

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

NATIONAL
JANUARY 2020

86M VDP VIEWS	58.6k CALLS	945k EMAIL/CHAT REPLIES
230k DEALERSHIP URL CLICKS	631k TOTAL LIVE LISTINGS	136.3 AVERAGE VIEWS PER LISTING

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.

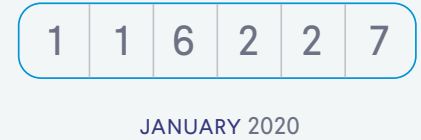
AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	
▲ +8.8% \$51,371	▲ +5% \$24,025	JAN 2020
\$47,215	\$22,874	JAN 2019

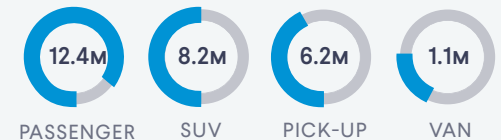
TOTAL LISTINGS

Created in January for Cars and Trucks



TOTAL VIEWS

By Body Segment (Dealer Listings)



MASS-MARKET DOMESTIC	MASS-MARKET IMPORT
\$52,732 NEW \$17,779 USED	\$35,092 NEW \$16,239 USED
LUXURY	EXOTIC
\$75,228 NEW \$31,115 USED	N/A NEW \$147,258 USED

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14.4M VDP VIEWS	19k CALLS	130k EMAIL/CHAT REPLIES
33.8k DEALERSHIP URL CLICKS	129k TOTAL LIVE LISTINGS	112.1 AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

1. TOYOTA	1626
▲ 2. FORD	1394
▼ 3. HONDA	1385
4. CHEVROLET	772
▲ 5. BMW	739
6. VOLKSWAGEN	732
7. NISSAN	696
▲ 8. MAZDA	659
▼ 9. DODGE	650
▼ 10. HYUNDAI	630

MODELS*

1. HONDA CIVIC	668
2. FORD F-150	341
3. TOYOTA COROLLA	327
▲ 4. BMW 3 SERIES	274
▼ 5. VOLKSWAGEN JETTA	223
6. HONDA CRV	219
▲ 7. MAZDA 3	196
▼ 8. VOLKSWAGEN GOLF	183
9. TOYOTA RAV4	183
▲ 10. TOYOTA YARIS	182

AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	
▲ +10.4% \$50,974	▲ +6.6% \$24,942	JAN 2020
\$46,162	\$23,388	JAN 2019

MASS-MARKET DOMESTIC

	\$51,069 NEW
	\$16,881 USED

MASS-MARKET IMPORT

	\$35,097 NEW
	\$14,383 USED

LUXURY

	\$72,637 NEW
	\$31,655 USED

EXOTIC

	N/A NEW
	\$154,943 USED

TOTAL LISTINGS

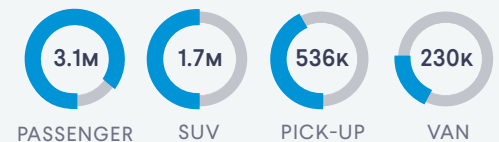
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JANUARY 2020

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