

# 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

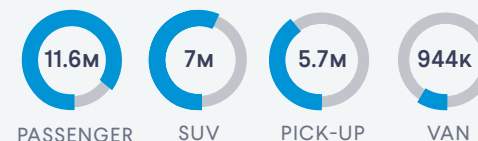
EXOTIC



**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.