

# HELP CLIENTS FALL IN LOVE WITH A NEW RIDE

Did you know that on average customers use **2.77** online resources when searching for a new car?

BRANDSPARK KIJJI AUTOS RESEARCH 2019



## ENGAGEMENT ON KIJJI AUTOS

The stats that matter at a glance



## TOP 10 MOST POPULAR

BRANDS* <small>000s</small>	MODELS* <small>000s</small>
1. FORD 12053	▲ 1. FORD F-150 3471
2. CHEVROLET 8378	▼ 2. HONDA CIVIC 3120
▲ 3. TOYOTA 7373	3. CHEV SLVRD 1500 1713
▼ 4. DODGE 6798	4. BMW 3 SERIES 1683
5. HONDA 6717	▲ 5. GMC SIERRA 1500 1572
6. GMC 4821	▼ 6. DODGE RAM 1500 1415
7. BMW 3966	▲ 7. TOYOTA COROLLA 1153
8. NISSAN 3513	▲ 8. FORD F-350 1149
9. VOLKSWAGEN 3319	▼ 9. VOLKSWAGEN JETTA 1139
10. JEEP 2989	▼ 10. FORD MUSTANG 1134

\* 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.

## AVERAGE LISTING PRICE

(Dealer Listings)



MASS-MARKET DOMESTIC



**\$52,732** NEW  
**\$17,779** USED

MASS-MARKET IMPORT



**\$35,092** NEW  
**\$16,239** USED

LUXURY



**\$75,228** NEW  
**\$31,115** USED

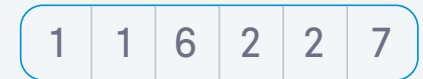
EXOTIC



**N/A** NEW  
**\$147,258** USED

## TOTAL LISTINGS

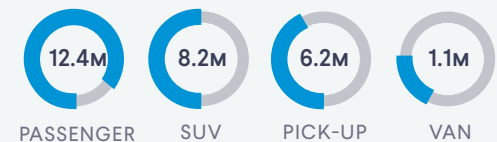
Created in January for Cars and Trucks



JANUARY 2020

## TOTAL VIEWS

By Body Segment  
(Dealer Listings)



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<b>5.8M</b> VDP VIEWS	<b>3k</b> CALLS	<b>62.2k</b> EMAIL/CHAT REPLIES
<b>17.5k</b> DEALERSHIP URL CLICKS	<b>42.4k</b> TOTAL LIVE LISTINGS	<b>136.1</b> AVERAGE VIEWS PER LISTING

## TOP 10 MOST POPULAR

BRANDS* <small>000s</small>	MODELS* <small>000s</small>
1. FORD 914	▲ 1. FORD F-150 298
2. CHEVROLET 697	▼ 2. HONDA CIVIC 295
▲ 3. TOYOTA 590	3. CHEV SLVRD 1500 214
▼ 4. HONDA 551	▲ 4. GMC SIERRA 1500 168
5. DODGE 447	5. TOYOTA TACOMA 128
6. GMC 373	▼ 6. DODGE RAM 1500 117
7. VOLKSWAGEN 290	▼ 7. VOLKSWAGEN JETTA 114
8. JEEP 235	8. FORD RANGER 101
9. HYUNDAI 224	▲ 9. TOYOTA COROLLA 97
10. NISSAN 198	▼ 10. FORD F-250 91

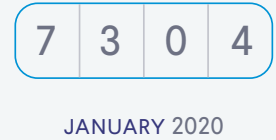
## AVERAGE LISTING PRICE

(Dealer Listings)

<b>NEW</b>	<b>USED</b>	JAN 2020
▲ +8.1% <b>\$48,792</b>	▼ -0.1% <b>\$21,503</b>	
<b>\$45,118</b>	<b>\$21,528</b>	JAN 2019

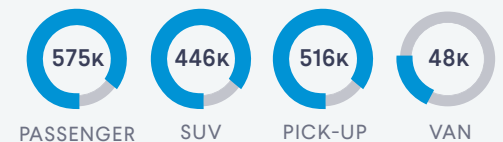
## TOTAL LISTINGS

Created in January for Cars and Trucks



## TOTAL VIEWS

By Body Segment (Dealer Listings)



MASS-MARKET DOMESTIC		MASS-MARKET IMPORT	
<b>\$50,625</b> NEW	<b>\$36,957</b> NEW	<b>\$19,149</b> USED	<b>\$16,228</b> USED
LUXURY		EXOTIC	
<b>\$73,878</b> NEW	<b>\$254,900</b> USED	<b>\$31,257</b> USED	<b>N/A</b> NEW

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