

HELP CLIENTS FALL IN LOVE WITH A NEW RIDE

Did you know that on average customers use **2.77** online resources when searching for a new car?
BRANDSPARK KIJJI AUTOS RESEARCH 2019



ENGAGEMENT ON KIJJI AUTOS

The stats that matter at a glance



TOP 10 MOST POPULAR

BRANDS* <small>000s</small>	MODELS* <small>000s</small>
1. FORD 12053	▲ 1. FORD F-150 3471
2. CHEVROLET 8378	▼ 2. HONDA CIVIC 3120
▲ 3. TOYOTA 7373	3. CHEV SLVRD 1500 1713
▼ 4. DODGE 6798	4. BMW 3 SERIES 1683
5. HONDA 6717	▲ 5. GMC SIERRA 1500 1572
6. GMC 4821	▼ 6. DODGE RAM 1500 1415
7. BMW 3966	▲ 7. TOYOTA COROLLA 1153
8. NISSAN 3513	▲ 8. FORD F-350 1149
9. VOLKSWAGEN 3319	▼ 9. VOLKSWAGEN JETTA 1139
10. JEEP 2989	▼ 10. FORD MUSTANG 1134

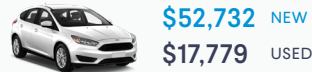
* Top 10 Most Popular Makes/Models ranked by user engagement via VDP Email Replies, URL Clicks and Clicks to Call. Arrows indicate change year over year.

AVERAGE LISTING PRICE

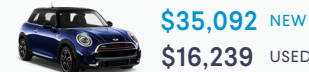
(Dealer Listings)



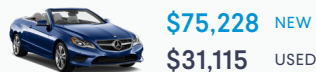
MASS-MARKET DOMESTIC



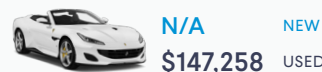
MASS-MARKET IMPORT



LUXURY

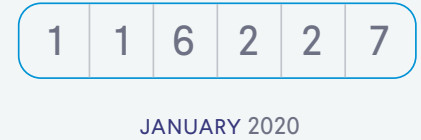


EXOTIC



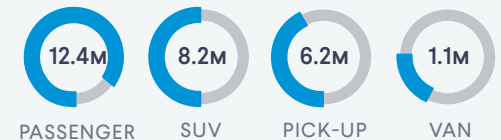
TOTAL LISTINGS

Created in January for Cars and Trucks



TOTAL VIEWS

By Body Segment (Dealer Listings)



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22.7M VDP VIEWS	9.6k CALLS	233k EMAIL/CHAT REPLIES
72.5k DEALERSHIP URL CLICKS	152k TOTAL LIVE LISTINGS	149.9 AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

1. FORD	3627
2. CHEVROLET	2527
3. DODGE	2138
▲ 4. TOYOTA	1832
▼ 5. GMC	1745
6. HONDA	1209
7. NISSAN	967
▲ 8. JEEP	913
▼ 9. BMW	882
10. VOLKSWAGEN	701

MODELS*

1. FORD F-150	1050
▲ 2. FORD F-350	535
▲ 3. GMC SIERRA 1500	526
4. CHEV SLVRD 1500	515
▼ 5. HONDA CIVIC	507
▼ 6. DODGE RAM 1500	452
7. DODGE RAM 2500	371
8. BMW 3 SERIES	349
▲ 9. GMC SIERRA 2500	333
▲ 10. CHEV SLVRD 2500	292

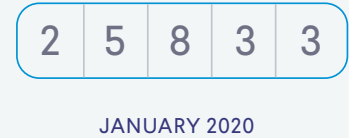
AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	
▲ +3.5% \$49,272	▲ +4.1% \$23,206	JAN 2020
\$47,615	\$22,291	JAN 2019

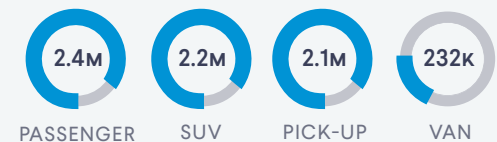
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TOTAL VIEWS

By Body Segment (Dealer Listings)



MASS-MARKET DOMESTIC

	\$49,620 NEW
	\$17,589 USED

MASS-MARKET IMPORT

	\$35,254 NEW
	\$16,933 USED

LUXURY

	\$75,773 NEW
	\$29,811 USED

EXOTIC

	N/A NEW
	\$142,926 USED

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