

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



TOP 10 MOST POPULAR

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*

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)



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 LISTINGS

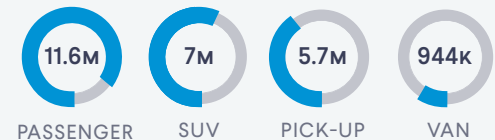
Created in March for Cars and Trucks



MARCH 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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ENGAGEMENT ON KIJIVI AUTOS AND KIJIVI

8.3M
VDP VIEWS

3.1k
CALLS

77.8k
EMAIL/CHAT REPLIES

18.8k
DEALERSHIP URL CLICKS

56.6k
TOTAL LIVE LISTINGS

145.9
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS* 000s

1. FORD	1454
2. CHEVROLET	1208
3. DODGE	860
4. HONDA	644
5. GMC	610
6. TOYOTA	540
7. NISSAN	323
8. JEEP	283
9. VOLKSWAGEN	223
10. BMW	205

MODELS* 000s

1. FORD F-150	469
2. HONDA CIVIC	320
3. CHEV SLVRD 1500	274
4. DODGE RAM 1500	221
5. GMC SIERRA 1500	210
▲ 6. FORD MUSTANG	146
▼ 7. FORD F-350	144
8. DODGE RAM 2500	134
▲ 9. FORD F-250	118
▲ 10. CHEV C/K 1500	106

AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	
▲ +4.9% \$48,977	▲ +2.6% \$22,818	MAR 2020
\$46,667	\$22,231	MAR 2019

TOTAL LISTINGS

Created in March for Cars and Trucks



MARCH 2020

MASS-MARKET DOMESTIC



\$50,245 NEW
\$19,626 USED

MASS-MARKET IMPORT



\$36,007 NEW
\$19,241 USED

LUXURY



\$84,361 NEW
\$32,457 USED

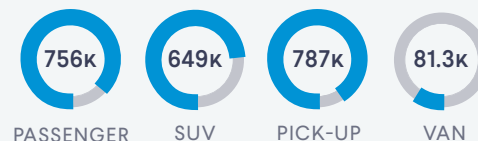
EXOTIC



N/A NEW
\$131,022 USED

TOTAL VIEWS

By Body Segment
(Dealer Listings)



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