

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

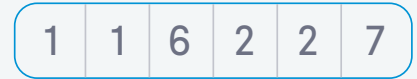
EXOTIC



N/A NEW
\$147,258 USED

TOTAL LISTINGS

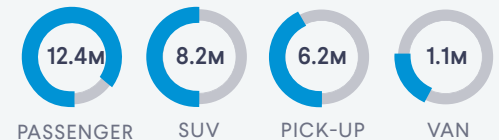
Created in January for Cars and Trucks



JANUARY 2020

TOTAL VIEWS

By Body Segment
(Dealer Listings)



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BRANDS*

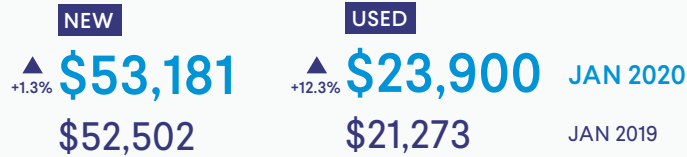
1. FORD	1449
2. CHEVROLET	1192
3. DODGE	813
4. GMC	645
▲ 5. HONDA	632
▼ 6. TOYOTA	571
7. NISSAN	325
8. JEEP	281
9. VOLKSWAGEN	226
10. BMW	196

MODELS*

1. FORD F-150	453
▲ 2. HONDA CIVIC	309
▼ 3. CHEV SLVRD 1500	259
4. GMC SIERRA 1500	220
5. DODGE RAM 1500	184
6. DODGE RAM 2500	151
7. FORD F-350	149
8. FORD F-250	135
▲ 9. CHEV SLVRD 2500	105
▲ 10. FORD MUSTANG	100

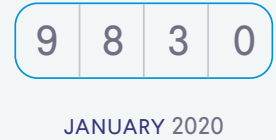
AVERAGE LISTING PRICE

(Dealer Listings)



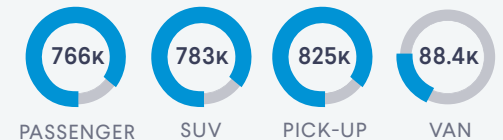
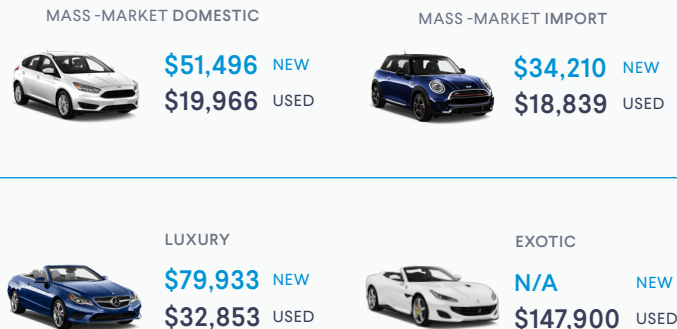
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