

## **Hottest Cars of 2016 on Autotrader.com are Actually Trucks**

### **Big trucks from domestic automakers dominate the list, but Jeep Wrangler takes top spot of most searched**

ATLANTA, Aug. 2, 2016 /PRNewswire/ -- The summer heat made the Autotrader editors wonder: What are the hottest cars on Autotrader.com so far this year? To find the answer, the car shopping site's data analytic gurus determined which 10 cars were most searched from January through June. The results are in, and the majority of the most searched cars on Autotrader.com are actually trucks, but the all-American Jeep Wrangler takes the top spot.

"Trucks are great vehicles to have all year, but particularly for summertime activities like tailgating or towing a boat to the lake," said Brian Moody, executive editor at Autotrader. "And let's not forget that trucks are necessary work vehicles for a variety of important industries. Coupled with low gas prices, significant truck shopping activity is a sure sign of health for the American economy."

In all, seven of the most-searched cars on the Autotrader site were large trucks. But despite all this truck shopping, the Jeep Wrangler was by far the hottest car so far in 2016. The epitome of cool, the Wrangler's removable doors and convertible top make it perfect for a summer drive to the beach while still retaining serious rock climbing capabilities for a trip to the trails.

"New or used, the Wrangler is one of our favorite vehicles," Moody added. "And with more than 20,500 of them listed for sale on Autotrader.com, shoppers should have no trouble finding the perfect match for them."

Here is the full list of Autotrader's Hottest Cars So Far in 2016 (ranked by search volume):

1. Jeep Wrangler
2. Ford F-150
3. Chevrolet Silverado 1500
4. RAM 1500
5. Ford F-250
6. Ford Mustang
7. RAM 2500
8. GMC Sierra 1500
9. Jeep Grand Cherokee
10. Chevrolet Silverado 2500

Shoppers who choose one of the above models listed will not only be driving one of the hottest models on the web, but also the perfect vehicle to help them enjoy their favorite summer activities. To find out more about what makes these vehicles sizzle with shoppers, check out the "[10 Hottest Cars for Summer](#)" article on the Autotrader site and start your search to find one for yourself.

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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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