

HELP CLIENTS FALL IN LOVE WITH A NEW RIDE

Canadians will drive approx. 70km to save \$500 on a new car
BRANDSPARK KIJJI AUTOS RESEARCH 2018



ENGAGEMENT ON KIJJI AUTOS

The stats that matter at a glance

NATIONAL

AUGUST 2019

67.5M
VDP VIEWS

64k
CALLS

1.2M
EMAIL/CHAT REPLIES

54k
DEALERSHIP URL CLICKS

757k
TOTAL LIVE LISTINGS

88
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

- ▲ 1. FORD 5,602
- ▼ 2. HONDA 4,799
- ▼ 3. TOYOTA 4,744
- 4. CHEVROLET 2,802
- ▲ 5. HYUNDAI 2,439
- 6. NISSAN 2,142
- ▼ 7. DODGE 2,130
- 8. MAZDA 1,737
- ▲ 9. VOLKSWAGEN 1,690
- ▼ 10. BMW 1,606

MODELS*

- ▲ 1. HONDA CIVIC 2,243
- ▼ 2. FORD F150 1,604
- ▼ 3. TOYOTA COROLLA 972
- ▼ 4. HONDA CRV 879
- ▲ 5. TOYOTA RAV4 754
- ▼ 6. FORD ESCAPE 751
- ▼ 7. MAZDA3 705
- ▲ 8. HYUNDAI ELANTRA 691
- ▲ 9. HONDA ACCORD 633
- ▼ 10. DODGE CARAVAN 608

* Top 10 Most Popular Makes/Models ranked by user engagement via VDP Email Replies, URL Clicks and Clicks to Call. Arrows indicate change year over year.

AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	AUG 2019
▲ +4.7% \$45,996	▲ +6.6% \$21,214	
\$43,917	\$19,905	AUG 2018

MASS-MARKET DOMESTIC



\$46,244 NEW
\$16,210 USED

MASS-MARKET IMPORT



\$34,261 NEW
\$15,532 USED

LUXURY



\$69,274 NEW
\$30,983 USED

EXOTIC



N/A NEW
\$146,668 USED

TOTAL LISTINGS

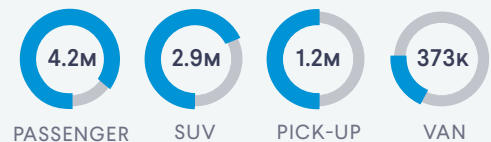
Created in August for Cars and Trucks



AUGUST 2019

TOTAL VIEWS

By Body Segment
(Dealer Listings)



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ENGAGEMENT ON KIJJI AUTOS

The stats that matter at a glance

4.7M
VDP VIEWS

2.8k
CALLS

89k
EMAIL/CHAT REPLIES

4.8k
DEALERSHIP URL CLICKS

49k
TOTAL LIVE LISTINGS

95
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

- ▲ 1. HONDA 369
- 2. FORD 354
- ▼ 3. TOYOTA 312
- 4. CHEVROLET 217
- 5. HYUNDAI 193
- ▲ 6. VOLKSWAGEN 144
- ▲ 7. JEEP 126
- ▼ 8. GMC 118
- ▼ 9. DODGE 106
- ▲ 10. NISSAN 96

MODELS*

- 1. HONDA CIVIC 208
- ▲ 2. FORD F150 120
- ▲ 3. TOYOTA COROLLA 81
- ▼ 4. GMC SIERRA 1500 75
- ▲ 5. HONDA CRV 69
- ▼ 6. CHEV SLVRDO 1500 66
- 7. HYUNDAI SANTA FE 60
- ▲ 8. JEEP WRANGLER 56
- ▼ 9. TOYOTA TACOMA 55
- ▲ 10. VOLKSWAGEN JETTA 55

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AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	AUG 2019
▼ -6.0% \$39,817	▲ +6.4% \$20,002	
\$42,341	\$18,801	AUG 2018

MASS-MARKET DOMESTIC



\$41,889 NEW
\$18,916 USED

MASS-MARKET IMPORT



\$32,122 NEW
\$16,604 USED

LUXURY



\$54,531 NEW
\$28,971 USED

EXOTIC



N/A NEW
N/A USED

TOTAL LISTINGS

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2 6 1 1 2

AUGUST 2019

TOTAL VIEWS

By Body Segment
(Dealer Listings)

