

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*

1. FORD	12053
2. CHEVROLET	8378
▲ 3. TOYOTA	7373
▼ 4. DODGE	6798
5. HONDA	6717
6. GMC	4821
7. BMW	3966
8. NISSAN	3513
9. VOLKSWAGEN	3319
10. JEEP	2989

MODELS*

▲ 1. FORD F-150	3471
▼ 2. HONDA CIVIC	3120
3. CHEV SLVRD 1500	1713
4. BMW 3 SERIES	1683
▲ 5. GMC SIERRA 1500	1572
▼ 6. DODGE RAM 1500	1415
▲ 7. TOYOTA COROLLA	1153
▲ 8. FORD F-350	1149
▼ 9. VOLKSWAGEN JETTA	1139
▼ 10. FORD MUSTANG	1134

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

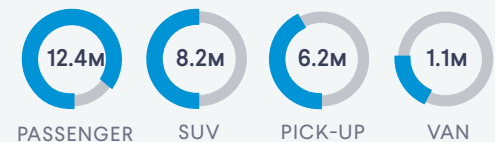
Created in January for Cars and Trucks



JANUARY 2020

TOTAL VIEWS

By Body Segment
(Dealer Listings)



* 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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TOP 10 MOST POPULAR

BRANDS*

1. FORD	4162
2. CHEVROLET	2892
3. HONDA	2809
▲ 4. TOYOTA	2477
▼ 5. DODGE	2457
6. BMW	1949
7. GMC	1517
▲ 8. VOLKSWAGEN	1279
▲ 9. MERCEDES	1252
▼ 10. NISSAN	1220

MODELS*

1. HONDA CIVIC	1285
2. FORD F-150	1201
3. BMW 3 SERIES	884
4. CHEVY SLVRDO 1500	574
▲ 5. GMC SIERRA 1500	509
6. FORD MUSTANG	504
▼ 7. DODGE RAM 1500	498
▲ 8. TOYOTA COROLLA	460
▼ 9. VOLKSWAGEN JETTA	458
10. HONDA ACCORD	411

AVERAGE LISTING PRICE

(Dealer Listings)



MASS-MARKET DOMESTIC



\$49,749 NEW
\$16,517 USED

MASS-MARKET IMPORT



\$35,499 NEW
\$14,890 USED

LUXURY



\$72,310 NEW
\$30,301 USED

EXOTIC



N/A NEW
\$151,130 USED

TOTAL LISTINGS

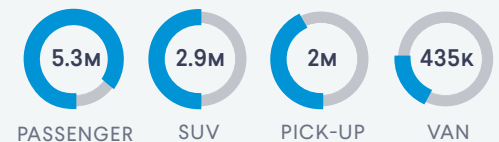
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