

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)

| | | |
|-------------------------|-------------------------|----------|
| NEW | USED | |
| ▲ +7.2% \$47,001 | ▲ +3.7% \$20,754 | MAR 2020 |
| \$43,832 | \$20,008 | 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)

11.6M PASSENGER
7M SUV
5.7M PICK-UP
944k VAN

* 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

14M
VDP VIEWS

14.4k
CALLS

119.6k
EMAIL/CHAT REPLIES

28k
DEALERSHIP URL CLICKS

123k
TOTAL LIVE LISTINGS

113.4
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

| | |
|-----------------|------|
| 1. TOYOTA | 1440 |
| ▲ 2. FORD | 1423 |
| ▼ 3. HONDA | 1262 |
| ▲ 4. BMW | 780 |
| ▼ 5. CHEVROLET | 744 |
| ▼ 6. VOLKSWAGEN | 735 |
| 7. DODGE | 662 |
| ▼ 8. NISSAN | 661 |
| ▼ 9. MAZDA | 624 |
| ▲ 10. MERCEDES | 587 |

MODELS*

| | |
|-----------------------|-----|
| 1. HONDA CIVIC | 623 |
| 2. FORD F-150 | 331 |
| ▲ 3. BMW 3 SERIES | 295 |
| ▼ 4. TOYOTA COROLLA | 280 |
| ▲ 5. FORD MUSTANG | 236 |
| ▼ 6. VOLKSWAGEN JETTA | 201 |
| ▲ 7. VOLKSWAGEN GOLF | 186 |
| ▲ 8. HONDA CRV | 175 |
| ▼ 9. MAZDA 3 | 175 |
| ▲ 10. HYUNDAI ELANTRA | 162 |

AVERAGE LISTING PRICE

(Dealer Listings)

| | | |
|-------------------------|-------------------------|----------|
| NEW | USED | |
| ▲ +6.9% \$46,865 | ▲ +8.1% \$16,772 | MAR 2020 |
| \$43,841 | \$15,509 | MAR 2019 |

TOTAL LISTINGS

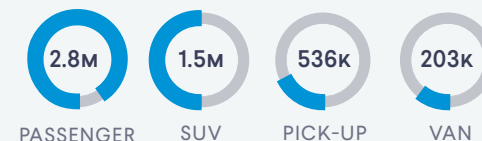
Created in March for Cars and Trucks



MARCH 2020

TOTAL VIEWS

By Body Segment (Dealer Listings)



MASS-MARKET DOMESTIC



\$48,075 NEW
\$17,972 USED

MASS-MARKET IMPORT



\$33,787 NEW
\$14,549 USED

LUXURY



\$62,067 NEW
\$31,223 USED

EXOTIC



N/A NEW
\$168,243 USED

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