

# 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

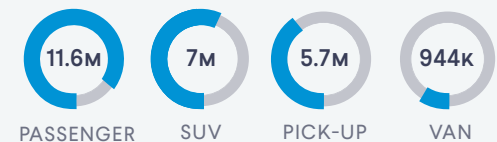
EXOTIC



**N/A** NEW  
**\$154,217** USED

## TOTAL VIEWS

By Body Segment  
(Dealer Listings)



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## ENGAGEMENT ON KIJIVI AUTOS AND KIJIVI

**5.5M**  
VDP VIEWS

**2.2k**  
CALLS

**59.7k**  
EMAIL/CHAT REPLIES

**14.7k**  
DEALERSHIP URL CLICKS

**39.2k**  
TOTAL LIVE LISTINGS

**139.3**  
AVERAGE VIEWS PER LISTING

## TOP 10 MOST POPULAR

### BRANDS\*

Rank	Brand	Count (000s)
1.	FORD	831
2.	CHEVROLET	639
3.	HONDA	571
4.	TOYOTA	534
5.	DODGE	429
6.	GMC	358
7.	VOLKSWAGEN	256
8.	JEEP	234
9.	HYUNDAI	207
10.	NISSAN	174

### MODELS\*

Rank	Model	Count (000s)
1.	HONDA CIVIC	338
2.	FORD F-150	266
3.	CHEV SLVRD 1500	180
4.	GMC SIERRA 1500	143
▲ 5.	TOYOTA TACOMA	120
6.	DODGE RAM 1500	119
▲ 7.	TOYOTA COROLLA	102
▼ 8.	VOLKSWAGEN JETTA	101
▼ 9.	FORD RANGER	99
▲ 10.	FORD MUSTANG	92

## AVERAGE LISTING PRICE

(Dealer Listings)

<b>NEW</b>	<b>USED</b>	
▲ +5.3% <b>\$43,240</b>	▲ +3.0% <b>\$19,480</b>	MAR 2020
<b>\$41,062</b>	<b>\$18,916</b>	MAR 2019

## TOTAL LISTINGS

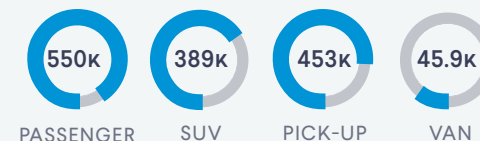
Created in March for Cars and Trucks



MARCH 2020

## TOTAL VIEWS

By Body Segment (Dealer Listings)



MASS-MARKET DOMESTIC



**\$49,346** NEW  
**\$19,821** USED

MASS-MARKET IMPORT



**\$36,555** NEW  
**\$16,176** USED

LUXURY



**\$69,471** NEW  
**\$28,158** USED

EXOTIC



**N/A** NEW  
**\$254,900** USED

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