

# 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

MARCH 2020

**84.1M**  
VDP VIEWS

**47.8k**  
CALLS

**887k**  
EMAIL/CHAT REPLIES

**185k**  
DEALERSHIP URL CLICKS

**604k**  
TOTAL LIVE LISTINGS

**139.1**  
AVERAGE VIEWS PER LISTING

## TOP 10 MOST POPULAR

### BRANDS\*

BRANDS*	000s
1. FORD	11811
2. CHEVROLET	8222
▲ 3. DODGE	6784
4. TOYOTA	6682
▼ 5. HONDA	6453
6. GMC	4647
7. BMW	4302
8. NISSAN	3360
9. VOLKSWAGEN	3221
10. JEEP	2870

### MODELS\*

MODELS*	000s
▲ 1. FORD F-150	3347
▼ 2. HONDA CIVIC	3144
3. BMW 3 SERIES	1872
4. CHEV SLVRD 1500	1673
▲ 5. FORD MUSTANG	1499
▼ 6. DODGE RAM 1500	1480
7. GMC SIERRA 1500	1452
▲ 8. FORD F-350	1106
▼ 9. VOLKSWAGEN JETTA	1080
10. DODGE RAM 2500	1071

## AVERAGE LISTING PRICE

(Dealer Listings)

<b>NEW</b>	<b>USED</b>	
▲ +7.2% <b>\$47,001</b>	▲ +3.7% <b>\$20,754</b>	MAR 2020
<b>\$43,832</b>	<b>\$20,008</b>	MAR 2019

## TOTAL LISTINGS

Created in March for Cars and Trucks

1 0 9 3 7 4  
MARCH 2020

MASS-MARKET DOMESTIC



**\$49,773** NEW  
**\$17,912** USED

MASS-MARKET IMPORT



**\$35,602** NEW  
**\$16,140** USED

LUXURY



**\$75,000** NEW  
**\$30,193** USED

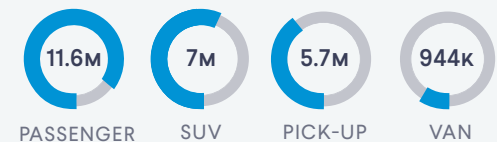
EXOTIC



**N/A** NEW  
**\$154,217** 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.

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BRANDSPARK KIJIVI AUTOS RESEARCH 2019

## ENGAGEMENT ON KIJIVI AUTOS AND KIJIVI

**2.6M**  
VDP VIEWS

**797**  
CALLS

**20.2k**  
EMAIL/CHAT REPLIES

**4.3k**  
DEALERSHIP URL CLICKS

**28.6k**  
TOTAL LIVE LISTINGS

**91.6**  
AVERAGE VIEWS PER LISTING

### TOP 10 MOST POPULAR

#### BRANDS\*

1. FORD	492
▲ 2. DODGE	295
▼ 3. CHEVROLET	283
4. TOYOTA	276
5. GMC	186
6. HONDA	124
▲ 7. JEEP	103
▲ 8. BMW	98
▼ 9. VOLKSWAGEN	97
▼ 10. NISSAN	83

#### MODELS\*

1. FORD F-150	122
2. FORD F-350	105
▲ 3. DODGE RAM 2500	65
4. FORD F-250	61
▲ 5. DODGE RAM 3500	54
▼ 6. TOYOTA TACOMA	53
▼ 7. HONDA CIVIC	52
8. DODGE RAM 1500	48
9. GMC SIERRA 1500	45
▲ 10. CHEV SLVRD 1500	45

### AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	
▲ +5.9% <b>\$51,059</b>	▲ +0.8% <b>\$21,994</b>	MAR 2020
<b>\$48,202</b>	<b>\$21,820</b>	MAR 2019

### TOTAL LISTINGS

Created in March for Cars and Trucks



MARCH 2020

MASS-MARKET DOMESTIC



**\$51,081** NEW  
**\$16,348** USED

MASS-MARKET IMPORT



**\$30,831** NEW  
**\$16,312** USED

LUXURY



**\$81,323** NEW  
**\$32,748** USED

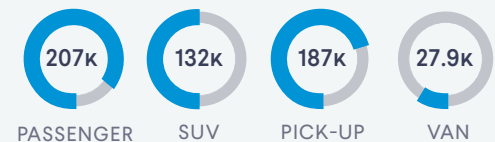
EXOTIC



**N/A** NEW  
**\$112,603** USED

### TOTAL VIEWS

By Body Segment  
(Dealer Listings)



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