Strong Economy and Low Gas Prices Drove CPO Shoppers to Trucks and Large SUVs in June

Large trucks and SUVs made up half of the most-popular CPO vehicles on Autotrader in June

ATLANTA, July 16, 2015 / PRNewswire/ -- With summer gas prices at a five-year low and the economy going strong, shoppers looking for certified pre-owned (CPO) vehicles on Autotrader.com flocked to trucks and big SUVs last month. These insights are the result of an analysis of Autotrader's Trend Engine data, which measures shopping activity on the site each month. Of the top 20 most-popular CPO vehicles, five were trucks and five were large SUVs.

"Americans' love affair with large SUVs and trucks has been fueled by several factors, from low prices at the pump to the bustling economy," said Michelle Krebs, senior analyst at Autotrader. "In addition to cheap gas driving people to larger—and less fuel efficient—new and used vehicles, the recent uptick in housing starts and construction puts people back to work who need trucks for their jobs. Steadier employment also means people are using SUVs for not only work but also recreation. A growing pool of certified pre-owned models enable them to get into quality vehicles at a pre-owned price but with the peace of mind that warranties provide."

Overall, five trucks and five SUVs made the list of most-popular CPO vehicles on Autotrader.com in June, with four of the five trucks earning placement in the top 10. The CPO Ford F-150 took the top spot, with the CPO Chevrolet Silverado 1500 coming in at No. 2. The CPO GMC Sierra 1500 and CPO Toyota Tacoma came in back-to-back at No. 9 and No. 10, respectively. The CPO Toyota Tundra landed at No. 18.

On the SUV front, the Jeep Grand Cherokee was the fifth most-popular CPO vehicle on the site, and four other SUVs also made the top 20 list: the CPO Chevrolet Tahoe at No. 8, the CPO Jeep Wrangler at No. 12, the CPO Toyota Highlander at No. 13, and the CPO Ford Explorer at No. 19.

The full list of most-popular CPO models on Autotrader follows:

| June 2015 | | |
|-----------|---------------|----------------|
| Rank | Make | Model |
| 1 | Ford | F-150 |
| 2 | Chevrolet | Silverado 1500 |
| 3 | Honda | Accord |
| 4 | BMW | 3 Series |
| 5 | Jeep | Grand Cherokee |
| 6 | Ford | Mustang |
| 7 | Mercedes-Benz | E Class |
| 8 | Chevrolet | Tahoe |
| 9 | GMC | Sierra C/K1500 |
| 10 | Toyota | Tacoma |
| 11 | Porsche | 911/911Turbo |
| 12 | Jeep | Wrangler |
| 13 | Toyota | Camry |
| 14 | Chevrolet | Corvette |
| 15 | Toyota | Highlander |
| 16 | Mercedes-Benz | C Class |
| 17 | Chevrolet | Camaro |
| 18 | Toyota | Tundra |
| 19 | Ford | Explorer |
| 20 | Honda | Civic |

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.

Autotrader is wholly owned by Cox Automotive which owns Kelley Blue Book (KBB.com[®]), Manheim Auctions, Dealertrack[®] and a portfolio of software companies that optimize inventory and advertising online. Cox Automotive is a subsidiary of Cox Enterprises. For more information, please visit http://press.autotrader.com.

Logo - http://photos.prnewswire.com/prnh/20150316/181852LOGO

SOURCE Autotrader

For further information: Julie Shipp, Public Relations Manager, Autotrader, 404-558-7837, julie.shipp@autotrader.com

Additional assets available online: Download Images (1)

https://press.autotrader.com/2015-07-16-Strong-Economy-and-Low-Gas-Prices-Drove-CPO-Shoppers-to-Trucks-and-Large-SUVs-in-June