

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*

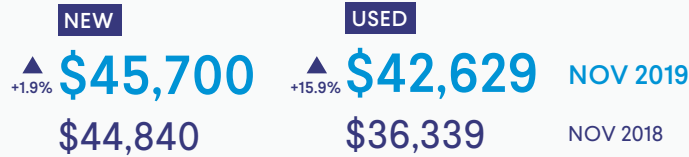
Rank	Brand	Engagement (000s)
1.	FORD	9117
2.	CHEVROLET	6440
3.	DODGE	5827
4.	HONDA	5663
5.	TOYOTA	5611
6.	GMC	3632
7.	BMW	3020
8.	NISSAN	2684
9.	VOLKSWAGEN	2601
10.	JEEP	2123

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

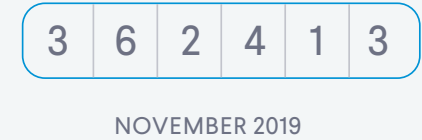
AVERAGE LISTING PRICE

(Dealer Listings)



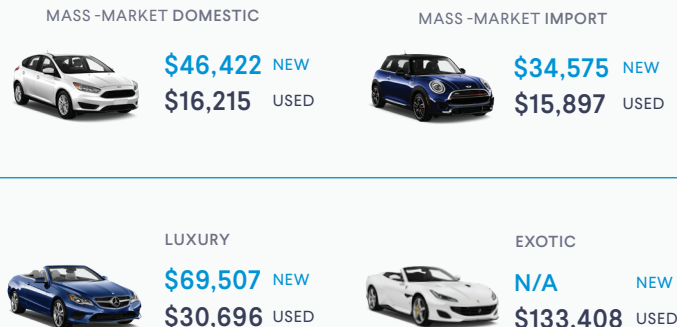
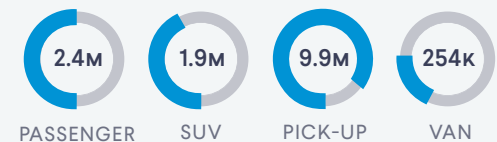
TOTAL LISTINGS

Created in November for Cars and Trucks



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.

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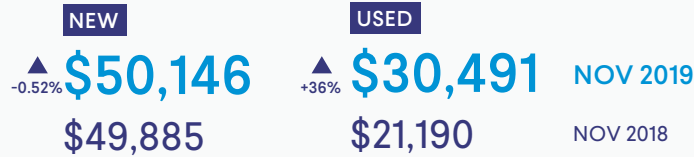
1. FORD	1148
2. CHEVROLET	915
3. DODGE	682
4. HONDA	563
5. GMC	477
6. TOYOTA	447
7. NISSAN	274
8. JEEP	184
9. VOLKSWAGEN	178
▲ 10. BMW	170

MODELS*

1. FORD F-150	335
2. HONDA CIVIC	277
▲ 3. DODGE RAM 1500	173
▼ 4. CHEV SLVRD 1500	168
▲ 5. GMC SIERRA 1500	141
▼ 6. DODGE RAM 2500	125
7. FORD F-350	123
8. FORD F-250	108
▲ 9. BMW 3 SERIES	93
10. FORD ESCAPE	84

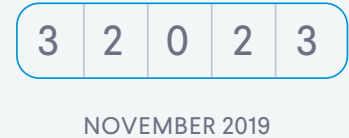
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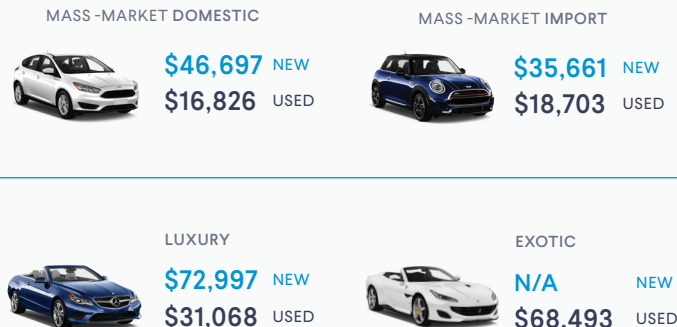
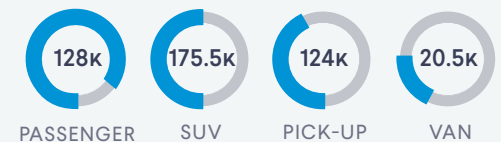
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