

Leads per listing are up **31%** year over year

**ENGAGEMENT ON KIJJI AUTOS PROPERTIES**

**100M**  
VDP views

**87k**  
Calls

**1.3M**  
Email / Chat replies

**261k**  
Dealership URL Clicks

**658k**  
Total live listings

**152.5**  
Average views per listing

**TOP 10 MOST POPULAR**

Brands\* 000s

- 1. FORD ..... 13738
- 2. CHEVROLET .... 9229
- ▲ 3. TOYOTA ..... 8632
- ▼ 4. HONDA ..... 8504
- 5. DODGE ..... 7394
- 6. BMW ..... 4903
- 7. GMC ..... 4887
- 8. NISSAN ..... 4297
- 9. VOLKSWAGEN ... 3958
- 10. JEEP ..... 3444

Models\* 000s

- 1. HONDA CIVIC ..... 3856
- 2. FORD F150 ..... 3684
- 3. FORD MUSTANG ..... 2174
- 4. BMW 3SERIES ..... 2090
- 5. CHEVROLET SLVRD1500 1737
- ▲ 6. GMC SIERRA1500 ..... 1553
- ▼ 7. DODGE RAM1500 ..... 1446
- ▼ 8. TOYOTA COROLLA ..... 1396
- ▼ 9. VOLKSWAGEN JETTA .... 1262
- ▲ 10. HONDA CRV ..... 1140

\* 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>	<b>July 2020</b>
▲ +1.78%	▲ +0.57%	July 2019
<b>\$45,813</b>	<b>\$18,877</b>	
\$45,013	\$18,770	

Mass-market domestic

**NEW \$49,425**  
USED \$17,743

Luxury

**NEW \$78,348**  
USED \$30,775

Mass-market import

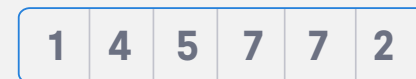
**NEW \$35,315**  
USED \$15,829

Exotic

**NEW -**  
USED \$141,434

**TOTAL LISTINGS**

Created in March for Cars and Trucks



July 2020

**TOTAL VIEWS**

By body type  
Dealer listings excluding other

