

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



TOP 10 MOST POPULAR

BRANDS*

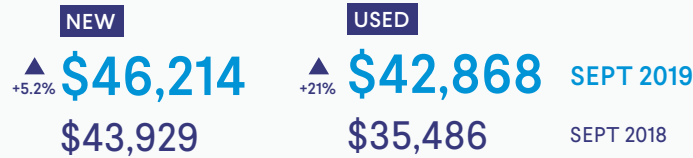
1. FORD	9,201
2. TOYOTA	7,072
3. CHEVROLET	5,239
4. HONDA	5,011
5. DODGE	3,513
▲ 6. MERCEDES	2,989
▼ 7. NISSAN	2,955
▲ 8. BMW	2,844
▼ 9. HYUNDAI	2,760
▼ 10. JEEP	2,610

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

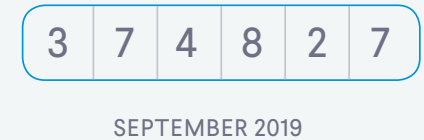
AVERAGE LISTING PRICE

(Dealer Listings)



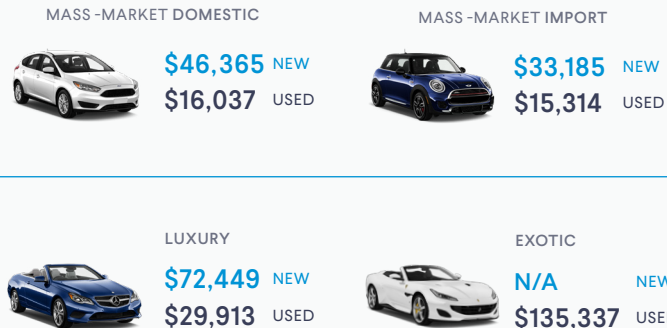
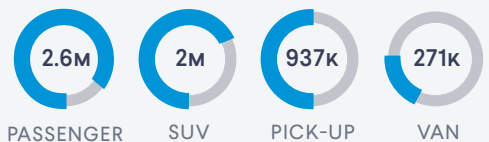
TOTAL LISTINGS

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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27.1M
VDP VIEWS

14k
CALLS

542k
EMAIL/CHAT REPLIES

16k
DEALERSHIP URL CLICKS

275k
TOTAL LIVE LISTINGS

98
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS* 000s

1. FORD	3,578
2. CHEVROLET	2,111
3. TOYOTA	1,937
4. GMC	1,402
5. DODGE	1,223
6. HONDA	1,191
7. JEEP	1,031
8. NISSAN	957
▲ 9. MERCEDES	676
10. HYUNDAI	588

MODELS* 000s

1. FORD F150	1,126
2. GMC SIERRA 1500	520
3. CHEV SLVRD 1500	471
▲ 4. FORD F350	430
▲ 5. HONDA CIVIC	386
▼ 6. FORD ESCAPE	350
▲ 7. TOYOTA RAV4	337
▼ 8. JEEP GRND CHRK	316
▲ 9. JEEP WRANGLER	301
10. DODGE DURANGO	98

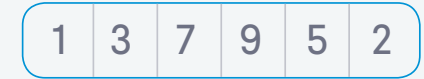
AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	SEPT 2019
▲0.6% \$47,298	▲2% \$29,637	
\$47,010	\$29,081	SEPT 2018

TOTAL LISTINGS

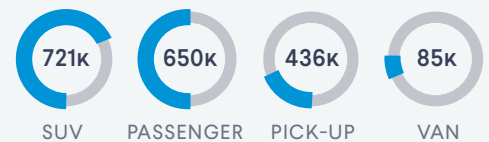
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SEPTEMBER 2019

TOTAL VIEWS

By Body Segment
(Dealer Listings)



MASS-MARKET DOMESTIC



\$50,240 NEW
\$14,590 USED

MASS-MARKET IMPORT



\$32,643 NEW
\$15,475 USED

LUXURY



\$76,609 NEW
\$29,758 USED

EXOTIC



N/A NEW
\$70,968 USED

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