

May 15, 2012

High Gas Prices Make Now a Good Time to Buy an SUV

Less Demand for larger vehicles means better incentives

High Gas Prices are Affecting Shoppers' Vehicle Choices

66%

Percent of new car shoppers more likely to consider a more fuel-efficient vehicle due to high gas prices.

Source: AutoTrader.com Tracking Study, April 2012

Decreases in Shopping Activity for Full-Size and Midsize SUVs

-29%

Decrease in views for full-size SUVs from January to April.

-11%

Decrease in views for midsize SUVs from January to April.

Source: AutoTrader.com Site Activity, 2012

Less Demand for Larger Vehicles Means Great Deals

5 out of 5



Number of the five most-viewed full-size SUVs on AutoTrader.com that currently offer incentives.

5 out of 5



Number of the five most-viewed midsize SUVs on AutoTrader.com that currently offer incentives.

Most Viewed Full-Size and Midsize SUVs on AutoTrader.com

Full-Size SUVs

1



Chevrolet Tahoe

2



Dodge Durango

3



Chevrolet Suburban

4



Ford Expedition

5



GMC Yukon

Midsize SUVs

1



Jeep Wrangler

2



Jeep Grand Cherokee

3



Ford Explorer

4



Chevrolet Equinox

5



Ford Edge

Source: AutoTrader.com Site Activity, April 2012



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