

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

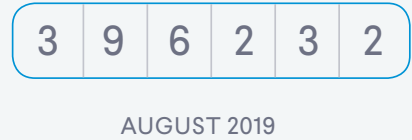
EXOTIC



N/A NEW
\$146,668 USED

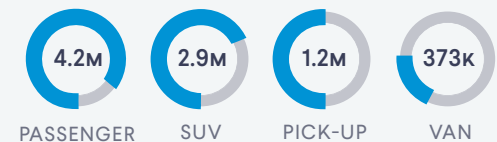
TOTAL LISTINGS

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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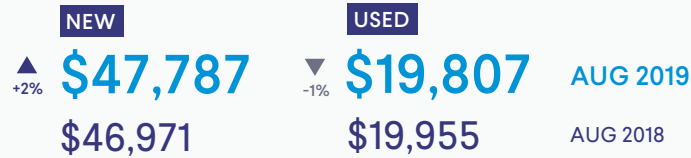
1. FORD	2,026
2. TOYOTA	1,011
3. CHEVROLET	818
▲ 4. HONDA	795
▼ 5. DODGE	632
▲ 6. NISSAN	552
▲ 7. JEEP	486
▼ 8. GMC	443
▲ 9. BMW	366
▲ 10. VOLKSWAGEN	338

MODELS*

1. FORD F150	776
▲ 2. HONDA CIVIC	277
▼ 3. FORD ESCAPE	226
▲ 4. FORD F350	195
5. HONDA CRV	190
6. DODGE CARAVAN	169
▲ 7. TOYOTA RAV4	160
▼ 8. GMC SIERRA 1500	147
▼ 9. CHEV SLVRDO 1500	136
10. JEEP WRANGLER	131

AVERAGE LISTING PRICE

(Dealer Listings)



MASS-MARKET DOMESTIC



\$48,880 NEW
\$14,597 USED

MASS-MARKET IMPORT



\$34,857 NEW
\$15,976 USED

LUXURY



\$72,243 NEW
\$31,254 USED

EXOTIC



N/A NEW
\$65,375 USED

TOTAL LISTINGS

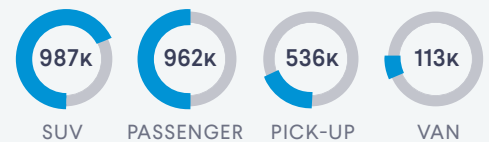
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