

AutoTrader.com Editors Name the Most-Anticipated New Vehicles of 2015

Experts reveal how new and used shoppers benefit from staying apprised of new model launches

ATLANTA, Jan. 12, 2015 /PRNewswire/ -- AutoTrader.com analysts say 2015 is shaping up to be another strong sales year for the automotive industry, and manufacturers are already unveiling new vehicles to lure shoppers to their showrooms in the New Year. To help consumers get a jump start on their shopping lists, AutoTrader.com's editorial team has identified the ten vehicles that they're most looking forward to seeing on dealer lots in 2015.

"Our list includes a cross section of vehicles we think are likely to be some of the most sought after cars and trucks this year," AutoTrader.com Site Editor, Brian Moody, says. "The truck segment is getting even more competitive, as several new models will be added to a lineup that already has a lot of fresh product. Several iconic sports cars are also getting a makeover, and some interesting new luxury entries will be making their debut."

In a recent poll, more than two-thirds of AutoTrader.com visitors said that it's important to be aware of new model launches and redesigns when shopping for a car. Moody says all car shoppers can benefit from staying apprised of new model launches and vehicle redesigns – even if you're looking for used or certified pre-owned.

"Many dealers may offer savings on remaining stock of the outgoing model, and this can trickle down into CPO and used as well. If you don't have to have the latest and greatest, cross-shopping new vs. outgoing models is a great way to get more car for your dollar," Moody advises.

AutoTrader's most-anticipated new vehicles of 2015 include:

- Mazda MX-5 Miata
- Ford Mustang Shelby GT350
- Nissan Titan
- Chevrolet Corvette Z06
- Jaguar XE
- Mercedes-Benz S550 PHEV
- Volkswagen Golf R
- Chevy Colorado Duramax Diesel
- Jeep Renegade
- Toyota Tacoma

To learn more about the vehicles on this list and browse listings of more than 4 million new, used and certified pre-owned vehicles for sale, visit AutoTrader.com.

About Autotrader

Autotrader is the most visited third-party car shopping site, with the most engaged audience of in-market shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered consumer looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing solutions guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience.

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For further information: Kristin Ballard, 404-568-7953, Kristin.Ballard@AutoTrader.com; Nicole Twork, 770-547-7950, Nicole.Twork@AutoTrader.com

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