

# 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>

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

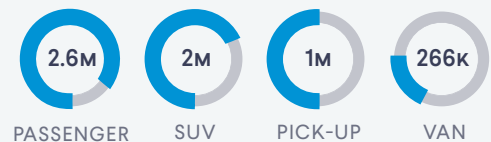
Created in October for Cars and Trucks

3 8 0 5 0 5

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.

# 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

**10.3M**  
VDP VIEWS

**20k**  
CALLS

**25k**  
EMAIL/CHAT REPLIES

**11k**  
DEALERSHIP URL CLICKS

**167k**  
TOTAL LIVE LISTINGS

**60.5k**  
AVERAGE VIEWS PER LISTING

## TOP 10 MOST POPULAR

### BRANDS\*

Rank	Brand	Count
1.	TOYOTA	227
2.	FORD	202
3.	HONDA	152
4.	HYUNDAI	104
▲ 5.	CHEVROLET	101
▲ 6.	VOLKSWAGEN	92
▼ 7.	NISSAN	87
▲ 8.	BMW	86
▲ 9.	MERCEDES	84
▼ 10.	DODGE	78

### MODELS\*

Rank	Model	Count
1.	HONDA CIVIC	61
2.	TOYOTA COROLLA	43
3.	TOYOTA RAV4	39
4.	HONDA CRV	36
5.	HYUNDAI ELANTRA	27
▲ 6.	VOLKSWAGEN GOLF	27
▲ 7.	FORD MUSTANG	26
▲ 8.	FORD ESCAPE	25
▲ 9.	HYUNDAI SANTA FE	24
▲ 10.	MAZDA RX	8

## AVERAGE LISTING PRICE

(Dealer Listings)

Category	Price	Change	Month
NEW	\$42,565	+16%	OCT 2019
USED	\$47,762	-0.13%	OCT 2019
NEW	\$36,718		OCT 2018
USED	\$45,825		OCT 2018

## TOTAL LISTINGS

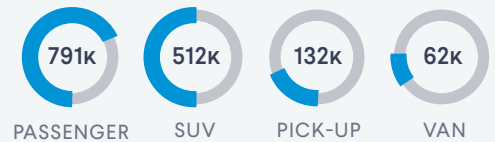
Created in October for Cars and Trucks



OCTOBER 2019

## TOTAL VIEWS

By Body Segment  
(Dealer Listings)



### MASS-MARKET DOMESTIC



**\$40,358** NEW  
**\$15,856** USED

### MASS-MARKET IMPORT



**\$33,225** NEW  
**\$14,104** USED

### LUXURY



**\$67,080** NEW  
**\$31,858** USED

### EXOTIC



**N/A** NEW  
**\$152,442** 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.