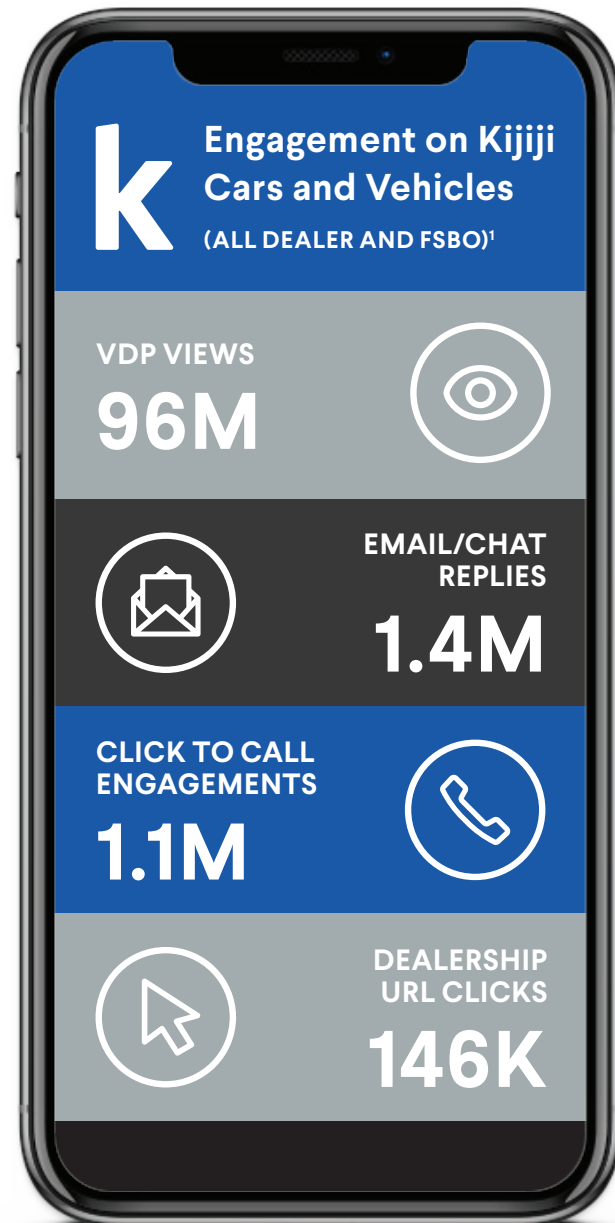


## Total Listings Created in OCTOBER for Cars and Trucks

(ALL DEALER AND FSBO)<sup>1</sup>

OCT 2017  
506,006

OCT 2018  
460,525



## Average Listing Price

(DEALER)

| TOTAL AVG. OCT 2018 |      | TOTAL AVG. OCT 2017 |      |
|---------------------|------|---------------------|------|
| \$47,258            | NEW  | \$43,444            | NEW  |
| \$16,293            | USED | \$16,308            | USED |



## How Fast Cars Sell on Kijiji

(DEALER)<sup>2</sup>



## Total Views by Body Segment OCTOBER 2018 (DEALER)<sup>2</sup>



PASSENGER 12M



PICK-UP 5.2M



SUV 7.7M



VAN 1.2M

<sup>1</sup>New and used car Inventory combined

<sup>2</sup>Includes used cars only

## TOP 10 MOST POPULAR MODELS<sup>3</sup>



- HONDA CIVIC
- FORD F-150
- DODGE RAM 1500
- TOYOTA COROLLA
- FORD ESCAPE
- VOLKSWAGEN JETTA
- DODGE GRAND CARAVAN
- HONDA CRV
- MAZDA3
- TOYOTA RAV4

## TOP 10 MOST POPULAR BRANDS<sup>3</sup>



- FORD
- TOYOTA
- HONDA
- DODGE
- CHEVROLET
- NISSAN
- HYUNDAI
- BMW
- VOLKSWAGEN
- GMC

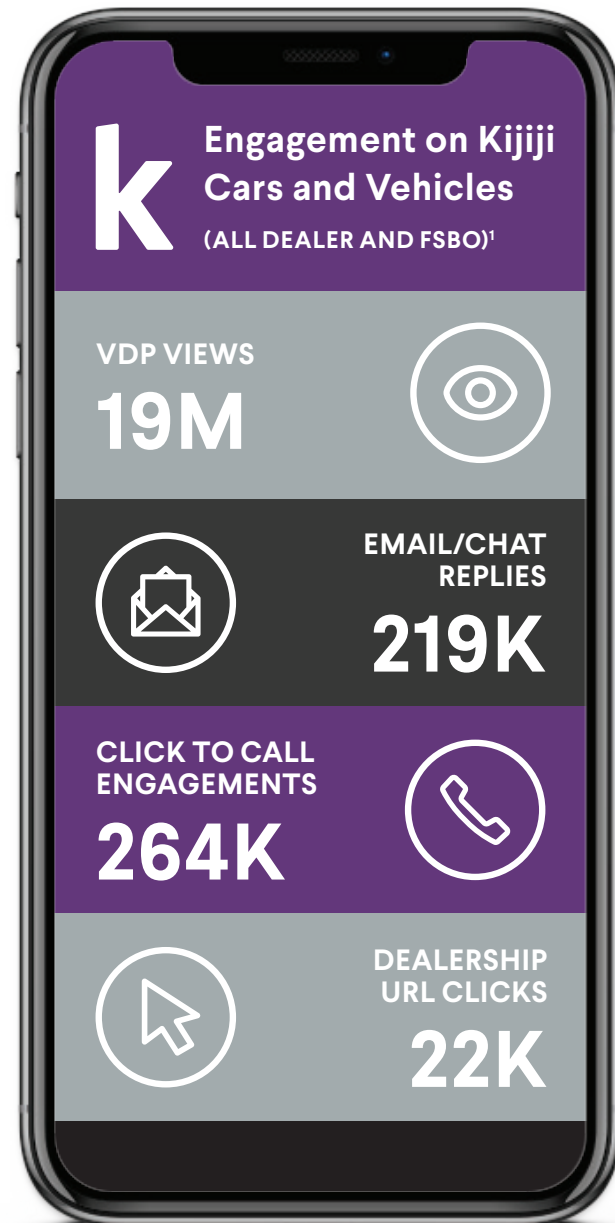
<sup>3</sup>Top 10 Most Popular Makes/Models ranked by user engagement via VDP Email Replies, URL Clicks and Clicks to Call; includes used cars only

## Total Listings Created in OCTOBER for Cars and Trucks

(ALL DEALER AND FSBO)<sup>1</sup>

OCT 2017  
119,122

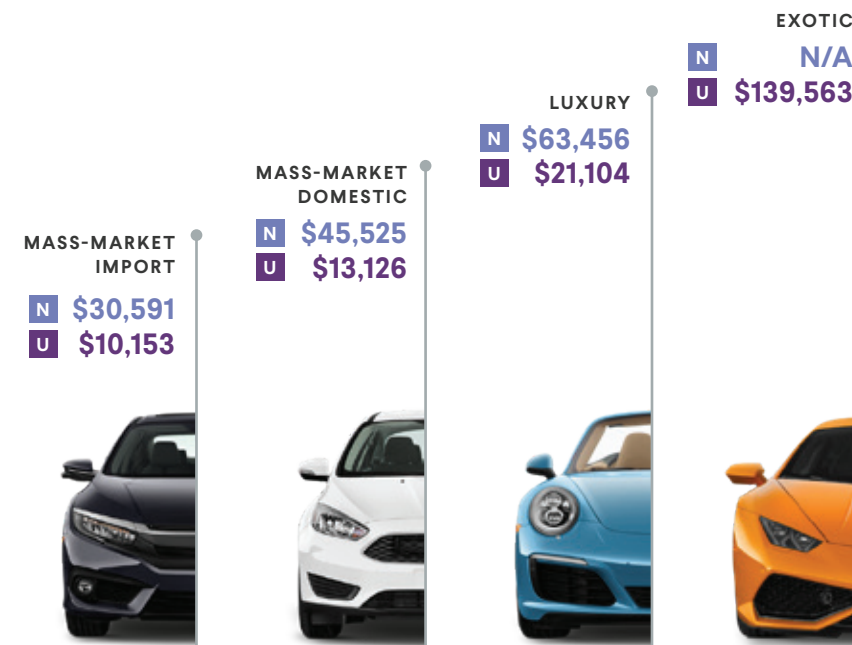
OCT 2018  
108,759



## Average Listing Price

(DEALER)

| TOTAL AVG. OCT 2018 |      | TOTAL AVG. OCT 2017 |      |
|---------------------|------|---------------------|------|
| <b>\$44,902</b>     | NEW  | <b>\$41,054</b>     | NEW  |
| <b>\$12,517</b>     | USED | <b>\$12,367</b>     | USED |



## How Fast Cars Sell on Kijiji

(DEALER)<sup>2</sup>



## Total Views by Body Segment OCTOBER 2018 (DEALER)<sup>2</sup>



<sup>1</sup>New and used car Inventory combined

<sup>2</sup>Includes used cars only

## TOP 10 MOST POPULAR MODELS<sup>3</sup>



- HONDA CIVIC
- TOYOTA COROLLA
- FORD F-150
- MAZDA3
- DODGE RAM 1500
- VOLKSWAGEN JETTA
- HYUNDAI ELANTRA
- DODGE GRAND CARAVAN
- HONDA CRV
- FORD ESCAPE

## TOP 10 MOST POPULAR BRANDS<sup>3</sup>



- TOYOTA
- HONDA
- FORD
- DODGE
- HYUNDAI
- NISSAN
- MAZDA
- VOLKSWAGEN
- CHEVROLET
- BMW

<sup>3</sup>Top 10 Most Popular Makes/Models ranked by user engagement via VDP Email Replies, URL Clicks and Clicks to Call; includes used cars only