

# 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



## 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

## AVERAGE LISTING PRICE

(Dealer Listings)



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

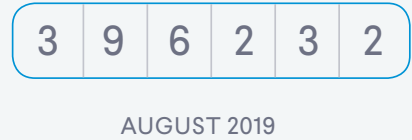
EXOTIC



**N/A** NEW  
**\$146,668** USED

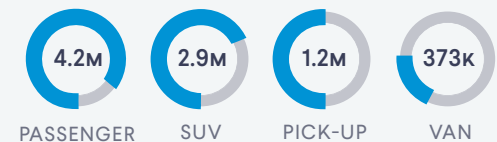
## TOTAL LISTINGS

Created in August for Cars and Trucks



## TOTAL VIEWS

By Body Segment  
(Dealer Listings)



\* 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.

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## TOP 10 MOST POPULAR

### BRANDS\*

▲ 1. HONDA	2,346
2. FORD	1,996
▼ 3. TOYOTA	1,994
4. CHEVROLET	1,153
▲ 5. HYUNDAI	1,031
▼ 6. DODGE	914
▲ 7. NISSAN	818
▲ 8. MAZDA	756
▼ 9. BMW	740
▼ 10. MERCEDES	715

### MODELS\*

1. HONDA CIVIC	1,117
2. FORD F150	527
3. TOYOTA COROLLA	467
▲ 4. HONDA ACCORD	423
5. MAZDA3	393
▲ 6. HONDA CRV	343
▲ 7. HYUNDAI ELANTRA	334
▼ 8. DODGE CARAVAN	285
▲ 9. TOYOTA RAV4	278
▲ 10. VOLKSWAGEN JETTA	278

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## AVERAGE LISTING PRICE

(Dealer Listings)



MASS-MARKET DOMESTIC



**\$49,178** NEW  
**\$16,166** USED

MASS-MARKET IMPORT



**\$34,421** NEW  
**\$15,295** USED

LUXURY



**\$69,162** NEW  
**\$30,556** USED

EXOTIC



**N/A** NEW  
**\$175,184** USED

## TOTAL LISTINGS

Created in August for Cars and Trucks



AUGUST 2019

## TOTAL VIEWS

By Body Segment  
(Dealer Listings)

