

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

NATIONAL

SEPTEMBER 2019



TOP 10 MOST POPULAR

BRANDS*

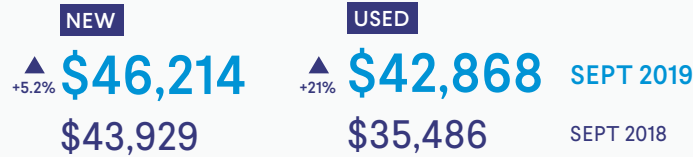
1. FORD	9,201
2. TOYOTA	7,072
3. CHEVROLET	5,239
4. HONDA	5,011
5. DODGE	3,513
▲ 6. MERCEDES	2,989
▼ 7. NISSAN	2,955
▲ 8. BMW	2,844
▼ 9. HYUNDAI	2,760
▼ 10. JEEP	2,610

MODELS*

▲ 1. FORD F150	2,703
2. HONDA CIVIC	1,855
▲ 3. TOYOTA RAV4	1,255
▲ 4. GMC SIERRA 1500	1,160
▼ 5. HONDA CRV	1,141
▲ 6. CHEV SLVRD 1500	1,061
▼ 7. FORD ESCAPE	950
8. FORD MUSTANG	949
9. JEEP WRANGLER	780
▲ 10. SUBARU IMPREZA	396

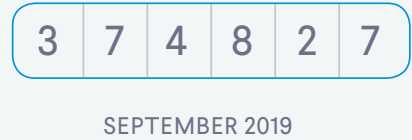
AVERAGE LISTING PRICE

(Dealer Listings)



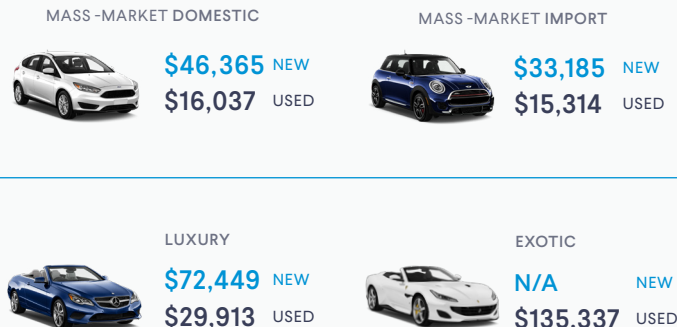
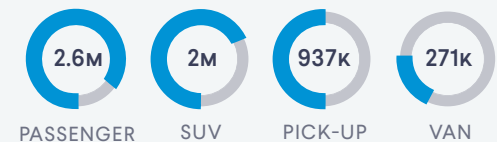
TOTAL LISTINGS

Created in September 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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23M
VDP VIEWS

25k
CALLS

624k
EMAIL/CHAT REPLIES

18.5k
DEALERSHIP URL CLICKS

253k
TOTAL LIVE LISTINGS

87
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

Rank	Brand	Count
1.	FORD	2,919
2.	TOYOTA	2,240
3.	HONDA	1,841
4.	CHEVROLET	1,669
5.	MERCEDES	1,393
▲ 6.	BMW	1,265
▲ 7.	DODGE	1,233
▼ 8.	NISSAN	878
9.	HYUNDAI	820
10.	MAZDA	560

MODELS*

Rank	Model	Count
▲ 1.	FORD F150	884
2.	HONDA CIVIC	651
3.	HONDA CRV	393
▲ 4.	TOYOTA RAV4	362
5.	FORD MUSTANG	342
▲ 6.	GMC SIERRA 1500	328
▼ 7.	CHEV SLVRD 1500	306
▼ 8.	FORD ESCAPE	268
▼ 9.	JEEP WRANGLER	228
▲ 10.	JEEP CHEROKEE	85

* 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)

Category	Price	Change	Month
NEW	\$45,783	+2%	SEPT 2019
USED	\$44,253	+22%	SEPT 2018
	\$44,869		

TOTAL LISTINGS

Created in September for Cars and Trucks



SEPTEMBER 2019

MASS-MARKET DOMESTIC



\$48,519 NEW
\$16,282 USED

MASS-MARKET IMPORT



\$32,799 NEW
\$15,913 USED

LUXURY



\$70,432 NEW
\$29,267 USED

EXOTIC



N/A NEW
\$139,157 USED

TOTAL VIEWS

By Body Segment
(Dealer Listings)

