

# 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

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

### TOP 10 MOST POPULAR

| BRANDS*<br><small>000s</small> | MODELS*<br><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)

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

|   |   |
|---|---|
| MASS-MARKET DOMESTIC                        | MASS-MARKET IMPORT                          |
| <b>\$52,324</b> NEW<br><b>\$18,180</b> USED | <b>\$36,009</b> NEW<br><b>\$16,217</b> USED |

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

### TOTAL LISTINGS

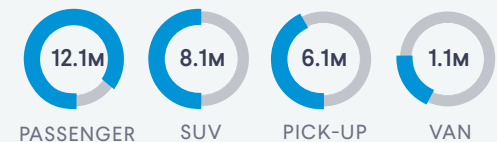
Created in February for Cars and Trucks



FEBRUARY 2020

### TOTAL VIEWS

By Body Segment (Dealer Listings)



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## ENGAGEMENT ON KIJIVI AUTOS AND KIJIVI

**8.3M**  
VDP VIEWS

**3.4k**  
CALLS

**75.6k**  
EMAIL/CHAT REPLIES

**22.3k**  
DEALERSHIP URL CLICKS

**56.6k**  
TOTAL LIVE LISTINGS

**146.1**  
AVERAGE VIEWS PER LISTING

## TOP 10 MOST POPULAR

### BRANDS\*

| Rank  | Brand      | 000s |
|-------|------------|------|
| 1.    | FORD       | 1444 |
| 2.    | CHEVROLET  | 1142 |
| 3.    | DODGE      | 835  |
| ▲ 4.  | HONDA      | 645  |
| ▼ 5.  | GMC        | 633  |
| ▼ 6.  | TOYOTA     | 589  |
| 7.    | NISSAN     | 313  |
| 8.    | JEEP       | 291  |
| 9.    | VOLKSWAGEN | 222  |
| ▲ 10. | BMW        | 222  |

### MODELS\*

| Rank  | Model           | 000s |
|-------|-----------------|------|
| 1.    | FORD F-150      | 451  |
| 2.    | HONDA CIVIC     | 308  |
| 3.    | CHEV SLVRD 1500 | 243  |
| ▲ 4.  | GMC SIERRA 1500 | 205  |
| ▼ 5.  | DODGE RAM 1500  | 198  |
| 6.    | FORD F-350      | 146  |
| ▲ 7.  | FORD F-250      | 139  |
| ▼ 8.  | DODGE RAM 2500  | 138  |
| ▲ 9.  | FORD MUSTANG    | 117  |
| ▲ 10. | BMW 3 SERIES    | 107  |

## AVERAGE LISTING PRICE

(Dealer Listings)

| NEW                     | USED                    | FEB 2020 |
|-------------------------|-------------------------|----------|
| ▲ +5.6% <b>\$49,283</b> | ▲ +4.4% <b>\$22,880</b> |          |
| <b>\$46,661</b>         | <b>\$21,912</b>         | FEB 2019 |

MASS-MARKET DOMESTIC



**\$51,273** NEW  
**\$19,732** USED

MASS-MARKET IMPORT



**\$35,897** NEW  
**\$18,865** USED

LUXURY



**\$80,772** NEW  
**\$33,868** USED

EXOTIC



**N/A** NEW  
**\$148,296** USED

## TOTAL LISTINGS

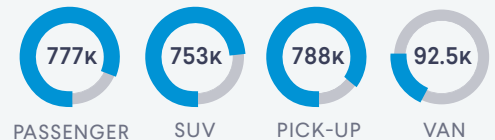
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FEBRUARY 2020

## TOTAL VIEWS

By Body Segment  
(Dealer Listings)



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