

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



TOP 10 MOST POPULAR

BRANDS* <small>000s</small>		MODELS* <small>000s</small>	
1. FORD	11811	▲ 1. FORD F-150	3347
2. CHEVROLET	8222	▼ 2. HONDA CIVIC	3144
▲ 3. DODGE	6784	3. BMW 3 SERIES	1872
4. TOYOTA	6682	4. CHEV SLVRD 1500	1673
▼ 5. HONDA	6453	▲ 5. FORD MUSTANG	1499
6. GMC	4647	▼ 6. DODGE RAM 1500	1480
7. BMW	4302	7. GMC SIERRA 1500	1452
8. NISSAN	3360	▲ 8. FORD F-350	1106
9. VOLKSWAGEN	3221	▼ 9. VOLKSWAGEN JETTA	1080
10. JEEP	2870	10. DODGE RAM 2500	1071

* 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)



TOTAL LISTINGS

Created in March for Cars and Trucks



MASS-MARKET DOMESTIC



\$49,773 NEW
\$17,912 USED

MASS-MARKET IMPORT



\$35,602 NEW
\$16,140 USED

LUXURY



\$75,000 NEW
\$30,193 USED

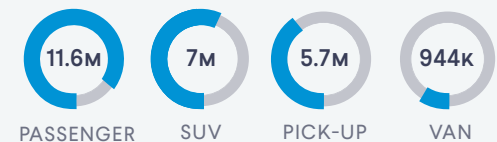
EXOTIC



N/A NEW
\$154,217 USED

TOTAL VIEWS

By Body Segment
(Dealer Listings)



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ENGAGEMENT ON KIJIVI AUTOS AND KIJIVI

22.3M
VDP VIEWS

7.5k
CALLS

218k
EMAIL/CHAT REPLIES

57k
DEALERSHIP URL CLICKS

147k
TOTAL LIVE LISTINGS

151.3
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

Rank	Brand	Count
1.	FORD	3454
2.	CHEVROLET	2462
3.	DODGE	2147
▲ 4.	GMC	1684
▼ 5.	TOYOTA	1666
6.	HONDA	1186
▲ 7.	BMW	1040
▼ 8.	NISSAN	934
9.	JEEP	881
10.	VOLKSWAGEN	669

MODELS*

Rank	Model	Count
1.	FORD F-150	1028
▲ 2.	CHEV SLVRD 1500	522
▲ 3.	FORD F-350	520
▼ 4.	HONDA CIVIC	518
▲ 5.	GMC SIERRA 1500	501
▼ 6.	DODGE RAM 1500	449
7.	BMW 3 SERIES	428
8.	DODGE RAM 2500	369
▲ 9.	GMC SIERRA 2500	315
▼ 10.	FORD MUSTANG	313

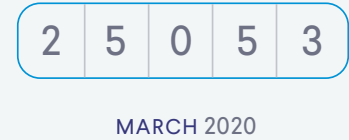
AVERAGE LISTING PRICE

(Dealer Listings)

Category	Price	Change	Month
NEW	\$48,968	+5.2%	MAR 2020
USED	\$22,291	+2.1%	MAR 2020
NEW	\$46,533		MAR 2019
USED	\$21,834		MAR 2019

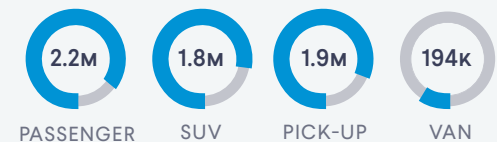
TOTAL LISTINGS

Created in March for Cars and Trucks

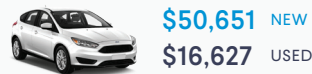


TOTAL VIEWS

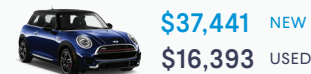
By Body Segment (Dealer Listings)



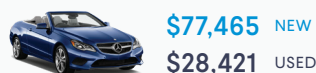
MASS-MARKET DOMESTIC



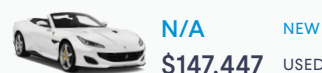
MASS-MARKET IMPORT



LUXURY



EXOTIC



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