

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*

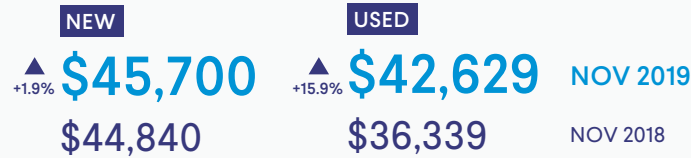
| BRANDS* | 000s |
|---------------|------|
| 1. FORD | 9117 |
| 2. CHEVROLET | 6440 |
| 3. DODGE | 5827 |
| 4. HONDA | 5663 |
| 5. TOYOTA | 5611 |
| 6. GMC | 3632 |
| 7. BMW | 3020 |
| 8. NISSAN | 2684 |
| 9. VOLKSWAGEN | 2601 |
| 10. JEEP | 2123 |

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 |

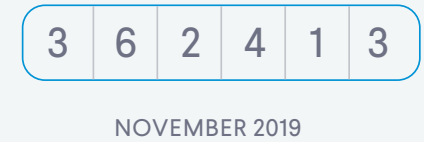
AVERAGE LISTING PRICE

(Dealer Listings)



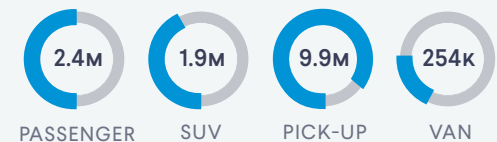
TOTAL LISTINGS

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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24.1M
VDP VIEWS

23k
CALLS

604M
EMAIL/CHAT REPLIES

20k
DEALERSHIP URL CLICKS

236k
TOTAL LIVE LISTINGS

100k
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

| Rank | Brand | Count |
|------|------------|-------|
| 1. | FORD | 3188 |
| 2. | HONDA | 2391 |
| 3. | CHEVROLET | 2228 |
| 4. | DODGE | 2053 |
| 5. | TOYOTA | 1891 |
| 6. | BMW | 1446 |
| 7. | GMC | 1176 |
| ▲ 8. | VOLKSWAGEN | 1037 |
| ▼ 9. | NISSAN | 952 |
| 10. | MAZDA | 811 |

MODELS*

| Rank | Model | Count |
|-------|------------------|-------|
| 1. | HONDA CIVIC | 1104 |
| ▲ 2. | FORD F-150 | 848 |
| ▲ 3. | BMW 3 SERIES | 713 |
| ▲ 4. | DODGE RAM 1500 | 456 |
| 5. | VOLKSWAGEN JETTA | 399 |
| ▲ 6. | CHEV SLVRD 1500 | 396 |
| ▲ 7. | FORD MUSTANG | 386 |
| ▼ 8. | TOYOTA COROLLA | 356 |
| ▲ 9. | DODGE RAM 2500 | 355 |
| ▲ 10. | HONDA ACCORD | 340 |

AVERAGE LISTING PRICE

(Dealer Listings)

| Category | Nov 2019 | Nov 2018 |
|----------|-------------------------|-----------------|
| NEW | \$46,065 ▲ +5.2% | \$43,714 |
| USED | \$43,838 ▲ +24% | \$34,454 |

MASS-MARKET DOMESTIC



\$48,025 NEW
\$15,467 USED

MASS-MARKET IMPORT



\$34,880 NEW
\$15,421 USED

LUXURY



\$67,967 NEW
\$27,364 USED

EXOTIC



N/A NEW
\$144,719 USED

TOTAL LISTINGS

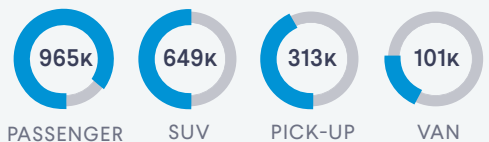
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