

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	
▲ +8.1% \$47,488	▲ +4.4% \$20,707	FEB 2020
\$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

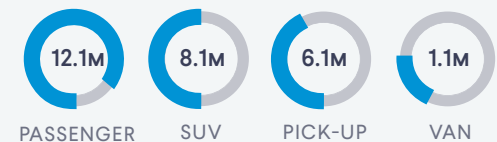
Created in February for Cars and Trucks



FEBRUARY 2020

TOTAL VIEWS

By Body Segment
(Dealer Listings)



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ENGAGEMENT ON KIJIVI AUTOS AND KIJIVI

ATLANTIC

FEBRUARY 2020

5.8M
VDP VIEWS

2.8k
CALLS

60.3k
EMAIL/CHAT REPLIES

16.9k
DEALERSHIP URL CLICKS

40.4k
TOTAL LIVE LISTINGS

142.5
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

Rank	Brand	000s
1.	FORD	856
2.	CHEVROLET	697
3.	HONDA	596
4.	TOYOTA	585
5.	DODGE	428
6.	GMC	380
7.	VOLKSWAGEN	288
8.	JEEP	244
9.	HYUNDAI	226
10.	NISSAN	191

MODELS*

Rank	Model	000s
1.	HONDA CIVIC	315
2.	FORD F-150	284
3.	CHEV SLVRD 1500	227
▲ 4.	GMC SIERRA 1500	160
▲ 5.	TOYOTA TACOMA	135
▲ 6.	VOLKSWAGEN JETTA	115
▼ 7.	DODGE RAM 1500	114
▲ 8.	TOYOTA COROLLA	107
▼ 9.	FORD RANGER	97
▲ 10.	DODGE RAM 2500	83

AVERAGE LISTING PRICE

(Dealer Listings)

NEW	USED	FEB 2020
▲ +6.8% \$44,327	▲ +4.3% \$19,533	
\$41,513	\$18,736	FEB 2019

MASS-MARKET DOMESTIC



\$50,385 NEW
\$20,072 USED

MASS-MARKET IMPORT



\$37,388 NEW
\$15,821 USED

LUXURY



\$69,894 NEW
\$32,176 USED

EXOTIC



N/A NEW
\$254,900 USED

TOTAL LISTINGS

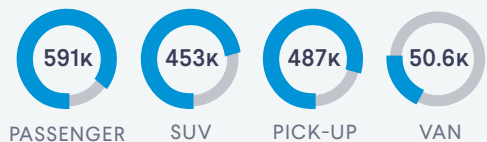
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