

## Consumers Could Pay Cash for More Than 13,000 Different Vehicles with the Average Tax Refund

**From a Ford Explorer to a Porsche 924, \$2,800 can go a long way on Autotrader**

ATLANTA, April 15, 2015 /[PRNewswire](#)/ -- With Tax Day on the horizon for millions of Americans, the lucky ones who receive refunds are likely debating how to best maximize their financial windfall. While the majority of consumers say they'll use the funds to pay bills or shore up their savings accounts, according to Autotrader poll data, 14 percent plan to put their refund toward the purchase of a new vehicle.

According to the most recent information from the Internal Revenue Service, the current average 2014 tax refund is \$2,800 – and new data reveals that amount will give car shoppers plenty of choices. Currently, there are more than 13,000 listings of vehicles for sale at or below \$2,800 on Autotrader, comprised of 41 brands and 513 different models.

"For those in need of basic transportation to bargain hunters to those just looking for a fun project, our research showed that consumers have a wide array of vehicles to choose from this tax season," said Autotrader Senior Analyst Michelle Krebs.

Autotrader analysts found a few notable insights among the thousands of listings:

- Sports car enthusiasts can choose to have some fun with their refund – 4 Porsches can be had for less than \$2,800. Those who prefer Detroit muscle can choose from more than 107 Mustangs and 40 Camaros.
- For car shoppers who've always been looking for an excuse to drive a drop-top down their driveway, 228 convertibles are available.
- 12 hybrid vehicles are available for those looking to trade in a gas guzzler for something more efficient – options include the Honda Insight and Civic Hybrid and the Toyota Prius.
- Pickings are slim for drivers who prefer a stick shift - out of the 13,000 plus listings, only 1,287 vehicles have manual transmissions.

Autotrader editors [compiled a deeper look at the 20 used models that have the most or with the most listings for at or around \\$2,800](#). Ford dominates the top ten with models like the Taurus, Explorer, F-150 and Focus, alongside high-volume models from Honda (Accord, Civic) and Toyota (Camry). Editors also remind car shoppers not to let the excitement of getting the refund check in hand distract from taking the time needed to consider the purchase.

"Even if you can buy a car right when the check arrives, it's important not to skip the research phase of the process," says Autotrader Site Editor Brian Moody. "Use sites like KBB.com to make sure you're getting a fair price, cross shop cars in your area in similar condition and take the time to get a mechanic's inspection, especially when dealing with cars in this price range. True, it's just an inexpensive car, but taking the proper steps before buying can keep you from spending a lot more money in the future."

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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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