

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)

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

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

TOTAL LISTINGS

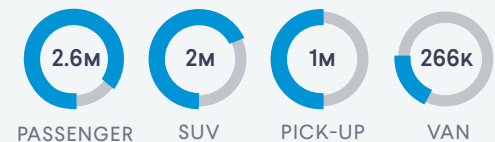
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OCTOBER 2019

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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ENGAGEMENT ON KIJJI AUTOS

The stats that matter at a glance

2M
VDP VIEWS

721k
CALLS

43.5k
EMAIL/CHAT REPLIES

1.3k
DEALERSHIP URL CLICKS

33.5k
TOTAL LIVE LISTINGS

119k
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

Rank	Brand	Engagement (000s)
1.	FORD	29
2.	CHEVROLET	16
3.	TOYOTA	16
4.	GMC	10
5.	DODGE	9
6.	HONDA	8
▲ 7.	NISSAN	7
▲ 8.	VOLKSWAGEN	7
▼ 9.	JEEP	7
▲ 10.	HYUNDAI	4

MODELS*

Rank	Model	Engagement (000s)
1.	FORD F150	9
2.	TOYOTA TACOMA	4
3.	GMC SIERRA 1500	3
▲ 4.	CHEV SLVRD 1500	3
5.	JEEP WRANGLER	3
▲ 6.	HONDA CIVIC	2
▲ 7.	FORD ESCAPE	2
▼ 8.	GMC SIERRA 2500	2
9.	TOYOTA RAV 4	2
▲ 10.	MERCEDES C-CLASS	0.7

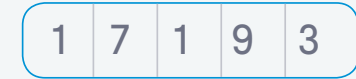
AVERAGE LISTING PRICE

(Dealer Listings)

Category	Price	Change	Month
NEW	\$44,036	▲ +7.2%	OCT 2019
USED	\$30,963	▼ -3.1%	OCT 2019
NEW	\$41,093		OCT 2018
USED	\$31,159		OCT 2018

TOTAL LISTINGS

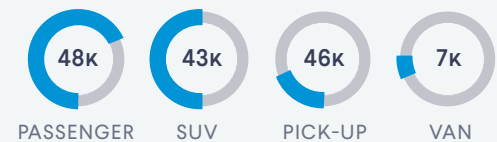
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OCTOBER 2019

TOTAL VIEWS

By Body Segment
(Dealer Listings)



MASS-MARKET DOMESTIC



\$50,000 NEW
\$15,800 USED

MASS-MARKET IMPORT



\$38,407 NEW
\$15,960 USED

LUXURY



\$85,608 NEW
\$33,855 USED

EXOTIC



N/A NEW
\$69,800 USED

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