

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

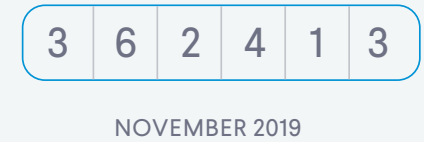
AVERAGE LISTING PRICE

(Dealer Listings)



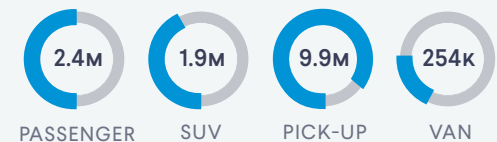
TOTAL LISTINGS

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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BC
NOVEMBER 2019

2.2M
VDP VIEWS

750k
CALLS

38.5k
EMAIL/CHAT REPLIES

1.5k
DEALERSHIP URL CLICKS

30.6k
TOTAL LIVE LISTINGS

72k
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

1. FORD	430
▲ 2. CHEVROLET	269
▼ 3. DODGE	266
▼ 4. TOYOTA	233
5. GMC	166
6. HONDA	109
▲ 7. JEEP	85
▼ 8. VOLKSWAGEN	77
▼ 9. NISSAN	69
▲ 10. BMW	61

MODELS*

1. FORD F-150	736
▲ 2. HONDA CIVIC	430
▲ 3. DODGE RAM 1500	386
▼ 4. FORD F-350	371
▲ 5. CHEV SLVRD 1500	355
▼ 6. DODGE RAM 2500	344
▲ 7. BMW 3 SERIES	338
▲ 8. GMC SIERRA 1500	338
▼ 9. DODGE RAM 3500	263
▲ 10. GMC SIERRA 2500	224

AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	NOV 2019
▼ -17% \$41,730	▼ -25.8% \$28,720	
\$49,501	\$37,221	NOV 2018

MASS-MARKET DOMESTIC



\$49,006 NEW
\$14,861 USED

MASS-MARKET IMPORT



\$31,845 NEW
\$14,220 USED

LUXURY



\$77,902 NEW
\$35,316 USED

EXOTIC



N/A NEW
\$62,899 USED

TOTAL LISTINGS

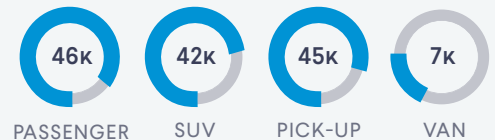
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NOVEMBER 2019

TOTAL VIEWS

By Body Segment
(Dealer Listings)



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