

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

## TOTAL LISTINGS

Created in October for Cars and Trucks

3 8 0 5 0 5

OCTOBER 2019

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

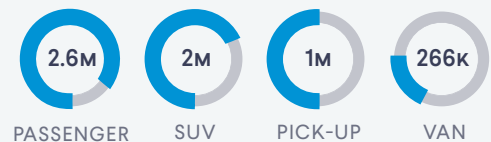
EXOTIC



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

## TOTAL VIEWS

By Body Segment  
(Dealer Listings)



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## ENGAGEMENT ON KIJJI AUTOS

The stats that matter at a glance

<b>23.5M</b> VDP VIEWS	<b>24k</b> CALLS	<b>640k</b> EMAIL/CHAT REPLIES
<b>19k</b> DEALERSHIP URL CLICKS	<b>253k</b> TOTAL LIVE LISTINGS	<b>90.5k</b> AVERAGE VIEWS PER LISTING

## TOP 10 MOST POPULAR

BRANDS* <small>000s</small>	MODELS* <small>000s</small>
1. FORD 300	1. FORD F150 92
2. TOYOTA 219	2. HONDA CRV 39
3. HONDA 179	▲ 3. FORD MUSTANG 37
4. CHEVROLET 172	▲ 4. BMW 3 SERIES 36
▲ 5. MERCEDES 139	▲ 5. GMC SIERRA 1500 36
▲ 6. BMW 134	▼ 6. TOYOTA RAV 4 34
▼ 7. DODGE 120	▼ 7. CHEV SLVRD 1500 34
8. NISSAN 88	▲ 8. DODGE GRNDVRV 30
▲ 9. GMC 87	▲ 9. HONDA ACCORD 29
▲ 10. AUDI 82	▼ 10. GMC SIERRA 1500 11

\* 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)

<b>NEW</b>	<b>USED</b>	
▼ -5.8% <b>\$43,379</b>	▲ +27.3% <b>\$44,403</b>	OCT 2019
<b>\$46,055</b>	<b>\$34,876</b>	OCT 2018

MASS-MARKET DOMESTIC



**\$46,573** NEW  
**\$15,452** USED

MASS-MARKET IMPORT



**\$32,746** NEW  
**\$15,908** USED

LUXURY



**\$66,125** NEW  
**\$29,934** USED

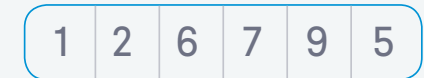
EXOTIC



**N/A** NEW  
**\$141,040** USED

## TOTAL LISTINGS

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OCTOBER 2019

## TOTAL VIEWS

By Body Segment  
(Dealer Listings)

