In March, Consumers Continue to Believe Bigger Is Better

PRNewswire ATLANTA

<u>Large Trucks and SUVs Continue to Dominate for Most-Viewed Vehicles in All Categories on AutoTrader.com</u>

ATLANTA, April 3 / PRNewswire/ -- AutoTrader.com's March Trend Engine report showed that in spite of government and environmental advocacy groups touting the benefits of smaller, more <u>fuel efficient vehicles</u>, Americans seem to still have an insatiable feeling that bigger is better. Of the top 20 <u>new</u> vehicles viewed on AutoTrader.com in March, the majority were either large sedans or trucks, with exactly half offering consumers V8 power as either standard or optional.

Trucks and SUVs dominated the top 20 used vehicle list on AutoTrader.com as well, clinching 11 of the top 20 spots, with muscle and sports cars holding another three spots on the list. Vehicles with a four-cylinder option accounted for only seven of the top 20 spots of vehicles viewed on AutoTrader.com last month.

Reflecting many Americans' turn from new vehicles to used when they are buying, almost all new cars on the top 20 list saw drops in views in March 2009 compared to March 2008. Among new midsize sedans, drops ranged from 41.37% for the Chevrolet Malibu to 60.13% for the Honda Accord. Similarly, among full-size 1500-series pick-ups, declines ranged from 23.21% for the Dodge Ram 1500 to 60.55% for the Toyota Tundra. The new-for-2009 Ram's drop was actually a bit of a bright spot, as the new car sales market in March was down 37% in terms of sales year-over-year. Other relative bright spots among mainstream vehicles were the heavy-duty Ford F-250 pick-up, which saw a decrease in views of just 4.45%, and the Volkswagen Jetta sedan and wagon, which actually saw an increase in views of .79%. That increase, while minor, was enough to drive the Jetta from 54th to 20th year-over-year, relative to a soft marketplace.

Among the Top 10 most-viewed brands in general, most saw drops in line with their performance in March new car sales figures. The lone uptick came from Hyundai, which saw an increase in views of 7.93%, the continued result of its Assurance marketing campaign and favorably-received new vehicle launches.

"American confidence is still low in the economy, and the fear of losing a job is still driving in-market car shoppers to turn from new to used," said AutoTrader.com President and CEO Chip Perry. "It will be interesting to see if Ford's Advantage Plan and General Motors' Total Confidence programs will lure shoppers back into those makers' new-car showrooms in the same way that the Assurance program has worked for Hyundai."

Sole Top-20 Used Compact Vehicle Sees Significant Drop in Views

The <u>used vehicle</u> market continued to show growth in light of consumers' skittishness towards new vehicles, with many of the larger vehicles seeing the greatest increases in views year-over-year when compared to March 2008. While the average asking prices for used vehicles declined slightly from March 2008, views for 1500 and 2500-series pick-ups showed double-digit increases, ranging from 12.77% increase for the top-viewed Ford F-150 to 24.40% for another Ford, the F-250. Similar gains were registered by trucks from Dodge and Chevrolet.

AutoTrader.com also looked specifically at sales of <u>Certified Pre-Owned</u> (CPO) vehicles this month, as the segment continues to grow in importance. The BMW 3-series and the Honda Accord continued their 1-2 dominance in the sector among most-viewed vehicles from March 2008.

The sole compact or sub-compact car on either Top 20 list -- the Honda Civic -- proved to be the largest loser in terms of views, dropping 22.56% among used vehicles, and 41.21% among CPO.

"The government says that part of the reason for General Motors and Chrysler's current woes is their failures at building the smaller, more fuel-efficient vehicles, but at the same time, we are seeing consumers shopping and buying full-size pick-ups and SUVs - not compacts," said Perry. "Americans have traditionally gone for larger and more powerful vehicles and without gas prices spiking to \$4 a gallon or above like they did last summer, there's little indication that this trend will change anytime soon."

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 from Avg Price Avg Price Change from 03/09 03/08 03/08 - 03/09 - 03/08 03/08

New Cars

Ford F-150 1 3 -37.16% \$33,655.50 \$31,721.56 6.10%

Ford Mustang 2 7 -27.04% \$32,674.47 \$30,681.07 6.50%

Dodge Challenger 3 326 10405.41% \$37,228.83 \$47,747.00 -22.03%

Toyota Camry 4 4 -56.02% \$24,220.10 \$24,663.20 -1.80%

Honda Accord 5 1 -60.13% \$25,819.49 \$25,249.92 2.26%

Chevrolet Silverado

1500 6 2 -62.26% \$31.844.44 \$30.095.55 5.81% Dodge Ram 1500 7 11 -23.21% \$34,159.60 \$31,510.14 8.41% Honda 8 5 -53.85% \$20,849.66 \$19,860.56 4.98% Chevrolet Corvette 9 23 -4.83% \$60,846.10 \$60,874.44 -0.05% Jeep Wrangler 10 12 -26.95% \$27,432.74 \$27,406.82 0.09% Altima 11 6 -57.08% \$24,471.84 \$24,455.40 0.07% Nissan Ford F-250 12 33 -4.45% \$42,215.11 \$42,969.01 -1.75% Toyota Tacoma 13 9 -50.48% \$25,412.67 \$24,951.78 1.85% 42.36% \$32,308.10 \$31,338.94 3.09% Pontiac G8 14 65 Toyota Corolla 15 10 -48.97% \$18,715.78 \$18,263.37 2.48% Chevrolet Malibu 16 17 -41.37% \$24,452.85 \$23,100.48 5.85% Honda CR-V -46.50% \$25,417.51 \$24,941.85 17 16 Chevrolet Tahoe 18 18 -43.46% \$47,763.07 \$45,284.91 5.47% Toyota Tundra 19 8 -60.55% \$33,842.53 \$33,977.84 -0.40% Volkswagen Jetta 20 54 0.79% \$22,573.31 \$21,421.61 5.38%

Used Cars

Ford F-150 1 1 12.77% \$17,242.98 \$18,212.09 -5.32% Ford Mustang 2 2 -1.99% \$16,436.56 \$17,712.11 -7.20% Chevrolet Silverado

1500 3 4 10.48% \$16,874.31 \$18,401.36 -.30% Honda Accord 4 5 -14.80% \$15,232.74 \$16,529.25 -7.84% Honda Civic 5 3 -22.56% \$13,412.82 \$14,446.95 -7.16% Infiniti G35/G37 6 6 6.73% \$20,899.61 \$22,753.22 -8.15% Ram 1500 7 7 17.89% \$15,601.97 \$16,666.75 -6.39% Dodge Ford F-250 8 12 24.40% \$20,978.57 \$24,322.80 -13.75% Chevrolet Tahoe 9 17 23.65% \$22,150.82 \$22,034.36 0.53% Wrangler 10 16 17.61% \$16,456.25 \$18,229.59 -9.73% Jeep Jeep Grand

Cherokee 11 14 3.13% \$14,844.55 \$16,588.09 -10.51% Nissan Altima 12 8 -14.49% \$14,170.10 \$15,041.84 -5.80% 13 10 -3.45% \$20,410.76 \$21,651.31 -5.73% Tacoma 14 9 -11.30% \$17,476.29 \$18,827.89 -7.18% Toyota Chevrolet Silverado

2500 15 20 20.34% \$20,488.63 \$23,190.12 -11.65% Ford Explorer 16 15 -5.86% \$14,632.45 \$15,792.49 -7.35% Ram 2500 17 24 23.59% \$21,546.61 \$24,133.81 -10.72% Chevrolet Corvette 18 21 13.73% \$35,314.28 \$38,959.57 -9.36% Toyota Camry 19 13 -15.20% \$15,786.75 \$16,720.98 -5.59% Volkswagen Jetta 20 11 -19.76% \$12,536.44 \$14,093.52 -11.05%

MODEL Rank Rank Change from Avg Price Avg Price Change from MAKE - 03/09 - 03/08 03/09 03/08 03/08

Certified Pre-Owned

BMW 1 1 8.28% \$31,266.73 \$32,096.13 -2.58% 3-Series Honda 2 2 -16.84% \$17,727.45 \$18,631.64 -4.85% Accord Chevrolet Silverado 3 4 16.36% \$20,859.74 \$21,546.97 -3.19% Chevrolet Tahoe 4 10 45.15% \$28,785.08 \$28,298.24 1.72% Toyota Tundra 5 11 43.73% \$22,288.90 \$24,287.87 -8.23% Ford F-150 6 7 14.85% \$21,711.86 \$22,365.87 -2.92% Toyota Camry 7 5 -15.38% \$18,392.88 \$18,692.53 -1.60% Honda Civic 8 3 -41.21% \$16,289.78 \$16,752.96 -2.76% 9 6 0.78% \$24,687.63 \$25,872.12 -4.58% Audi Α4 Mercedes E-Class 10 23 62.76% \$34,597.26 \$39,119.17 -11.56% Highlander 11 15 24.53% \$22,753.67 \$22,984.62 -1.00% 12 8 -8.18% \$20,438.17 \$21,448.90 -4.71% Toyota Tacoma Chevrolet Impala 13 9 -8.35% \$15,667.58 \$16,739.63 -6.40% Chevrolet TrailBlazer 14 19 16.68% \$17,838.04 \$19,268.07 -7.42% 15 13 4.09% \$24,111.81 \$26,370.77 -8.57% Acura Toyota 4Runner 16 22 21.35% \$23,189.66 \$24,327.29 -4.68% Ford Mustang 17 16 6.55% \$18,717.80 \$20,882.59 -10.37% BMW X5 18 12 -9.02% \$35,359.43 \$37,178.29 -4.89% Chevrolet Malibu 19 28 33.59% \$14,709.92 \$14,152.09 3.94% 20 31 38.24% \$26,489.68 \$29,048.69 -8.81% Acura MDX

Top 10 Most Viewed New Vehicle Manufacturers Pank Pank Changa from

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03/09 03/08 03/08				
Ford	1	3	-34.68%	
Chevrolet	2	2	-45.18%	
Toyota	3	1	-49.74%	
Dodge	4	6	-21.76%	
Nissan	5	5	-36.01%	
Honda	6	4	-50.99%	
BMW	7	11	-18.52%	

MAKE

Hyundai 8 14 7.93% GMC 9 7 -46.31% Jeep 10 9 -46.16%

SOURCE: AutoTrader.com

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