

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*

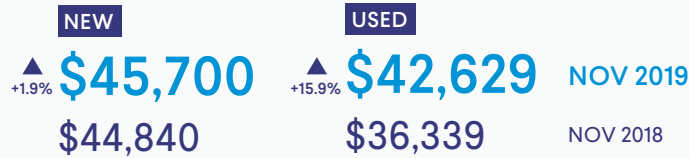
Rank	Brand	Engagement (000s)
1.	FORD	9117
2.	CHEVROLET	6440
3.	DODGE	5827
4.	HONDA	5663
5.	TOYOTA	5611
6.	GMC	3632
7.	BMW	3020
8.	NISSAN	2684
9.	VOLKSWAGEN	2601
10.	JEEP	2123

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

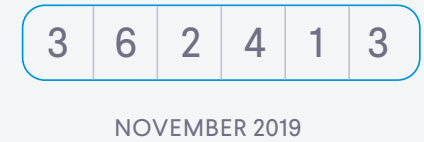
AVERAGE LISTING PRICE

(Dealer Listings)



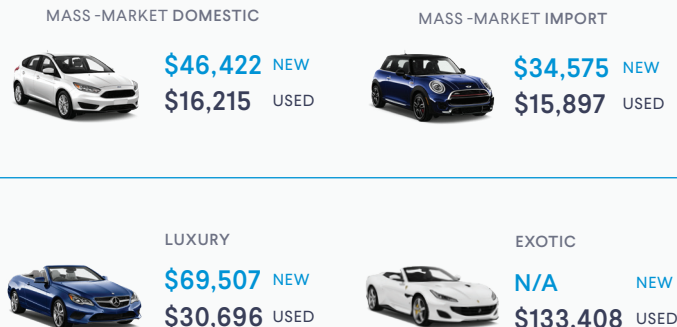
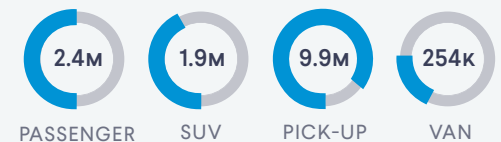
TOTAL LISTINGS

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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TOP 10 MOST POPULAR

BRANDS*

000s	
1. TOYOTA	1255
2. HONDA	1115
3. FORD	962
4. CHEVROLET	560
▲ 5. VOLKSWAGEN	557
▼ 6. DODGE	538
7. NISSAN	503
8. MAZDA	499
9. BMW	492
▲ 10. HYUNDAI	423

MODELS*

000s	
1. HONDA CIVIC	564
2. TOYOTA COROLLA	262
▲ 3. BMW 3 SERIES	226
▼ 4. FORD F-150	206
5. VOLKSWAGEN JETTA	180
6. MAZDA 3	178
▲ 7. TOYOTA YARIS	164
▼ 8. HONDA CRV	159
▲ 9. HONDA ACCORD	133
▼ 10. AUDI A4	129

AVERAGE LISTING PRICE

(Dealer Listings)



MASS-MARKET DOMESTIC



\$41,490 NEW
\$15,852 USED

MASS-MARKET IMPORT



\$33,900 NEW
\$14,002 USED

LUXURY



\$69,867 NEW
\$32,522 USED

EXOTIC



N/A NEW
\$176,280 USED

TOTAL LISTINGS

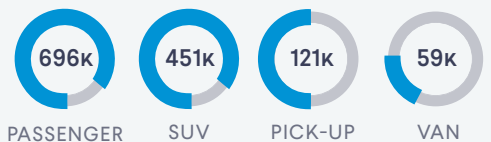
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