

# 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

**64.5M**  
VDP VIEWS

**55k**  
CALLS

**1.4M**  
EMAIL/CHAT REPLIES

**51k**  
DEALERSHIP URL CLICKS

**685k**  
TOTAL LIVE LISTINGS

**94**  
AVERAGE VIEWS PER LISTING

## TOP 10 MOST POPULAR

### BRANDS\*

Rank	Brand	Engagement (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\*

Rank	Model	Engagement (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

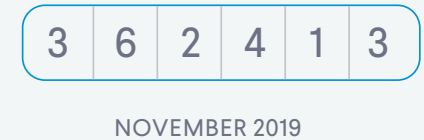
## AVERAGE LISTING PRICE

(Dealer Listings)

Category	Nov 2019 Price	Nov 2018 Price	Change
NEW	\$45,700	\$44,840	+1.9%
USED	\$42,629	\$36,339	+15.9%

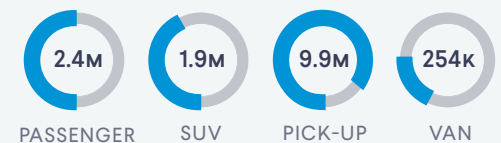
## TOTAL LISTINGS

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.