

HELP CLIENTS FALL IN LOVE WITH A NEW RIDE

Consumers aged 55+ are 3 times more likely to buy a vehicle just because they want to (versus need to) compared to millennials.

BRANDSPARK KIJIVI AUTOS RESEARCH 2019



ENGAGEMENT ON KIJIVI AUTOS AND KIJIVI

NATIONAL
FEBRUARY 2020

| | | |
|--------------------------------------|------------------------------------|---|
| 86.6M VDP VIEWS | 56.9k CALLS | 912k EMAIL/CHAT REPLIES |
| 219k DEALERSHIP URL CLICKS | 622k TOTAL LIVE LISTINGS | 139.3 AVERAGE VIEWS PER LISTING |

TOP 10 MOST POPULAR

| BRANDS* <small>000s</small> | MODELS* <small>000s</small> |
|--------------------------------|--------------------------------|
| 1. FORD 12077 | 1. FORD F-150 3453 |
| 2. CHEVROLET 8265 | 2. HONDA CIVIC 3183 |
| ▲ 3. TOYOTA 7295 | ▲ 3. BMW 3 SERIES 1729 |
| ▼ 4. DODGE 7011 | ▼ 4. CHEV SLVRD 1500 1688 |
| 5. HONDA 6745 | ▲ 5. GMC SIERRA 1500 1533 |
| 6. GMC 4811 | ▼ 6. DODGE RAM 1500 1512 |
| 7. BMW 4083 | ▲ 7. FORD MUSTANG 1202 |
| 8. NISSAN 3506 | 8. FORD F-350 1183 |
| 9. VOLKSWAGEN 3351 | ▲ 9. TOYOTA COROLLA 1138 |
| 10. JEEP 3011 | ▼ 10. VOLKSWAGEN JETTA 1135 |

* 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)

| | | |
|-------------------------|-------------------------|----------|
| NEW | USED | FEB 2020 |
| ▲ +8.1% \$47,488 | ▲ +4.4% \$20,707 | |
| \$43,931 | \$19,834 | FEB 2019 |

| | |
|---|---|
| MASS-MARKET DOMESTIC | MASS-MARKET IMPORT |
| \$52,324 NEW \$18,180 USED | \$36,009 NEW \$16,217 USED |

| | |
|---|---|
| LUXURY | EXOTIC |
| \$74,228 NEW \$31,081 USED | N/A NEW \$153,810 USED |

TOTAL LISTINGS

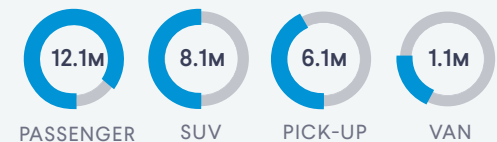
Created in February for Cars and Trucks



FEBRUARY 2020

TOTAL VIEWS

By Body Segment
(Dealer Listings)



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ENGAGEMENT ON KIJIVI AUTOS AND KIJIVI

23.2M
VDP VIEWS

9.4k
CALLS

226k
EMAIL/CHAT REPLIES

69.2k
DEALERSHIP URL CLICKS

153k
TOTAL LIVE LISTINGS

151.5
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

| | |
|----------------|------|
| 1. FORD | 3693 |
| 2. CHEVROLET | 2509 |
| 3. DODGE | 2249 |
| 4. TOYOTA | 1820 |
| 5. GMC | 1756 |
| 6. HONDA | 1259 |
| 7. NISSAN | 996 |
| ▲ 8. BMW | 940 |
| ▼ 9. JEEP | 928 |
| 10. VOLKSWAGEN | 698 |

MODELS*

| | |
|----------------------|------|
| 1. FORD F-150 | 1065 |
| 2. FORD F-350 | 584 |
| 3. HONDA CIVIC | 553 |
| ▲ 4. GMC SIERRA 1500 | 538 |
| ▼ 5. CHEV SLVRD 1500 | 514 |
| ▼ 6. DODGE RAM 1500 | 497 |
| ▲ 7. BMW 3 SERIES | 374 |
| ▼ 8. DODGE RAM 2500 | 371 |
| 9. GMC SIERRA 2500 | 335 |
| ▲ 10. DODGE RAM 3500 | 306 |

AVERAGE LISTING PRICE

(Dealer Listings)

| NEW | USED | FEB 2020 |
|-------------------------|-------------------------|----------|
| ▲ +6.1% \$49,484 | ▲ +2.8% \$22,229 | |
| \$46,648 | \$21,629 | FEB 2019 |

MASS-MARKET DOMESTIC



\$50,366 NEW
\$16,327 USED

MASS-MARKET IMPORT



\$37,869 NEW
\$16,766 USED

LUXURY



\$77,044 NEW
\$29,103 USED

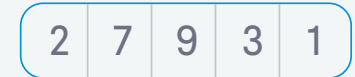
EXOTIC



N/A NEW
\$147,009 USED

TOTAL LISTINGS

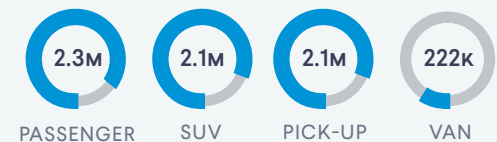
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TOTAL VIEWS

By Body Segment
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