

Used Vehicles Show Signs of Recovery

New Vehicle Sales Continue To See Challenges

ATLANTA, Feb. 5 /PRNewswire/ -- In its first month on the market, the newly-introduced Nissan 370Z joined the [AutoTrader.com](http://www.autotrader.com) Top 20 Most Viewed vehicles for the first time, showing a 209.91% increase in views over the previous-generation 350Z that it replaces. As consumers' fears surrounding the economy continue to keep many from purchasing a [new](#) car or SUV, niche sports cars such as the 370Z, Dodge Challenger and Chevrolet Corvette continued strong showings on the list. While many consumers performing searches for these niche vehicles might not purchase one, these cars' status as brand icons serves to attract consumers to their respective manufacturers' more mainstream offerings.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080205/CLTU088LOGO>)

Among more mass-market new vehicles, the largest gain overall was with the Honda Pilot, which nearly doubled its views from the previous year, moving it up from 64th position in January 2008 to 16th this January. Another strong performer was the redesigned Dodge Ram 1500, which saw a nearly 50% increase in views year-over-year. Other vehicles with increased searches included the Ford F-150, fresh from its win as the North American Truck of the Year, awarded at the North American International Auto Show in Detroit, which saw a modest increase of 15.01%. The Honda Odyssey minivan increased views 35.40% from January 2008.

Among sedans, the Honda Accord, Honda Civic, Nissan Altima and Toyota Camry all saw a decrease in views ranging from 23.19% to 35.80% year over year. And while General Motors larger trucks and SUVs, including the Chevrolet Tahoe SUV, Chevrolet Silverado pick-up and the GMC Sierra pick-up, all saw slight drops, ranging from 1.93% for the Tahoe to 16.67% for the Silverado 1500, the drops were modest compared to other, smaller vehicles.

"Sales of new vehicles continue to slow, though when consumers were shopping in January, they're shopping full-size trucks and SUVs due to average price of gas prices having remained low nationwide," said AutoTrader.com President and CEO Chip Perry. "This points to the difficulties automakers and dealers have in producing and stocking vehicles, as decisions made now can be rendered moot by the time a car or truck actually reaches the lot due to large fluctuations in gas prices and the resulting changes in consumer interest in certain types of cars."

Used Vehicle Market Finally Show Signs of Stabilizing

If the new vehicle market continued to see challenges in January, the market for used vehicles showed the beginnings of stabilization. Many used vehicles recorded only modest decreases in views, such as the Toyota Camry, which was down 7.97% from January 2008. While asking prices among the Top 20 used vehicles continued to fall, with drops ranging from 3.84% for the Honda Civic to 18.74% for the Ford F-250, several trucks actually saw an increase in views year over year, including the Jeep Grand Cherokee (up 2.29%), the Ford F-150 (up 11.73%), and the Dodge Ram 1500 (up 19.48%). This indicates that interest in these larger used models may be returning, which could result in increased sales and eventual stabilization of prices in this segment.

"Most people still need a vehicle, and many shoppers who only considered themselves new-car buyers are considering purchasing used, which offers buyers less depreciation and easier financing options, a still significant concern as access to credit remains restricted," said Perry. "With economic conditions expected to remain tough for at least the next few months, dealers can benefit by making sure they promote both new and used inventory. More and more, consumers looking for a new car but unable to get financing or concerned about higher new-car prices may be convinced to look at used

vehicles as another option to meet their transportation needs."

AutoTrader.com Site Traffic Continues to Spike

AutoTrader.com launched the company's 2009 marketing campaign in January with exposure in BCS National Championship Game and the National Football League NFC playoffs on Fox. The launch of the campaign, combined with pent up demand among potential auto shoppers and continued adoption of the web as consumers' primary auto shopping tool, resulted in a jump in site traffic to 15.25 million unique monthly visitors in January compared to 14.3 million unique monthly visitors in January 2008. This represents AutoTrader.com's highest traffic numbers since May of 2008 and is the first time AutoTrader.com has attracted more than 15 million unique visitors in the month of January.

"Our primary message -- that by researching and comparing cars online consumers can get the right car at the right price -- is resonating with more and more shoppers as they seek to make the best use of every dollar in this economy," said Perry. "People are increasingly turning to the web to see inventory, check prices and options, learn about dealer specials and get information about dealerships. I do believe at some point the increased shopping will result in increased buying, and that car buying will serve as a key element to helping the economy get back on a solid footing."

AutoTrader.com is the ultimate automotive marketplace with over 3 million vehicle listings. Using research gathered by studying the shopping habits of over 14 million unique monthly visitors to the site, many of whom are in-market shoppers looking to complete a vehicle purchase within the next 90 days, AutoTrader.com regularly compiles this data to offer insight into current and emerging sales trends in the automobile industry.

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information website.

AutoTrader.com aggregates in a single location about 3.5 million [new cars](#), used cars and [certified pre-owned](#) cars from 40,000 dealers and 250,000 private owners and the site attracts about 14 million unique monthly visitors. Through innovative merchandising functionality such as multiple photos, videos, detailed descriptions and comprehensive research and compare tools, AutoTrader.com unites new and used car buyers and sellers online to improving the way people research, locate and advertise vehicles. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. The venture capital firm Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

MAKE MODEL

Rank	Rank	Change	Avg	Avg	Change		
		01/09	01/08	from	Price -	Price -	from
			01/08	01/09	01/08	01/08	
Ford	F-150	1	4	15.01%	\$32,549.34	\$32,651.94	-0.31%
Chevrolet	Silverado	2	1	-16.67%	\$31,612.56	\$29,802.31	6.07%
	1500						
Dodge	Challenger	3	N/A	N/A	\$37,689.75	N/A	N/A
Honda	Accord	4	2	-26.55%	\$25,933.89	\$25,488.71	1.75%
Dodge	Ram 1500	5	18	49.18%	\$33,752.11	\$31,768.86	6.24%
Ford	Mustang	6	3	-28.82%	\$32,198.01	\$30,372.42	6.01%
Honda	Civic	7	5	-23.19%	\$20,843.46	\$20,045.80	3.98%
Nissan	370Z/350Z	8	52	209.91%	\$34,673.47	\$35,113.28	-1.25%
Chevrolet	Corvette	9	11	1.51%	\$60,980.48	\$60,450.00	0.88%

Jeep	Wrangler	10	9	-2.36%	\$27,468.21	\$27,051.70	1.54%
Chevrolet	Tahoe	11	12	-1.93%	\$47,509.75	\$44,219.68	7.44%
Nissan	Altima	12	7	-32.28%	\$24,618.71	\$24,660.47	-0.17%
Chevrolet	Silverado	13	14	-4.47%	\$38,141.05	\$38,743.68	-1.56%
2500							
Toyota	Camry	14	6	-35.80%	\$24,226.01	\$24,921.77	-2.79%
Ford	F-250	15	27	29.93%	\$42,634.65	\$42,686.01	-0.12%
Honda	Pilot	16	64	96.85%	\$35,357.15	\$32,641.84	8.32%
Honda	Odyssey	17	32	35.40%	\$34,030.29	\$33,177.06	2.57%
GMC	Sierra	18	16	-7.82%	\$33,774.52	\$32,146.79	5.06%
1500							
Toyota	Tacoma	19	13	-16.98%	\$25,210.87	\$25,009.23	0.81%
Toyota	Tundra	20	8	-33.79%	\$34,142.01	\$34,671.75	-1.53%

Used Cars

Ford	F-150	1	1	11.73%	\$15,853.45	\$18,516.10	-14.38%
Chevrolet	Silverado	2	2	-3.89%	\$15,563.00	\$18,684.66	-16.71%
1500							
Ford	Mustang	3	3	-7.97%	\$15,820.12	\$17,480.02	-9.50%
Dodge	Ram 1500	4	6	19.48%	\$14,452.98	\$16,912.23	-14.54%
Honda	Accord	5	4	-11.37%	\$15,125.56	\$16,324.01	-7.34%
Honda	Civic	6	5	-19.38%	\$13,686.38	\$14,233.01	-3.84%
Chevrolet	Tahoe	7	12	14.06%	\$19,606.80	\$22,123.79	-11.38%
Infiniti	G35	8	11	6.50%	\$19,293.71	\$22,820.39	-15.45%
Ford	F-250	9	8	2.58%	\$19,796.72	\$24,361.47	-18.74%
Jeep	Grand	10	7	2.29%	\$14,080.76	\$16,417.58	-14.23%
Cherokee							
Ford	Explorer	11	9	-8.97%	\$13,629.86	\$15,810.82	-13.79%
Jeep	Wrangler	12	19	21.82%	\$16,149.49	\$18,368.32	-12.08%
Nissan	Altima	13	10	-14.99%	\$13,841.24	\$14,837.74	-6.72%
Toyota	Tacoma	14	13	-6.75%	\$17,138.61	\$18,873.98	-9.19%
Chevrolet	Corvette	15	22	27.44%	\$35,472.42	\$38,871.43	-8.74%
Audi	A4	16	14	-5.82%	\$20,476.51	\$22,222.03	-7.85%
Chevrolet	Silverado	17	16	-4.77%	\$19,309.25	\$23,108.71	-16.44%
2500							
Dodge	Ram 2500	18	20	0.18%	\$20,452.79	\$24,190.78	-15.45%
Toyota	Camry	19	18	-7.97%	\$15,780.34	\$16,679.66	-5.39%
Chevrolet	Impala	20	15	-16.36%	\$12,946.82	\$14,511.49	-10.78%

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