

# 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

NATIONAL

NOVEMBER 2019



## TOP 10 MOST POPULAR

### BRANDS\*

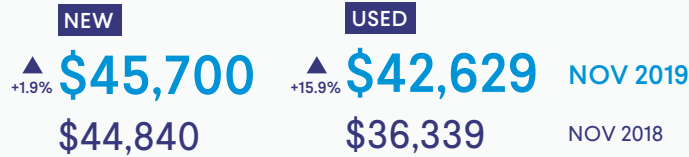
BRANDS*	000s
1. FORD	9117
2. CHEVROLET	6440
3. DODGE	5827
4. HONDA	5663
5. TOYOTA	5611
6. GMC	3632
7. BMW	3020
8. NISSAN	2684
9. VOLKSWAGEN	2601
10. JEEP	2123

### MODELS\*

MODELS*	000s
1. HONDA CIVIC	2693
2. FORD F-150	2456
3. BMW 3 SERIES	1451
4. DODGE RAM 1500	1274
5. CHEV SLVRD 1500	1157
6. DODGE RAM 2500	1026
▲ 7. GMC SIERRA 1500	1008
▲ 8. VOLKSWAGEN JETTA	962
▲ 9. TOYOTA COROLLA	952
10. FORD F-350	903

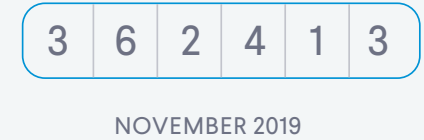
## AVERAGE LISTING PRICE

(Dealer Listings)



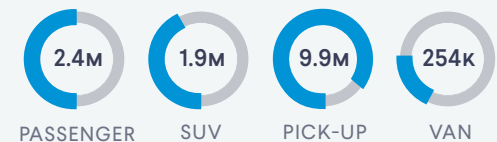
## TOTAL LISTINGS

Created in November for Cars and Trucks



## TOTAL VIEWS

By Body Segment (Dealer Listings)



MASS-MARKET DOMESTIC



**\$46,422** NEW  
**\$16,215** USED

MASS-MARKET IMPORT



**\$34,575** NEW  
**\$15,897** USED

LUXURY



**\$69,507** NEW  
**\$30,696** USED

EXOTIC



**N/A** NEW  
**\$133,408** 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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**4.6M**  
VDP VIEWS

**2.6k**  
CALLS

**93k**  
EMAIL/CHAT REPLIES

**4.1k**  
DEALERSHIP URL CLICKS

**45k**  
TOTAL LIVE LISTINGS

**101k**  
AVERAGE VIEWS PER LISTING

## TOP 10 MOST POPULAR

### BRANDS\*

Rank	Brand	Engagement (000s)
1.	FORD	741
2.	CHEVROLET	574
3.	HONDA	485
4.	TOYOTA	437
5.	DODGE	415
6.	GMC	278
7.	VOLKSWAGEN	239
8.	JEEP	178
9.	HYUNDAI	167
10.	MAZDA	154

### MODELS\*

Rank	Model	Engagement (000s)
1.	HONDA CIVIC	270
2.	FORD F-150	224
3.	CHEV SLVRD 1500	127
4.	DODGE RAM 1500	111
▲ 5.	GMC SIERRA 1500	101
▲ 6.	VOLKSWAGEN JETTA	101
▼ 7.	FORD RANGER	98
8.	TOYOTA COROLLA	88
▼ 9.	TOYOTA TACOMA	81
10.	DODGE RAM 2500	79

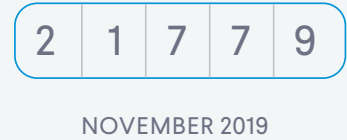
## AVERAGE LISTING PRICE

(Dealer Listings)

Category	Price (Nov 2019)	Change (Nov 2018)
NEW	<b>\$40,564</b>	▼ -0.45%
USED	<b>\$21,995</b>	▲ +8.8%
NEW	\$40,379	
USED	\$20,132	

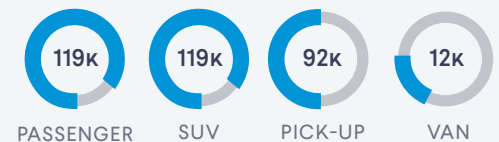
## TOTAL LISTINGS

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## TOTAL VIEWS

By Body Segment (Dealer Listings)



Category	Model	Price (Nov 2019)	Price (Nov 2018)
MASS-MARKET DOMESTIC	NEW	<b>\$41,900</b>	
	USED	\$19,842	
MASS-MARKET IMPORT	NEW	<b>\$37,470</b>	
	USED	\$17,524	
LUXURY	NEW	<b>\$59,850</b>	
	USED	\$32,210	
EXOTIC	NEW	N/A	
	USED	N/A	

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