

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*

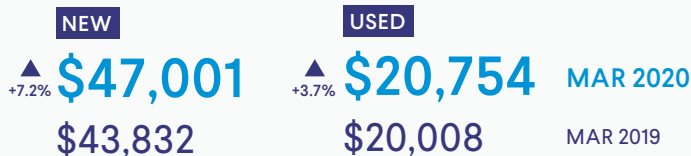
000s
1. FORD 11811
2. CHEVROLET 8222
▲ 3. DODGE 6784
4. TOYOTA 6682
▼ 5. HONDA 6453
6. GMC 4647
7. BMW 4302
8. NISSAN 3360
9. VOLKSWAGEN 3221
10. JEEP 2870

MODELS*

000s
▲ 1. FORD F-150 3347
▼ 2. HONDA CIVIC 3144
3. BMW 3 SERIES 1872
4. CHEV SLVRD 1500 1673
▲ 5. FORD MUSTANG 1499
▼ 6. DODGE RAM 1500 1480
7. GMC SIERRA 1500 1452
▲ 8. FORD F-350 1106
▼ 9. VOLKSWAGEN JETTA 1080
10. DODGE RAM 2500 1071

AVERAGE LISTING PRICE

(Dealer Listings)



TOTAL LISTINGS

Created in March for Cars and Trucks



MARCH 2020

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

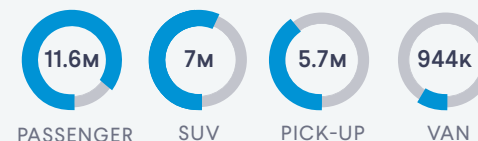
EXOTIC



N/A NEW
\$154,217 USED

TOTAL VIEWS

By Body Segment
(Dealer Listings)



* 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.

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ENGAGEMENT ON KIJIVI AUTOS AND KIJIVI

31.5M
VDP VIEWS

19.8k
CALLS

391k
EMAIL/CHAT REPLIES

61.9k
DEALERSHIP URL CLICKS

209k
TOTAL LIVE LISTINGS

150.4
AVERAGE VIEWS PER LISTING

TOP 10 MOST POPULAR

BRANDS*

Rank	Brand	Count
1.	FORD	4147
2.	CHEVROLET	2878
3.	HONDA	2662
4.	DODGE	2382
5.	TOYOTA	2222
6.	BMW	2049
7.	GMC	1450
▲ 8.	MERCEDES	1293
▼ 9.	VOLKSWAGEN	1239
10.	NISSAN	1180

MODELS*

Rank	Model	Count
1.	HONDA CIVIC	1289
2.	FORD F-150	1126
3.	BMW 3 SERIES	947
4.	FORD MUSTANG	670
5.	CHEV SLVRD 1500	554
6.	DODGE RAM 1500	520
▲ 7.	GMC SIERRA 1500	448
▼ 8.	VOLKSWAGEN JETTA	432
▲ 9.	FORD F-250	387
10.	TOYOTA COROLLA	385

AVERAGE LISTING PRICE

(Dealer Listings)

Category	Price	Change	Month
NEW	\$46,954	+7.8%	MAR 2020
USED	\$18,774	+1.5%	MAR 2020
NEW	\$43,537		MAR 2019
USED	\$18,491		MAR 2019

TOTAL LISTINGS

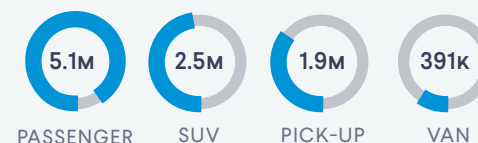
Created in March for Cars and Trucks



MARCH 2020

TOTAL VIEWS

By Body Segment
(Dealer Listings)



MASS-MARKET DOMESTIC



\$49,065 NEW
\$16,820 USED

MASS-MARKET IMPORT



\$36,311 NEW
\$15,369 USED

LUXURY



\$72,003 NEW
\$29,284 USED

EXOTIC



N/A NEW
\$157,803 USED

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