

**VIEWS PER LISTING
ARE UP 16% YEAR
OVER YEAR**

**ENGAGEMENT
ON KIJJI AUTOS
PROPERTIES**

NATIONAL

APRIL 2020

78M
VDP VIEWS

47k
CALLS

891k
EMAIL/CHAT
REPLIES

172k
DEALERSHIP
URL CLICKS

519k
TOTAL LIVE
LISTINGS

150
AVERAGE VIEWS
PER LISTING

TOP 10 MOST POPULAR

BRANDS*
000s

- 1. FORD 11551
- 2. CHEVROLET 7954
- ▲ 3. DODGE 6280
- ▼ 4. HONDA 5736
- ▼ 5. TOYOTA 5651
- 6. GMC 4268
- 7. BMW 4263
- 8. NISSAN 3068
- 9. VOLKSWAGEN 2910
- 10. JEEP 2746

MODELS*
000s

- ▲ 1. FORD F-150 3286
- ▼ 2. HONDA CIVIC 2828
- ▲ 3. FORD MUSTANG 1888
- ▼ 4. BMW 3 SERIES 1883
- 5. CHEV SLVRD 1500 1543
- ▲ 6. GMC SIERRA 1500 1376
- ▼ 7. DODGE RAM 1500 1306
- ▲ 8. FORD F-350 1097
- ▲ 9. DODGE RAM 2500 1051
- ▼ 10. VOLKSWAGEN JETTA 943

AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	
▲ +6.2% \$47,870	▲ +6.2% \$19,890	APR 2020
\$45,062	\$18,735	APR 2019

MASS-MARKET DOMESTIC



\$49,325 NEW
\$18,577 USED

MASS-MARKET IMPORT



\$36,383 NEW
\$16,346 USED

LUXURY



\$77,728 NEW
\$30,647 USED

EXOTIC



N/A NEW
\$162,670 USED

TOTAL LISTINGS

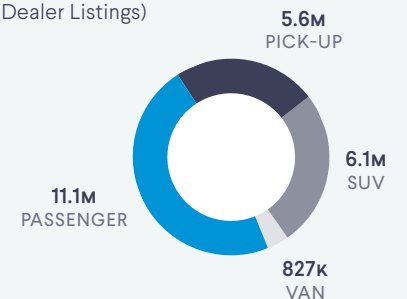
Created in April for Cars and Trucks



APRIL 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.