

June 14, 2012

ROAD TRIPS TOP SUMMER VACATION PLANS

The Economy Still Weighs on People's Minds

79%

Percent of travelers who say that the economy has had an impact on their vacation plans.

Source: AutoTrader.com Survey, May 2012

37%

Percent of travelers who are cutting back their vacation budgets this year.

Source: AutoTrader.com Survey, May 2012

The Automobile is the Preferred Mode of Transportation for Summer Travelers this Year



Nearly 80% of travelers plan to drive to their vacation destinations this summer.



28% of travelers are more likely to pick a destination they can reach by driving this summer compared to last year.

Source: AutoTrader.com Survey, May 2012

Vehicle Features that are Most Important for Summer Travelers

72%

Comfort/Leg Room

62%

Good Fuel Economy

55%

Storage Space

Source: AutoTrader.com Survey, May 2012

Eight Great Summer Vacation Vehicles

1



2013
Chevrolet Malibu

2



2013
Ford Taurus

3



2012
Kia Optima

5



2012
Honda Odyssey

4



2013
Dodge Dart

6



2012
Volkswagen Passat

7



2013
Lincoln MKX

8



2012
Jeep Grand Cherokee

Source: AutoTrader.com Expert Recommendations



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