

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*

1. FORD	12053
2. CHEVROLET	8378
▲ 3. TOYOTA	7373
▼ 4. DODGE	6798
5. HONDA	6717
6. GMC	4821
7. BMW	3966
8. NISSAN	3513
9. VOLKSWAGEN	3319
10. JEEP	2989

MODELS*

▲ 1. FORD F-150	3471
▼ 2. HONDA CIVIC	3120
3. CHEV SLVRD 1500	1713
4. BMW 3 SERIES	1683
▲ 5. GMC SIERRA 1500	1572
▼ 6. DODGE RAM 1500	1415
▲ 7. TOYOTA COROLLA	1153
▲ 8. FORD F-350	1149
▼ 9. VOLKSWAGEN JETTA	1139
▼ 10. FORD MUSTANG	1134

AVERAGE LISTING PRICE

(Dealer Listings)



MASS-MARKET DOMESTIC



\$52,732 NEW
\$17,779 USED

MASS-MARKET IMPORT



\$35,092 NEW
\$16,239 USED

LUXURY



\$75,228 NEW
\$31,115 USED

EXOTIC



N/A NEW
\$147,258 USED

TOTAL LISTINGS

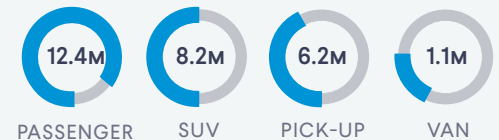
Created in January for Cars and Trucks



JANUARY 2020

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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2.6M VDP VIEWS	1k CALLS	20.1k EMAIL/CHAT REPLIES
5.5k DEALERSHIP URL CLICKS	28.6k TOTAL LIVE LISTINGS	90.9 AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

1. FORD	496
2. CHEVROLET	288
3. DODGE	282
4. TOYOTA	272
5. GMC	175
6. HONDA	126
7. JEEP	107
▲ 8. NISSAN	103
▼ 9. VOLKSWAGEN	87
10. BMW	83

MODELS*

1. FORD F-150	123
2. FORD F-350	100
3. FORD F-250	66
4. DODGE RAM 3500	57
▲ 5. TOYOTA TACOMA	56
▼ 6. DODGE RAM 2500	52
7. HONDA CIVIC	52
▲ 8. CHEV SLVRD 1500	49
▲ 9. GMC SIERRA 1500	46
▼ 10. DODGE RAM 1500	45

AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	
▲ +24.4% \$55,877	▲ +3.7% \$22,910	JAN 2020
\$44,906	\$22,099	JAN 2019

MASS-MARKET DOMESTIC

	\$68,204 NEW
	\$17,040 USED

MASS-MARKET IMPORT

	\$33,717 NEW
	\$17,833 USED

LUXURY

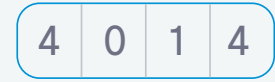
	\$79,353 NEW
	\$32,188 USED

EXOTIC

	N/A NEW
	\$124,177 USED

TOTAL LISTINGS

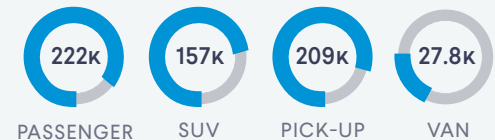
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JANUARY 2020

TOTAL VIEWS

By Body Segment
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