

Total Listings Created in December for Cars and Trucks

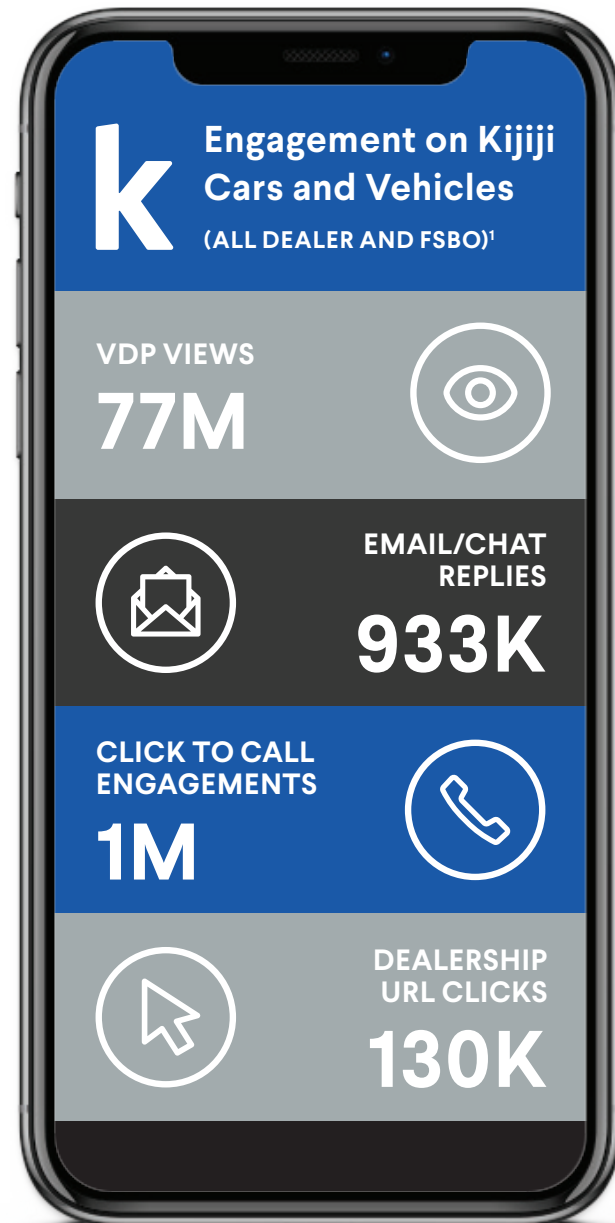
(ALL DEALER AND FSBO)¹

DEC 2017
382,157

DEC 2018
319,485



¹New and used car Inventory combined



Total Views by Body Segment DECEMBER 2018 (DEALER)²

PASSENGER 11.4M

PICK-UP 5.1M

SUV 7.0M

VAN 1.1M

²Includes used cars only

Average Listing Price (DEALER)

(DEALER)

TOTAL AVG. DEC 2018		TOTAL AVG. DEC 2017	
\$45,714	NEW	\$42,924	NEW
\$16,816	USED	\$15,835	USED



How Fast Cars Sell on Kijiji

(DEALER)²



TOP 10 MOST POPULAR MODELS³



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

TOP 10 MOST POPULAR BRANDS³



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

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

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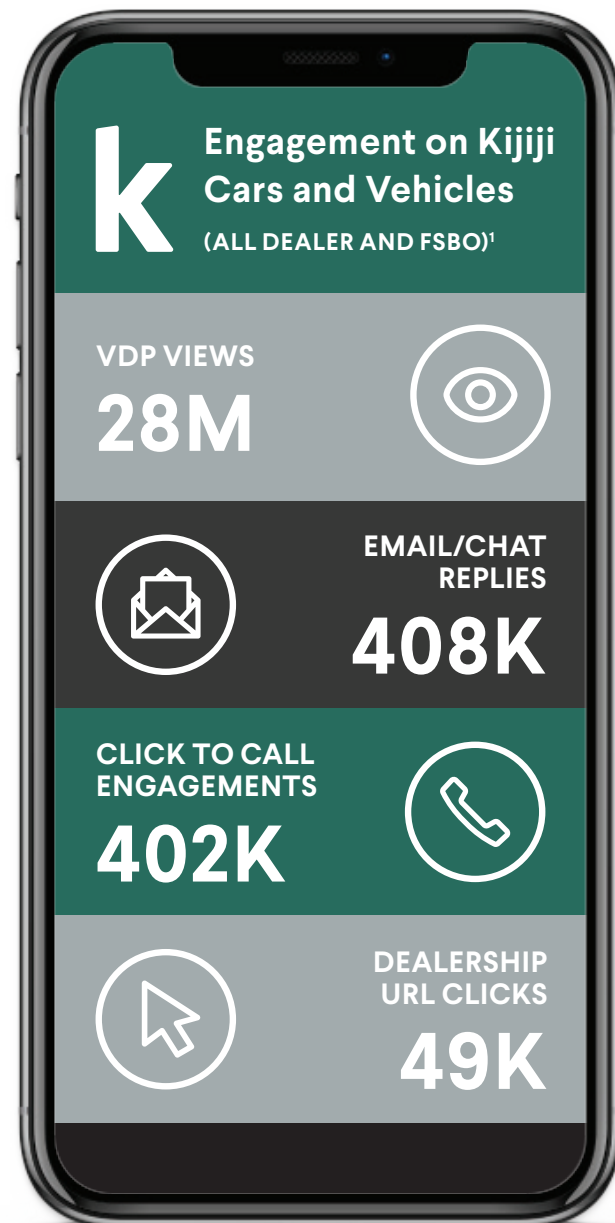
(ALL DEALER AND FSBO)¹

DEC 2017
131,113

DEC 2018
113,651



¹New and used car inventory combined



Total Views by Body Segment DECEMBER 2018 (DEALER)²

PASSENGER 4.8M

PICK-UP 1.6M

SUV 2.5M

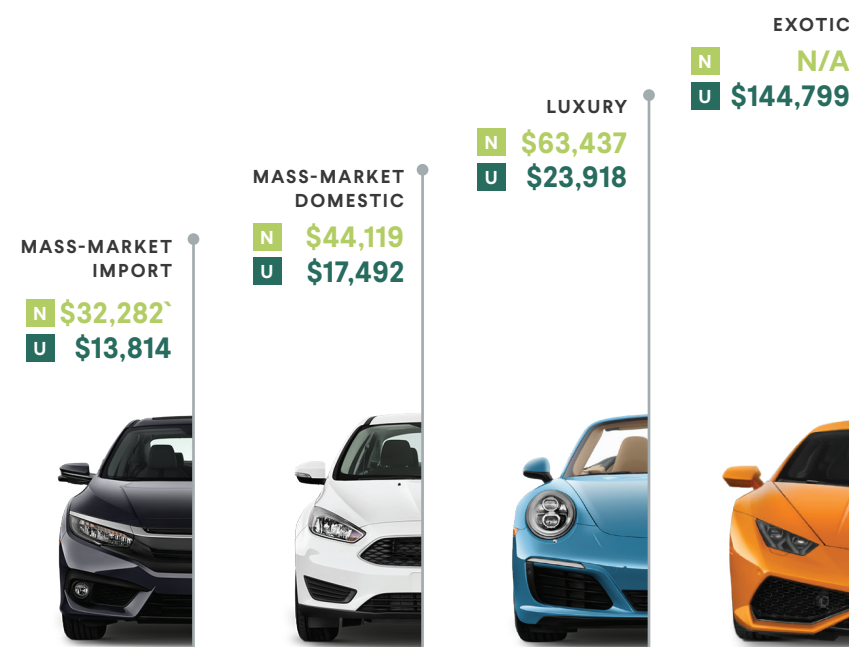
VAN 502K

²Includes used cars only

Average Listing Price (DEALER)

(DEALER)

TOTAL AVG. DEC 2018		TOTAL AVG. DEC 2017	
\$43,585	NEW	\$41,999	NEW
\$17,141	USED	\$15,207	USED



How Fast Cars Sell on Kijiji

(DEALER)²



TOP 10 MOST POPULAR MODELS³



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

TOP 10 MOST POPULAR BRANDS³



- FORD
- HONDA
- TOYOTA
- DODGE
- CHEVROLET
- NISSAN
- HYUNDAI
- BMW
- MERCEDES-BENZ
- VOLKSWAGEN

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