

Total Listings Created in December for Cars and Trucks

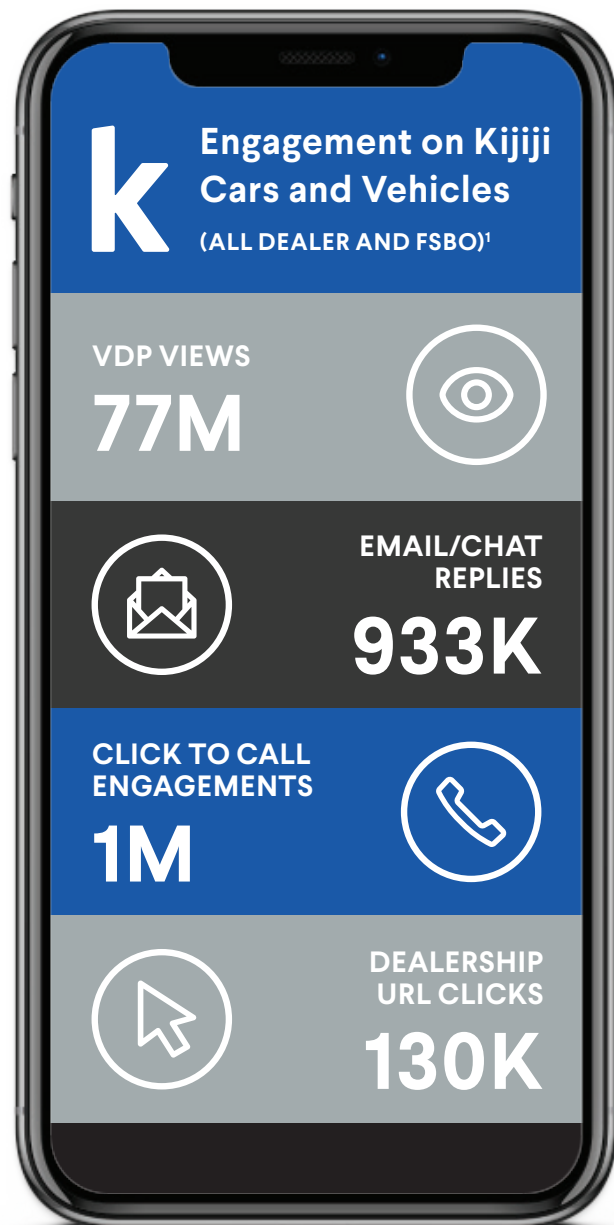
(ALL DEALER AND FSBO)¹

DEC 2017
382,157

DEC 2018
319,485



¹New and used car inventory combined



Total Views by Body Segment DECEMBER 2018 (DEALER)²

PASSENGER 11.4M

PICK-UP 5.1M

SUV 7.0M

VAN 1.1M

²Includes used cars only

Average Listing Price (DEALER)

(DEALER)

TOTAL AVG. DEC 2018		TOTAL AVG. DEC 2017	
\$45,714	NEW	\$42,924	NEW
\$16,816	USED	\$15,835	USED



How Fast Cars Sell on Kijiji

(DEALER)²



TOP 10 MOST POPULAR MODELS³



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

TOP 10 MOST POPULAR BRANDS³



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

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

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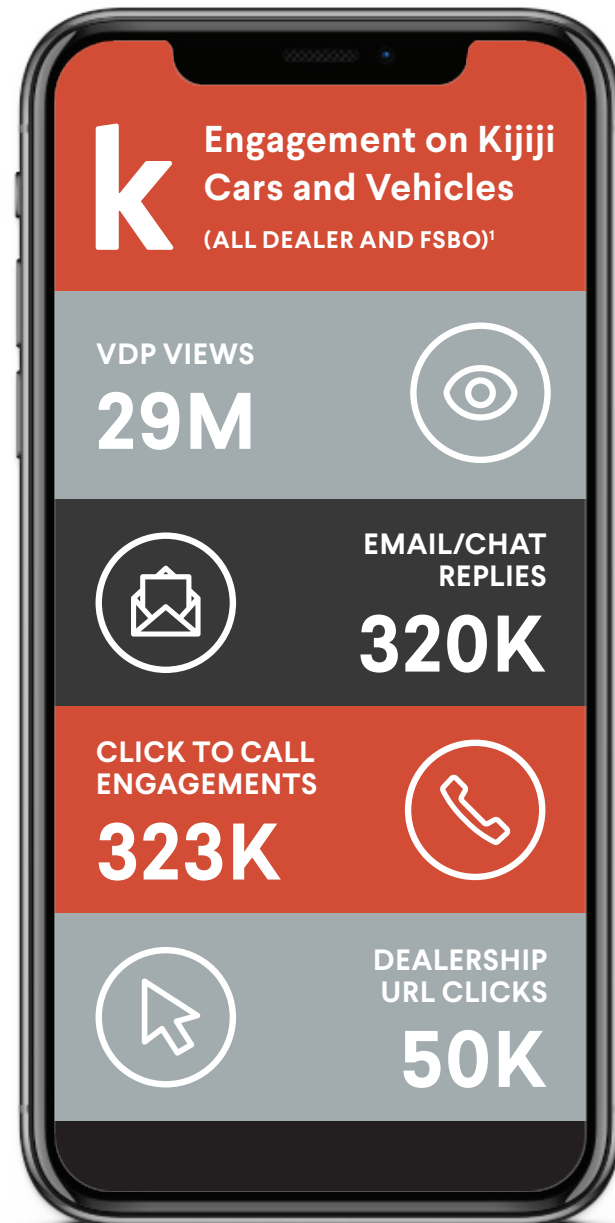
(ALL DEALER AND FSBO)¹

DEC 2017
142,711

DEC 2018
116,678



¹New and used car Inventory combined



²Includes used cars only

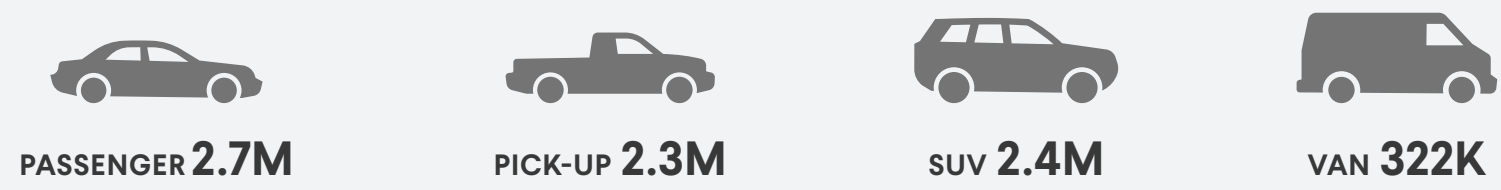
Average Listing Price

(DEALER)

TOTAL AVG. DEC 2018		TOTAL AVG. DEC 2017	
\$48,667	NEW	NEW	\$44,440
\$21,362	USED	USED	\$20,912



Total Views by Body Segment DECEMBER 2018 (DEALER)²



How Fast Cars Sell on Kijiji

(DEALER)²



TOP 10 MOST POPULAR MODELS³



1. FORD F-150
2. DODGE RAM 1500
3. FORD F-350
4. HONDA CIVIC
5. FORD ESCAPE
6. GMC SIERRA 1500
7. DODGE GRAND CARAVAN
8. CHEVROLET SILVERADO 1500
9. DODGE RAM 2500
10. DODGE RAM 3500

TOP 10 MOST POPULAR BRANDS³



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

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