2017	
\$47,258	NEW	\$43,444	NEW
\$16,293	USED	\$16,308	USED



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

## TOP 10

MOST POPULAR BRANDS<sup>3</sup>



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

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



PASSENGER 12M



PICK-UP 5.2M



SUV 7.7M



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 OCTOBER for Cars and Trucks

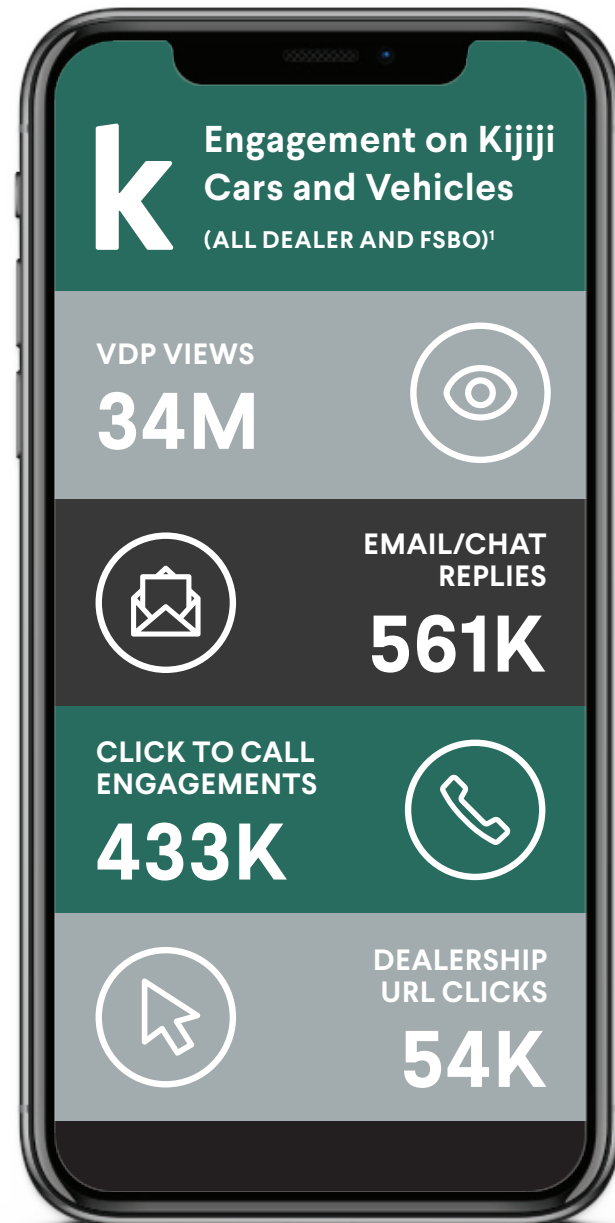
(ALL DEALER AND FSBO)<sup>1</sup>

OCT 2017  
167,354

OCT 2018  
158,240



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



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



PASSENGER 5M



PICK-UP 1.6M



SUV 2.7M



VAN 550K

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

## Average Listing Price (DEALER)

(DEALER)

TOTAL AVG. OCT 2018		TOTAL AVG. OCT 2017	
<b>\$44,586</b>	NEW	NEW	\$41,575
<b>\$16,627</b>	USED	USED	\$16,117



## 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
- VOLKSWAGEN JETTA
- MAZDA3
- HONDA CRV
- HONDA ACCORD
- DODGE GRAND CARAVAN
- FORD ESCAPE

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



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

<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