



New Car leads have increased **135%** year over year

ENGAGEMENT ON KIJJI AUTOS PROPERTIES

96M
VDP views

80k
Calls

1.3M
Email / Chat replies

252k
Dealership URL Clicks

645k
Total live listings

149
Average views per listing

TOP 10 MOST POPULAR

Brands* 000s

- 1. **FORD** 13166
- 2. **CHEVROLET** 9078
- ▲ 3. **TOYOTA** 8258
- ▼ 4. **HONDA** 7899
- 5. **DODGE** 7144
- ▲ 6. **GMC** 4957
- ▼ 7. **BMW** 4600
- 8. **NISSAN** 3948
- 9. **VOLKSWAGEN** ... 3831
- 10. **JEEP** 3239

Models* 000s

- 1. **HONDA CIVIC** 3526
- 2. **FORD F150** 3419
- ▲ 3. **BMW 3SERIES** 1975
- ▼ 4. **FORD MUSTANG**..... 1951
- 5. **CHEVROLET SLVRD1500** 1736
- ▲ 6. **GMC SIERRA1500** 1529
- ▼ 7. **DODGE RAM1500**..... 1385
- ▼ 8. **TOYOTA COROLLA**..... 1347
- ▼ 9. **VOLKSWAGEN JETTA** 1221
- ▲ 10. **FORD F350**..... 1137


* 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)

NEW	USED	
▼ -0.49%	▲ +0.10%	August 2020
\$45,047	\$18,612	August 2019
\$45,270	\$18,593	


Mass-market domestic

NEW \$50,188

USED \$17,497


Mass-market import

NEW \$35,297

USED \$16,001

Luxury

NEW \$77,345

USED \$30,779

Exotic

NEW -

USED \$146,046

TOTAL LISTINGS

Created in August for Cars and Trucks

1 3 4 0 9 1

August 2020

TOTAL VIEWS

By body type
Dealer listings excluding other

