# American Muscle Finishes 1-2-3 as Most-Viewed Vehicles on AutoTrader.com in May

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Bankruptcy Status for GM and Chrysler Doesn't Affect Interest Among Consumers

ATLANTA, June 3 / PRNewswire/ -- Domestic muscle cars dominated the list of most-viewed new vehicles on AutoTrader.com in the month of May. Topping the list was Chevrolet's all-new 2010 Camaro, up from No. 4 in April of this year. The recently redesigned 2010 Ford Mustang came in at No. 2 on the most-searched new vehicles on AutoTrader.com in May, down from No. 1 in April of this year. Rounding out the top three was the Dodge Challenger, which was introduced last year as a 2009 model.

Ford models generated a lot of interest in May. The recently redesigned Fusion midsize sedan finished 7th overall in the most viewed new vehicles on the site, up from 36th in May of 2008. Additionally, Ford's Escape compact crossover finished 15th overall on the most-viewed new vehicle list. Midsize sedans and compact crossovers are the second and third best-selling segments after full-size trucks in the United States.

"The 1-2-3 finish by Chevrolet, Ford and Dodge shows that the U.S. is still in love with the American muscle car and that the U.S. manufacturers are rolling out head-turning products that generate the same kind of buzz you hear for Hondas, Toyotas, BMWs and other foreign makes," said AutoTrader.com President and CEO Chip Perry. "More importantly, the success of the Fusion and the Escape proves that domestic automakers are able to translate the excitement of their halo models into the cars and crossovers that make up the true heart of the American automotive marketplace."

The success of domestic automakers in May did not come at the expense of foreign brands. Japanese automakers Toyota, Nissan and Honda had a total of seven of the most-viewed new vehicles on AutoTrader.com in May, while Korean manufacturer Hyundai finished at No. 10 on the list of top brands viewed on the site. While shopping for new cars among all brands was still down significantly when compared to May of 2008, the market did see a slight recovery from last month.

"Today is truly a golden opportunity for car buyers, with terrific choices from a wide variety of automakers from Europe, North America and Asia in every segment, from trucks to SUVs to sports cars to midsize sedans," added Perry. "With the discounts currently available due to the soft car market, consumers have never had a better opportunity to buy a new vehicle than now."

In the used car market, the BMW 3-Series topped the most viewed used car list and the most viewed Certified Pre-Owned list. Strong CPO programs from brands such as Honda also helped to push vehicles such as the Accord onto solid finishes on both lists.

"Even though consumers are starting to look more at new cars, the action on dealership lots remains in the used car sector, with views for used vehicles still well ahead of May of last year," said Perry. "For automakers and dealers alike, a strong, well-marketed CPO programs continue to be important during these challenging times."

Chrysler's bankruptcy and the bankruptcy filing for GM, which loomed for the past months and was finally filed on June 1, did not appear to dampen shoppers' interest in Chrysler or GM vehicles. Perennial AutoTrader.com new and used vehicle top 20 list makers from these manufacturers, such as the Chevrolet Silverado, the Jeep Wrangler, the Dodge Ram and the Chevrolet Tahoe, continued their strong showings.

"This shows a remarkable level of brand loyalty for these popular vehicles and a faith among consumers that these auto makers are going to make it through these times,"

said Perry. "Whether one agrees or disagrees with the way the government is going about rescuing these companies, activity on our site suggests people across the board believe the measures being taken will be successful and in 30 to 90 days we'll see a stronger Chrysler and a stronger GM and likely a stronger U.S. auto market."

#### About AutoTrader.com

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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 million new cars, used cars and certified pre-owned cars from thousands of auto dealers and private owners. The site attracts about 15 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

MAKE MODEL Rank Rank Rank Avg Price Avg Price Change from 05/09 04/09 05/08 - 05/09 - 05/08 05/08

#### **New Cars**

Chevrolet Camaro 4 N/A \$32,598.22 N/A N/A Ford Mustang 2 1 16 \$32,706.49 \$31,204.65 4.81% Dodge Challenger 3 3 189 \$37,378.11 \$49,085.07 -23.85% Ford F-150 2 6 \$34,316.98 \$31,341.46 9.49% Jeep Wrangler 8 25 \$27,859.67 \$27,730.62 0.47% Honda Accord 6 10 2 \$25,562.52 \$25,378.63 0.72% Fusion 36 \$23,798.57 \$21,887.08 Ford 7 13 8.73% **BMW** 3-Series 8 21 17 \$57,527.45 \$51,324.96 12.08% Chevrolet Corvette 9 29 \$61,460.61 \$61,193.17 0.44% Chevrolet Silverado 1500 10 5 3 \$31,589.89 \$30,220.06 4.53% Dodge Ram 1500 11 9 11 \$34,083.54 \$31,270.76 8.99% 8 \$18,478.15 \$18,439.06 0.21% Toyota Corolla 12 28 4.44% Honda Civic 13 11 1 \$20,598.58 \$19,722.94 Nissan 370Z 14 7 94 \$36,664.52 \$34,743.56 5.53% Ford 15 37 21 \$26,371.13 \$24,523.28 7.54% Escape Toyota Camry 16 17 4 \$24,402.81 \$24,234.79 0.69% Ford F-250 17 12 22 \$42,775.55 \$42,878.94 -0.24% **Pontiac** G8 14 58 \$32,635.25 \$30,423.16 7.27% Toyota Tundra 19 16 9 \$33,480.80 \$33,814.47 -0.99% Toyota Tacoma 20 18 10 \$25,957.58 \$25,574.90 1.50%

## **Used Cars**

**BMW** 3-Series 1 3 1 \$26,568.70 \$27,851.08 -4.60% Ford F-150 1 5 \$18,063.99 \$17,496.28 3.24% 2 Ford Mustang 4 \$16,819.28 \$17,771.81 -5.36% Chevrolet Silverado 1500 4 6 \$17,810.97 \$17,657.48 0.87% 5 5 Accord -7.63% Honda 3 \$15,246.40 \$16,506.65 Honda Civic 6 6 2 \$13,289.64 \$14,594.95 -8.94% Infiniti G35/G37 7 7 8 \$22,197.48 \$22,742.69 -2.40% Ford F-250 8 9 22 \$21,769.50 \$23,168.74 -6.04% Dodge Ram 1500 9 8 14 \$16,314.16 \$15,916.54 2.50% Wrangler 10 10 15 \$17,276.01 \$17,947.52 -3.74% Jeep

Chevrolet Tahoe 11 11 21 \$23,330.25 \$21,204.38 10.03% Audi Α4 12 13 13 \$20,248.45 \$21,631.52 -6.39% Altima Nissan 13 14 7 \$14,152.90 \$15,133.39 -6.48% **BMW** 5-Series 14 12 11 \$30,446.42 \$32,720.54 -6.95% Toyota Tacoma -5.14% Grand Jeep Cherokee 16 16 19 \$15,098.10 \$15,791.76 -4.39%

Chevrolet Silverado
2500 17 17 38 \$21,165.15 \$22,272.39 -4.97%

Volkswagen Jetta 18 21 9 \$12,389.18 \$14,208.63 -12.81%

Dodge Ram 2500 19 18 42 \$22,358.09 \$23,255.99 -3.86%

Ford Explorer 20 20 20 \$15,005.92 \$14,863.17 0.96%

MAKE MODEL Rank Rank Rank Avg Price Avg Price Change from 05/09 04/09 05/08 - 05/09 - 05/08 05/08

### Certified Pre-Owned

**BMW** 3-Series 1 1 1 \$31,953.15 \$33,716.93 -5.23% Honda Accord 2 2 2 \$17,747.22 \$18,555.94 -4.36% Chevrolet Silverado 1500 3 5 \$21,672.19 \$20,989.91 3.25% Chevrolet Tahoe 4 4 14 \$29,458.54 \$28,009.65 5.17% Toyota Tundra 5 6 26 \$23,126.20 \$23,358.59 -0.99% Honda Civic 6 5 3 \$16,246.62 \$16,885.17 -3.78% Audi 7 8 8 \$24,439.02 \$25,928.04 -5.74% **BMW** 8 9 7 \$37,310.47 \$36,848.61 5-Series 1.25% F-150 9 7 9 \$22,219.37 \$21,178.60 Ford 4.91% Toyota Tacoma 10 10 11 \$20,899.92 \$21,669.11 -3.55% Toyota Camry 11 11 4 \$18,271.28 \$18,844.10 -3.04% Acura 12 12 16 \$24,575.39 \$26,284.17 -6.50% Highlander 13 14 23 \$22,821.78 \$22,554.15 Toyota 1.19% 14 24 15 \$14,838.95 \$16,552.37 Volkswagen Jetta -10.35% Ford Mustang 15 13 18 \$19,096.87 \$20,276.08 -5.82% Chevrolet Impala 16 17 6 \$15,887.74 \$16,776.29 -5.30% Toyota 4Runner 17 16 32 \$23,204.75 \$23,399.85 -0.83% Mercedes E-Class 18 15 28 \$35,320.25 \$37,953.87 -6.94% Mercedes C-Class 19 18 27 \$27,531.49 \$27,298.57 0.85% MDX 20 21 29 \$27,057.12 \$28,757.33 Acura -5.91%

## Top 10 Brands

MAKE Rank Rank 05/09 05/08 1 Chevrolet 2 Ford 2 3 Toyota 3 1 Dodge 5 Nissan 5 6 Honda 6 4 **BMW** 7 10 Jeep 9 **GMC** 9 8 Hyundai 10 14

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