

Total Listings Created in November for Cars and Trucks

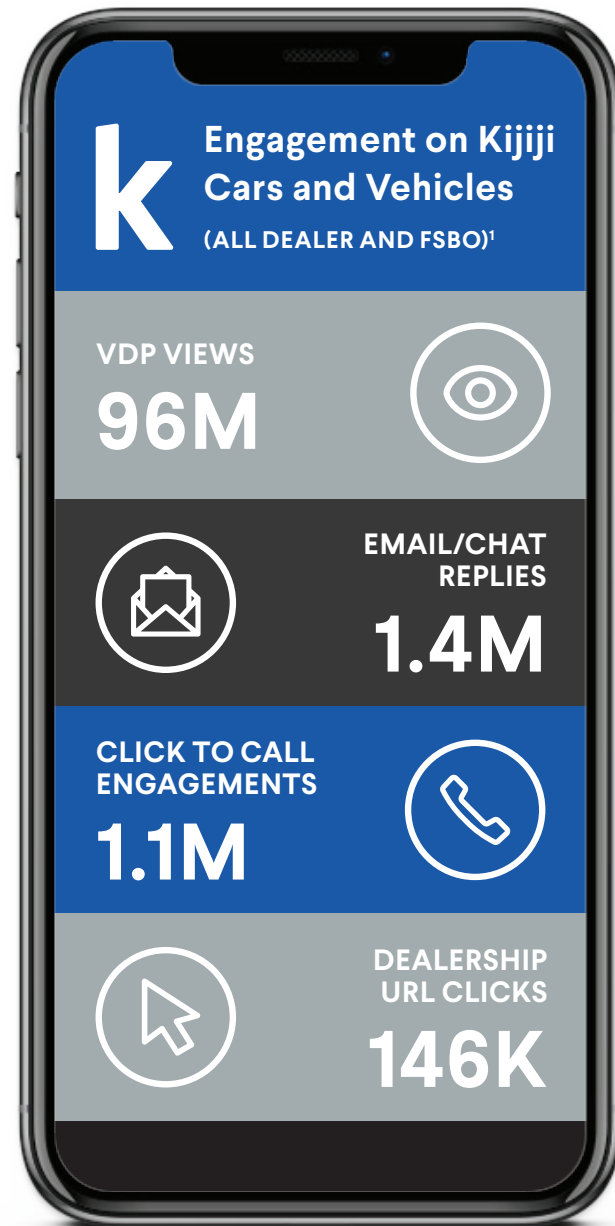
(ALL DEALER AND FSBO)¹

NOV 2017
448,074

NOV 2018
397,971



¹New and used car Inventory combined



Total Views by Body Segment NOVEMBER 2018 (DEALER)²



PASSENGER 11.2M



PICK-UP 5.1M



SUV 7.3M



VAN 1.1M

²Includes used cars only

Average Listing Price (DEALER)

(DEALER)

TOTAL AVG. NOV 2018		TOTAL AVG. NOV 2017	
\$46,888	NEW	NEW	\$43,800
\$16,705	USED	USED	\$16,033



How Fast Cars Sell on Kijiji

(DEALER)²



TOP 10 MOST POPULAR MODELS³



- HONDA CIVIC
- FORD F-150
- DODGE RAM 1500
- FORD ESCAPE
- MAZDA3
- DODGE GRAND CARAVAN
- TOYOTA COROLLA
- HONDA CRV
- GMC SIERRA 1500
- TOYOTA RAV4

TOP 10 MOST POPULAR BRANDS³



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

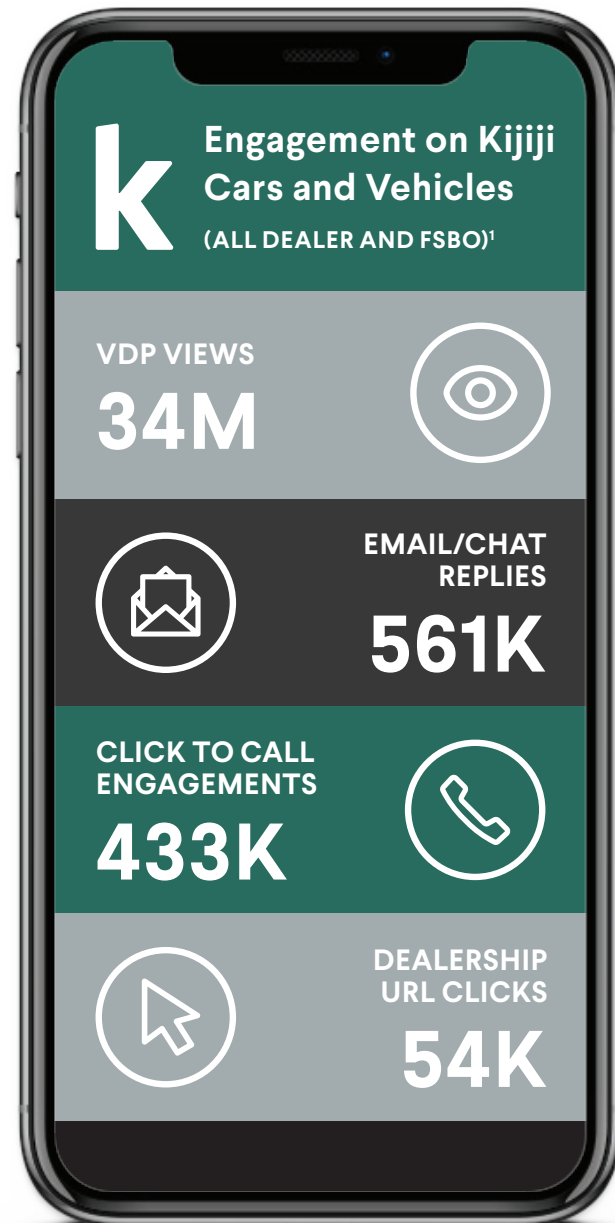
³Top 10 Most Popular Makes/Models ranked by user engagement via VDP Email Replies, URL Clicks and Clicks to Call; includes used cars only

Total Listings Created in November for Cars and Trucks

(ALL DEALER AND FSBO)¹

NOV 2017
160,186

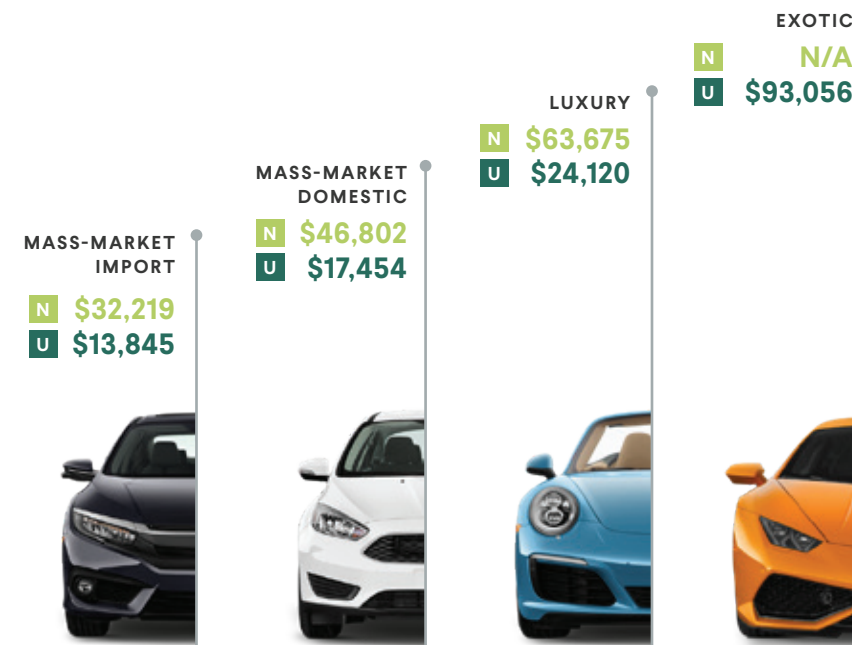
NOV 2018
138,161



Average Listing Price

(DEALER)

TOTAL AVG. NOV 2018		TOTAL AVG. NOV 2017	
\$44,977	NEW	NEW	\$42,616
\$17,050	USED	USED	\$16,225



How Fast Cars Sell on Kijiji

(DEALER)²



TOP 10 MOST POPULAR MODELS³



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

TOP 10 MOST POPULAR BRANDS³



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

Total Views by Body Segment NOVEMBER 2018 (DEALER)²



¹New and used car Inventory combined

²Includes used cars only

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