

HELP CLIENTS FALL IN LOVE WITH A NEW RIDE

Consumers aged 55+ are 3 times more likely to buy a vehicle just because they want to (versus need to) compared to millennials.

BRANDSPARK KIJIVI AUTOS RESEARCH 2019



ENGAGEMENT ON KIJIVI AUTOS AND KIJIVI

NATIONAL
FEBRUARY 2020

86.6M VDP VIEWS	56.9k CALLS	912k EMAIL/CHAT REPLIES
219k DEALERSHIP URL CLICKS	622k TOTAL LIVE LISTINGS	139.3 AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS* <small>000s</small>		MODELS* <small>000s</small>	
1. FORD	12077	1. FORD F-150	3453
2. CHEVROLET	8265	2. HONDA CIVIC	3183
▲ 3. TOYOTA	7295	▲ 3. BMW 3 SERIES	1729
▼ 4. DODGE	7011	▼ 4. CHEV SLVRD 1500	1688
5. HONDA	6745	▲ 5. GMC SIERRA 1500	1533
6. GMC	4811	▼ 6. DODGE RAM 1500	1512
7. BMW	4083	▲ 7. FORD MUSTANG	1202
8. NISSAN	3506	8. FORD F-350	1183
9. VOLKSWAGEN	3351	▲ 9. TOYOTA COROLLA	1138
10. JEEP	3011	▼ 10. VOLKSWAGEN JETTA	1135

* 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	
▲ +8.1% \$47,488	▲ +4.4% \$20,707	FEB 2020
\$43,931	\$19,834	FEB 2019

MASS-MARKET DOMESTIC	MASS-MARKET IMPORT
\$52,324 NEW \$18,180 USED	\$36,009 NEW \$16,217 USED

LUXURY	EXOTIC
\$74,228 NEW \$31,081 USED	N/A NEW \$153,810 USED

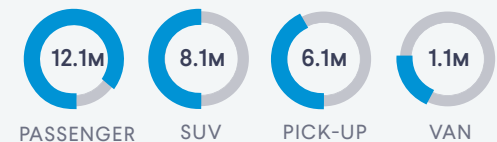
TOTAL LISTINGS

Created in February for Cars and Trucks



TOTAL VIEWS

By Body Segment (Dealer Listings)



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ENGAGEMENT ON KIJIVI AUTOS AND KIJIVI

QUEBEC

FEBRUARY 2020

14.6M
VDP VIEWS

17.8k
CALLS

127.5k
EMAIL/CHAT REPLIES

32.5k
DEALERSHIP URL CLICKS

127k
TOTAL LIVE LISTINGS

114.7
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

Rank	Brand	Count
1.	TOYOTA	1592
▲ 2.	FORD	1457
▼ 3.	HONDA	1343
▲ 4.	CHEVROLET	790
▼ 5.	VOLKSWAGEN	762
▲ 6.	BMW	751
▼ 7.	DODGE	708
▼ 8.	NISSAN	699
9.	MAZDA	637
10.	HYUNDAI	626

MODELS*

Rank	Model	Count
1.	HONDA CIVIC	655
2.	FORD F-150	356
3.	TOYOTA COROLLA	314
▲ 4.	BMW 3 SERIES	272
▼ 5.	VOLKSWAGEN JETTA	219
▲ 6.	HONDA CRV	202
▲ 7.	TOYOTA RAV4	196
▼ 8.	VOLKSWAGEN GOLF	194
▲ 9.	MAZDA 3	194
10.	HYUNDAI ELANTRA	175

AVERAGE LISTING PRICE

(Dealer Listings)

Category	Price	Change	Month
NEW	\$46,191	▲ +6.9%	FEB 2020
USED	\$16,408	▲ +7.4%	FEB 2020
	\$43,227		FEB 2019

MASS-MARKET DOMESTIC



\$49,783 NEW
\$19,782 USED

MASS-MARKET IMPORT



\$37,872 NEW
\$14,639 USED

LUXURY



\$59,147 NEW
\$31,719 USED

EXOTIC



N/A NEW
\$168,889 USED

TOTAL LISTINGS

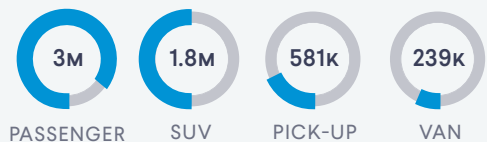
Created in February for Cars and Trucks

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FEBRUARY 2020

TOTAL VIEWS

By Body Segment
(Dealer Listings)



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