

# HELP CLIENTS FALL IN LOVE WITH A NEW RIDE

Did you know **45%** of used car buyers will turn down one or more trade-in offers.

BRANDSPARK KIJJI AUTOS RESEARCH 2018



## ENGAGEMENT ON KIJJI AUTOS

The stats that matter at a glance

**64M**  
VDP VIEWS

**60k**  
CALLS

**1.5M**  
EMAIL/CHAT REPLIES

**51k**  
DEALERSHIP URL CLICKS

**740k**  
TOTAL LIVE LISTINGS

**86k**  
AVERAGE VIEWS PER LISTING

## TOP 10 MOST POPULAR

### BRANDS\*

1. FORD	19,260
▲ 2. CHEVROLET	13,849
▲ 3. HONDA	12,305
▲ 4. DODGE	12,289
▼ 5. TOYOTA	11,931
▲ 6. GMC	7,661
▲ 7. BMW	6,452
▼ 8. NISSAN	5,953
▲ 9. VOLKSWAGEN	5,481
▲ 10. MAZDA	2,610

### MODELS\*

1. FORD F150	284
2. GMC SIERRA 1500	128
3. TOYOTA RAV4	120
▲ 4. CHEV SLVRD 1500	119
▲ 5. HONDA CRV	116
6. TOYOTA COROLLA	99
▼ 7. FORD ESCAPE	97
▲ 8. FORD MUSTANG	96
▲ 9. JEEP WRANGLER	83
▲ 10. TOYOTA MATRIX	31

## AVERAGE LISTING PRICE

(Dealer Listings)

<b>NEW</b>	<b>USED</b>	
▲ +0.75% <b>\$45,500</b>	▲ +17.4% <b>\$43,250</b>	OCT 2019
<b>\$45,160</b>	<b>\$36,845</b>	OCT 2018

## TOTAL LISTINGS

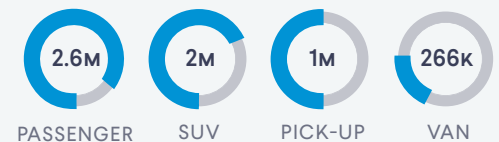
Created in October for Cars and Trucks

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OCTOBER 2019

## TOTAL VIEWS

By Body Segment  
(Dealer Listings)



MASS-MARKET DOMESTIC



**\$46,000** NEW  
**\$16,000** USED

MASS-MARKET IMPORT



**\$34,300** NEW  
**\$15,845** USED

LUXURY



**\$73,750** NEW  
**\$30,760** USED

EXOTIC



**N/A** NEW  
**\$136,000** USED

\* 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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<b>4.5M</b> VDP VIEWS	<b>2.8k</b> CALLS	<b>106k</b> EMAIL/CHAT REPLIES
<b>4.6k</b> DEALERSHIP URL CLICKS	<b>48k</b> TOTAL LIVE LISTINGS	<b>95k</b> AVERAGE VIEWS PER LISTING

## TOP 10 MOST POPULAR

### BRANDS\*

000s	
1. FORD	66
2. TOYOTA	57
3. CHEVROLET	48
4. HONDA	43
5. GMC	34
▲ 6. JEEP	23
▼ 7. HYUNDAI	23
▲ 8. VOLKSWAGEN	21
▼ 9. DODGE	20
10. NISSAN	17

### MODELS\*

000s	
1. FORD F150	25
▲ 2. HONDA CIVIC	18
3. CHEV SLVRD 1500	16
4. TOYOTA TACOMA	14
▲ 5. JEEP WRANGLER	11
▼ 6. HONDA CRV	11
▼ 7. TOYOTA RAV4	10
▼ 8. TOYOTA COROLLA	8
9. FORD ESCAPE	8
▲ 10. TOYOTA 4RUNNER	1

## AVERAGE LISTING PRICE

(Dealer Listings)

<b>NEW</b>	<b>USED</b>	
▲ +17.3% <b>\$46,309</b>	▲ +3.3% <b>\$20,646</b>	OCT 2019
<b>\$39,468</b>	<b>\$19,996</b>	OCT 2018

MASS-MARKET DOMESTIC



**\$40,096** NEW  
**\$18,588** USED

MASS-MARKET IMPORT



**\$36,407** NEW  
**\$17,334** USED

LUXURY



**\$73,492** NEW  
**\$29,280** USED

EXOTIC



N/A NEW  
N/A USED

## TOTAL LISTINGS

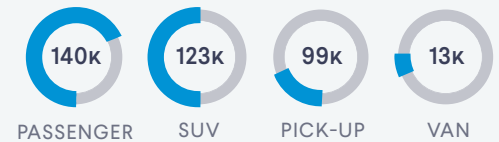
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By Body Segment  
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