

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*

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)

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

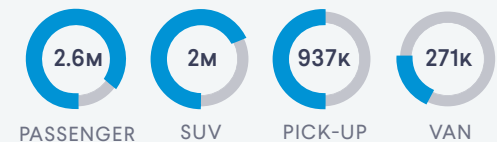
Created in September for Cars and Trucks



SEPTEMBER 2019

TOTAL VIEWS

By Body Segment (Dealer Listings)



* 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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10.5M
VDP VIEWS

21k
CALLS

248k
EMAIL/CHAT REPLIES

10.8k
DEALERSHIP URL CLICKS

161k
TOTAL LIVE LISTINGS

64
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

Rank	Brand	Engagement (000s)
1.	TOYOTA	2,354
2.	FORD	2,084
3.	HONDA	1,569
4.	HYUNDAI	1,118
▲ 5.	CHEVROLET	1,023
▼ 6.	NISSAN	964
7.	VOLKSWAGEN	898
▲ 8.	DODGE	872
▼ 9.	MAZDA	794
▲ 10.	JEEP	660

MODELS*

Rank	Model	Engagement (000s)
1.	OTHER	1,159
2.	HONDA CIVIC	637
▲ 3.	TOYOTA RAV4	452
▼ 4.	TOYOTA COROLLA	445
5.	HONDA CRV	365
6.	HYUNDAI ELANTRA	298
▲ 7.	FORD MUSTANG	262
▲ 8.	HYUNDAI SANTA FE	255
▲ 9.	JEEP GRND CHRK	201
▲ 10.	CHEV EQUINOX	74

AVERAGE LISTING PRICE

(Dealer Listings)

Category	Price (SEPT 2019)	Price (SEPT 2018)
NEW	\$45,901 ▲ +14%	\$40,267
USED	\$47,370 ▲ +15%	\$40,960

MASS-MARKET DOMESTIC

	\$39,816 NEW
	\$15,989 USED

MASS-MARKET IMPORT

	\$33,905 NEW
	\$14,464 USED

LUXURY

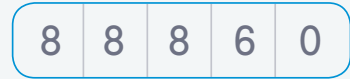
	\$62,809 NEW
	\$32,612 USED

EXOTIC

	N/A NEW
	\$158,000 USED

TOTAL LISTINGS

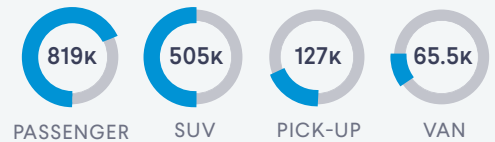
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SEPTEMBER 2019

TOTAL VIEWS

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