

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

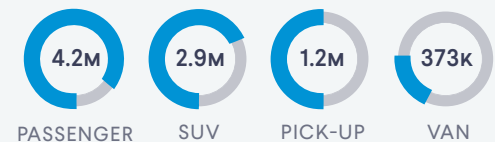
Created in August for Cars and Trucks



AUGUST 2019

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. TOYOTA	1,426
2. HONDA	1,287
3. FORD	1,222
4. HYUNDAI	884
5. NISSAN	675
6. MAZDA	646
▲ 7. CHEVROLET	611
▼ 8. VOLKSWAGEN	519
▼ 9. DODGE	478
▲ 10. BMW	442

MODELS*

1. HONDA CIVIC	639
▲ 2. TOYOTA COROLLA	318
▲ 3. TOYOTA RAV4	279
▲ 4. HONDA CRV	277
▼ 5. HYUNDAI ELANTRA	247
▲ 6. FORD ESCAPE	224
▲ 7. HYUNDAI ACCENT	204
▼ 8. MAZDA3	185
▼ 9. FORD F150	178
▲ 10. FORD FOCUS	166

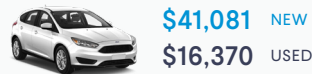
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AVERAGE LISTING PRICE

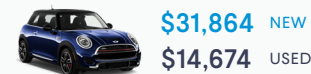
(Dealer Listings)



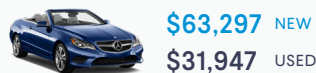
MASS-MARKET DOMESTIC



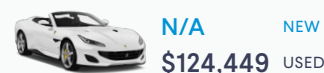
MASS-MARKET IMPORT



LUXURY

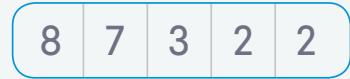


EXOTIC



TOTAL LISTINGS

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