

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



\$52,324 NEW
\$18,180 USED

MASS-MARKET IMPORT



\$36,009 NEW
\$16,217 USED

LUXURY



\$74,228 NEW
\$31,081 USED

EXOTIC



N/A NEW
\$153,810 USED

TOTAL LISTINGS

Created in February for Cars and Trucks



FEBRUARY 2020

TOTAL VIEWS

By Body Segment
(Dealer Listings)

