Ford Takes Four of Top Five Spots in AutoTrader.com's June Most-Viewed New Vehicles List

June AutoTrader.com Traffic Hits Record 16.12 Million Unique Visitors as New, Used and CPO Shoppers Look For Value, Quality

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ATLANTA, July 2 / PRNewswire/ -- A record 16.12 million unique monthly visitors to AutoTrader.com in June pushed Ford vehicles to claim four of the top 5 slots on the site's list of top 20 most-viewed new cars in June of this year. The Ford F-150 claimed the No. 2 spot, followed by the Mustang at No. 3, the Focus at No. 4 and the Escape at No. 5. The recently redesigned Ford Fusion, riding a wave of good reviews, ranked as the No. 8 most-viewed new vehicle on AutoTrader.com in June, down from No. 7 in May of this year but up a whopping 22 spots from No. 30 in June of last year. All this activity with Ford vehicles pushed Ford to the top-ranked position among all automotive nameplates viewed on AutoTrader.com in June.

"Without the worries of a bankruptcy filing, Ford has been able to focus on telling its product story and promoting individual vehicles," said AutoTrader.com President and CEO Chip Perry.

For a second consecutive month, the Chevrolet Camaro took the top spot on AutoTrader.com's list of most-viewed new vehicles in June. The redesigned Camaro continues to benefit from enormous buzz and, with the first models now hitting the streets, should continue to enjoy interest from car shoppers for some time.

Another big story in new vehicles is the dramatic rise in views of some larger automobiles in June compared to June of last year, including the new Chevrolet Tahoe (up 60.77%), the new Ford F-150 (up 44.93%) and the new Jeep Wrangler (up 42.05%). These vehicles were hit hard by high gas prices around this time last year. While prices remain largely stable on new larger vehicles, this increase in views suggests more of these larger automobiles may be moving off dealer lots soon.

New car shopping activity and price stabilization on AutoTrader.com correspond with the new vehicle sales decline in June of 28% compared to a year earlier, the smallest decline since 2009 began, and may indicate that the new-car market has hit bottom.

On the used car list, the Ford F-150 came in at No. 1 in June, up from No. 2 in May of this year and up from No. 5 in June of last year. Views of the Ford F-150 were up almost 45% compared to June of last year and the average price has increased 9% compared to last year. Other large used vehicles saw similar increases in views and prices, including the Chevy Silverado, which saw a 43% increase in views and a 5% increase in price compared to June of last year, and the Dodge Ram 1500, which saw a 36% increase in views and a 7% increase in price compared to June of last year. Similar to the experience in new cars, interest in and prices of larger vehicles like these plunged last year when gas prices spiked but continue to rebound this year.

"With interest in these larger used vehicles growing, I think you'll continue to see these price increases as these vehicles get more scarce," said Perry. "If you're considering purchasing a used truck or SUV, you may want to jump on the deals while there are still well-priced models on the lots."

In Certified Pre-Owned (CPO) views during June, the BMW 3 series retained the No. 1 spot, a position it also held in May of this year and in June of 2008. The Honda Accord retained the No. 2 spot in CPO views in June, a spot it held in May of this year and last June. These perennial favorites and other CPO vehicles listed for sale on AutoTrader.com continue to benefit from consumers' growing interest in CPO vehicles as an avenue for acquitting a newer, high-quality car at a price lower than a similar new

"As price-conscious consumers concerned about the state of the economy cross-shop new, used and CPO vehicles against each other, we continue to see record traffic," said Perry. "AutoTrader.com distinguishes itself among automotive inventory sites by being the only one where consumers can opt to shop all three categories of vehicles simultaneously. I get a sense looking at shopping activity on our site, and our record site traffic that consumers are looking for quality, reliability and affordability as they get ready to make their next new or used car purchase. Given the state of the economy, it's understandable that many consumers are sitting on the fence, researching cars, doing the math and waiting for the right piece of news or the right economic figure to get them off the fence and onto the dealer lot to make a purchase."

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.

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MAKE MODEL Rank Rank Rank % Change Avg Price Avg Price Change
        06/09 05/09 06/08 from - 06/09 - 06/08 from
                  06/08
                                   06/08
                New Cars
                  1 #N/A N/A $34,746.01
Chevy Camaro
                1
                                           N/A
Ford F-150
              2 4
                   5 28.22% $34,502.40 $31,197.95 10.59%
               3 2 8 31.37% $33,341.95 $31,012.48 7.51%
Ford
     Mustang
     Focus
              4 50 13 -2.55% $18,104.60 $17,272.39 4.82%
Ford
Ford Escape
              5 15 20 6.44% $26,371.46 $24,627.35 7.08%
Chevy Silverado
    1500
            6 10 2 -53.87% $31,610.52 $30,440.81 3.84%
Jeep Wrangler 7 5 19 -0.74% $28,177.49 $27,811.67 1.32%
Ford Fusion
              8 7 30 25.43% $24,457.83 $22,005.55 11.14%
Honda Accord
              9 6 1 -59.75% $25,373.96 $25,435.31 -0.24%
Toyota Camry
              10 16 3-55.52% $24,506.78 $24,040.04 1.94%
Volks-
wagen Jetta
             11 22 35 25.14% $23.014.33 $21,423.88 7.42%
Dodge Challenger 12 3 51 52.24% $37,731.53 $46,366.44 -18.62%
BMW
       3-Series 13 8 24 -2.27% $46,275.43 $43,682.53 5.94%
Dodge Ram 1500 14 11 9-27.86% $34,183.37 $31,565.64 8.29%
Ford F-250
             15 17 40 21.81% $42,924.62 $42,783.66 0.33%
Nissan Altima
             16 21
                      6 -52.62% $24,556.09 $24,344.40 0.87%
      Corvette 17
                  9 23 -8.63% $61,718.00 $61,053.82 1.09%
             18 13 4-61.32% $20,450.52 $19,797.85 3.30%
Honda Civic
Toyota Tacoma 19 20 12 -33.33% $26,252.04 $25,644.55 2.37%
Chevy Malibu 20 26 17 -29.03% $24,642.96 $24,130.24 2.12%
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Used Cars

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Ford F-150 1 2 5 44.93% $18,344.75 $16,827.92 9.01% BMW 3-Series 2 1 2 4.94% $24,964.00 $26,296.11 -5.07% Ford Mustang 3 3 10.75% $16,954.65 $17,524.06 -3.25% Chevy Silverado
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iti G35/G37 10 7 8 3.86% \$22,571.16 \$22,899.99 -1.44% Chevy Tahoe 11 11 22 60.77% \$23,358.87 \$20,368.33 14.68% Nissan Altima 12 13 7 -16.42% \$14,104.54 \$15,121.77 -6.73% Audi A4 13 12 11 7.92% \$20,181.97 \$21,779.63 -7.34% Jeep Grand

Cherokee 14 16 17 24.48% \$15,174.88 \$15,192.40 -0.12% Toyota Tacoma 15 15 12 4.17% \$18,218.13 \$18,854.73 -3.38% Chevy Silverado

2500 16 17 35 74.03% \$21,310.56 \$21,395.79 -0.40% Volks-

 wagen
 Jetta
 17
 18
 9 -5.15%
 \$12,376.71
 \$14,252.67 -13.16%

 Dodge
 Ram 2500
 18
 19
 36 59.06%
 \$22,336.03
 \$22,486.97 -0.67%

 BMW
 5-Series
 19
 14
 16 -1.27%
 \$28,300.67
 \$30,011.96 -5.70%

 Ford
 Explorer
 20
 20
 23 19.30%
 \$15,066.66
 \$14,136.65
 6.58%

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

Certified Pre-Owned

BMW 3-Series 1 1 1 N/A \$31,121.04 \$32,876.31 N/A Honda Accord 2 2 2 -17.83% \$17,551.09 \$18,695.52 -6.12% Chevy Silverado

1500 3 3 5 27.84% \$21,928.68 \$20,475.21 7.10% 4 4 12 52.80% \$29,637.97 \$27,168.90 9.09% Chevy Tahoe 5 7 6 3.93% \$24,470.18 \$26,129.85 -6.35% Audi A4 Toyota Tundra 6 5 25 72.76% \$23,576.53 \$22,624.61 4.21% 7 6 3-46.45% \$16,190.13 \$16,989.85 -4.71% Honda Civic Toyota Camry 8 11 4 -28.04% \$18,429.36 \$18,910.93 -2.55% Toyota Tacoma 9 10 9 8.78% \$21,232.96 \$21,624.98 -1.81% BMW 5-Series 10 8 7-11.28% \$36,446.17 \$37,321.66 -2.35% 11 9 10 7.75% \$22,390.40 \$20,521.03 9.11% Ford F-150 Acura TL 12 12 15 4.64% \$25,037.89 \$26,107.59 -4.10% Toyota Highlander 13 13 22 25.09% \$22,936.47 \$22,136.43 3.61% Volks-

 wagen Jetta
 14
 14
 11
 -5.00%
 \$14,936.82
 \$16,602.67
 -10.03%

 Toyota 4Runner
 15
 17
 37
 59.13%
 \$23,323.79
 \$22,672.21
 2.87%

 Chevy Impala
 16
 16
 8 -28.86%
 \$16,022.01
 \$16,718.49
 -4.17%

 Ford Mustang
 17
 15
 16 -8.88%
 \$19,169.80
 \$19,948.07
 -3.90%

 Honda Pilot
 18
 21
 28
 12.34%
 \$22,055.37
 \$21,580.55
 2.20%

 Mercedes

-Benz C-Class 19 19 23 2.95% \$27,641.64 \$27,157.05 1.78% Acura MDX 20 20 31 28.83% \$27,744.91 \$28,220.90 -1.69%

Top 10 Most Viewed New Vehicle Manufacturers

MAKE Rank Rank Change from 06/09 06/08 06/08

Ford	1	3	17.27%
Chevy	2	2	-2.61%
Toyota	3	1	-38.13%
Nissan	4	6	-19.57%
Honda	5	4	-51.68%
Dodge	6	5	-32.98%
BMW	7	7	-4.80%
Hyundai	8	9	-8.56%
Jeep	9	8	-19.47%
Pontiac	10	13	-4.67%

SOURCE: AutoTrader.com

Web site: http://www.autotrader.com/

https://press.autotrader.com/news-releases?item=66773