

HELP CLIENTS FALL IN LOVE WITH A NEW RIDE

53% of millennials use their phone to search for a new car

BRANDSPARK KIJJI AUTOS RESEARCH 2018



ENGAGEMENT ON KIJJI AUTOS

The stats that matter at a glance

64.8M VDP VIEWS	63k CALLS	1.5M EMAIL/CHAT REPLIES
50k DEALERSHIP URL CLICKS	736k TOTAL LIVE LISTINGS	86 AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS* <small>000s</small>	MODELS* <small>000s</small>
1. FORD 9,201	▲ 1. FORD F150 2,703
2. TOYOTA 7,072	2. HONDA CIVIC 1,855
3. CHEVROLET 5,239	▲ 3. TOYOTA RAV4 1,255
4. HONDA 5,011	▲ 4. GMC SIERRA 1500 1,160
5. DODGE 3,513	▼ 5. HONDA CRV 1,141
▲ 6. MERCEDES 2,989	▲ 6. CHEV SLVRD 1500 1,061
▼ 7. NISSAN 2,955	▼ 7. FORD ESCAPE 950
▲ 8. BMW 2,844	8. FORD MUSTANG 949
▼ 9. HYUNDAI 2,760	9. JEEP WRANGLER 780
▼ 10. JEEP 2,610	▲ 10. SUBARU IMPREZA 396

* 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	SEPT 2019
▲ +5.2% \$46,214	▲ +21% \$42,868	
\$43,929	\$35,486	SEPT 2018

MASS-MARKET DOMESTIC



\$46,365 NEW
\$16,037 USED

MASS-MARKET IMPORT



\$33,185 NEW
\$15,314 USED

LUXURY



\$72,449 NEW
\$29,913 USED

EXOTIC



N/A NEW
\$135,337 USED

TOTAL LISTINGS

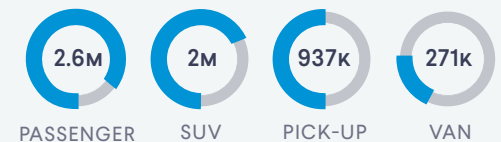
Created in September for Cars and Trucks



SEPTEMBER 2019

TOTAL VIEWS

By Body Segment
(Dealer Listings)



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4.3M
VDP VIEWS

2.7k
CALLS

100k
EMAIL/CHAT REPLIES

4.3k
DEALERSHIP URL CLICKS

47k
TOTAL LIVE LISTINGS

92
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

▲ 1. FORD	616
▼ 2. TOYOTA	540
▼ 3. CHEVROLET	434
▲ 4. HONDA	409
▲ 5. GMC	285
▲ 6. HYUNDAI	235
▲ 7. JEEP	205
▲ 8. VOLKSWAGEN	199
▼ 9. DODGE	184
▲ 10. SUBARU	149

MODELS*

▲ 1. FORD F150	218
▲ 2. HONDA CIVIC	179
▼ 3. OTHER	144
▲ 4. CHEV SLVRD 1500	142
▲ 5. TOYOTA RAV 4	103
▲ 6. HONDA CRV	102
▼ 7. TOYOTA COROLLA	88
▲ 8. FORD ESCAPE	76
▲ 9. HYUNDAI ELANTRA	58
▲ 10. MAZDA CX5	25

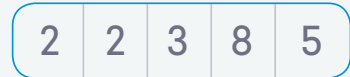
AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	SEPT 2019
▲ +13% \$47,000	▼ -3.2% \$19,093	
\$41,560	\$19,723	SEPT 2018

TOTAL LISTINGS

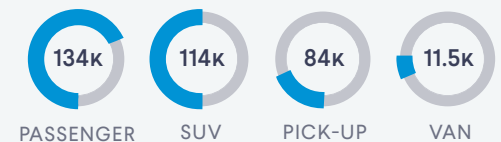
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SEPTEMBER 2019

TOTAL VIEWS

By Body Segment
(Dealer Listings)



MASS-MARKET DOMESTIC



\$42,398 NEW
\$17,856 USED

MASS-MARKET IMPORT



\$35,340 NEW
\$15,950 USED

LUXURY



\$74,773 NEW
\$25,484 USED

EXOTIC



N/A NEW
N/A USED

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