

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



TOP 10 MOST POPULAR

BRANDS*

1. FORD	7951
2. CHEVROLET	5561
3. DODGE	4945
4. TOYOTA	4911
5. HONDA	4750
6. GMC	3178
7. BMW	2635
8. NISSAN	2361
9. VOLKSWAGEN	2163
10. JEEP	1780

MODELS*

1. FORD F-150	357
2. HONDA CIVIC	234
▲ 3. TOYOTA RAV4	160
▼ 4. GMC SIERRA 1500	154
▼ 5. CHEV SLVRD 1500	140
6. TOYOTA COROLLA	138
▲ 7. HONDA CRV	134
▲ 8. FORD MUSTANG	131
▲ 9. BMW 3 SERIES	118
▲ 10. FORD ESCAPE	113

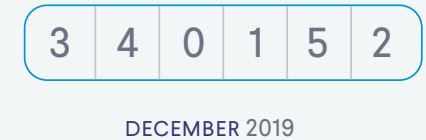
AVERAGE LISTING PRICE

(Dealer Listings)



TOTAL LISTINGS

Created in December for Cars and Trucks



MASS-MARKET DOMESTIC



\$47,061 NEW
\$16,883 USED

MASS-MARKET IMPORT



\$34,138 NEW
\$15,962 USED

LUXURY



\$74,545 NEW
\$29,929 USED

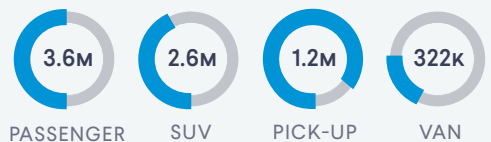
EXOTIC



N/A NEW
\$135,510 USED

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.