

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

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

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 visit www.autotrader.com.

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	1	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	4	2	6	\$34,316.98	\$31,341.46	9.49%
Jeep	Wrangler	5	8	25	\$27,859.67	\$27,730.62	0.47%
Honda	Accord	6	10	2	\$25,562.52	\$25,378.63	0.72%
Ford	Fusion	7	13	36	\$23,798.57	\$21,887.08	8.73%
BMW	3-Series	8	21	17	\$57,527.45	\$51,324.96	12.08%
Chevrolet	Corvette	9	6	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%
Toyota	Corolla	12	28	8	\$18,478.15	\$18,439.06	0.21%
Honda	Civic	13	11	1	\$20,598.58	\$19,722.94	4.44%
Nissan	370Z	14	7	94	\$36,664.52	\$34,743.56	5.53%
Ford	Escape	15	37	21	\$26,371.13	\$24,523.28	7.54%
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	18	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	2	1	5	\$18,063.99	\$17,496.28	3.24%
Ford	Mustang	3	2	4	\$16,819.28	\$17,771.81	-5.36%
Chevrolet	Silverado						
	1500	4	4	6	\$17,810.97	\$17,657.48	0.87%
Honda	Accord	5	5	3	\$15,246.40	\$16,506.65	-7.63%
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%
Jeep	Wrangler	10	10	15	\$17,276.01	\$17,947.52	-3.74%
Chevrolet	Tahoe	11	11	21	\$23,330.25	\$21,204.38	10.03%
Audi	A4	12	13	13	\$20,248.45	\$21,631.52	-6.39%
Nissan	Altima	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	15	15	12	\$17,932.57	\$18,904.52	-5.14%
Jeep	Grand 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 05/09	Rank 04/09	Rank 05/08	Avg Price 05/09	Avg Price 05/08	Change from 05/08
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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	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	A4	7	8	8	\$24,439.02	\$25,928.04	-5.74%
BMW	5-Series	8	9	7	\$37,310.47	\$36,848.61	1.25%
Ford	F-150	9	7	9	\$22,219.37	\$21,178.60	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	TL	12	12	16	\$24,575.39	\$26,284.17	-6.50%
Toyota	Highlander	13	14	23	\$22,821.78	\$22,554.15	1.19%
Volkswagen	Jetta	14	24	15	\$14,838.95	\$16,552.37	-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%
Acura	MDX	20	21	29	\$27,057.12	\$28,757.33	-5.91%

Top 10 Brands

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

SOURCE: AutoTrader.com

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