

Cash-for-Clunkers Spurs New Car Shopping Activity on AutoTrader.com

Ultimate Automotive Marketplace Sees 15 Million-Plus Site Traffic Month in July

ATLANTA, Aug. 12 /[PRNewswire](#)/ -- The Chevrolet Camaro claimed the No. 1 spot on AutoTrader.com's most viewed new vehicles list for the third month in a row, topping off what has become one of the first positive months for new car sales in over a year. Cash-for-Clunkers brought consumers on-line and into showrooms in July to look for cars, reflected in AutoTrader.com site traffic of 15.3 million unique visitors to the site during the month of July. July marked the seventh month in a row that AutoTrader.com has seen its unique monthly visitor count top 15 million.

"We have been waiting for the pent-up demand for new vehicles to uncork all year, and Cash-for-Clunkers has provided the jolt the industry needed," said AutoTrader.com President and CEO Chip Perry. "Consumers have been turning primarily to the Internet to research information about cars and prices, and that research is finally being put into action as these shoppers turn into buyers at dealerships across the country."

Among new vehicles, the all-new Chevrolet Equinox saw an impressive 197% increase in views, moving it from 99th to 18th year-over-year. Similarly, the recently redesigned Ford Fusion saw an increase in views of 28%, enough to move the midsize sedan from 35th to 16th overall. Ford also saw an increase in asking prices for the new Fusion of 12%, with the average price of vehicles listed on AutoTrader.com being \$24,798. This compares well the Fusion's chief competitors, the Honda Accord and Toyota Camry, which had average listing prices of \$25,217 and \$24,487, respectively.

Continuing to look at Ford vehicles, the new F-250 full-size pick-up, which saw a severe drop in sales last July due to record-high \$4 per gallon gas, also saw a significant year-over-year increase in consumer activity, with views increasing 87%. Finally, Kia saw one of the largest increases in views among brands as a whole, as consumer activity around vehicles such as the newly-introduced Soul crossover and the new Forte compact sedan helped move the brand to its first-ever appearance on the top 10 Most Viewed Manufacturers list.

"With demand for many cars high now, supplies of vehicles at many dealerships have run short," said Perry. "For consumers looking to now take advantage of the CARS legislation by purchasing a popular model such as one of these, turning to AutoTrader.com to locate a dealer with the exact new vehicle of their choice is certainly the smart way to go."

Used & CPO Car Activity

Among used and CPO vehicles, the Ford F-150 saw a 31% gain to become the most viewed used vehicle, while the BMW 3-series once again topped the list of most viewed among CPO vehicles. More notably, prices for used vehicles across a variety of segments rose, with trucks seeing the largest jumps from last year's lows. The biggest gainer was the Chevrolet Tahoe, which saw an increase in average asking price of 20% compared to July of 2008.

"Excepting last summer's unusual selling situation brought about by record high gas prices, the consumer demand for larger vehicles such as SUVs has generally continued unabated," said Perry. "Though we are beginning to see a gradual shift in consumer tastes to smaller vehicles, it will be a while before we see many Americans ready to abandon their bigger vehicles entirely."

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 07/09	Rank 06/09	Rank 07/08	Rank from 07/08	%Change - 07/09	Avg Price 07/08	Avg Price from 07/08	Change
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New Cars

Chevrolet	Camaro	1	1	N/A	N/A		\$34,990.65	N/A	
Ford	F-150	2	2	6	14.82%		\$34,608.51	\$30,576.03	13.19%
Ford	Mustang	3	3	8	36.96%		\$33,914.18	\$30,871.04	9.86%
Honda	Accord	4	9	1	-21.88%		\$25,217.41	\$25,651.50	-1.69%
Chevrolet	Silverado								
	1500	5	6	4	-18.56%		\$31,379.35	\$30,205.17	3.89%
Honda	Civic	6	18	3	-24.49%		\$20,290.76	\$20,095.37	0.97%
Toyota	Camry	7	10	2	-33.96%		\$24,486.51	\$23,990.36	2.07%
Nissan	Altima	8	16	5	-28.74%		\$24,641.00	\$24,239.90	1.65%
BMW	3-Series	9	13	12	13.54%		\$45,804.29	\$43,322.39	5.73%
Volkswagen	Jetta	10	11	24	36.76%		\$22,777.44	\$21,498.59	5.95%
Dodge	Ram								
	1500	11	14	16	12.45%		\$34,511.48	\$31,350.05	10.08%
Ford	Escape	12	5	36	44.17%		\$26,326.52	\$24,981.44	5.38%
Toyota	Corolla	13	21	7	-27.51%		\$18,129.39	\$18,553.98	-2.29%
Jeep	Wrangler								
	ler	14	7	19	-0.34%		\$27,934.11	\$27,818.45	0.42%
Honda	CR-V	15	28	13	-6.93%		\$25,112.97	\$24,937.76	0.70%
Ford	Fusion	16	8	35	27.68%		\$24,797.54	\$22,175.62	11.82%
Toyota	Tacoma	17	19	9	-22.38%		\$26,130.42	\$26,018.25	0.43%
Chevrolet	Equinox	18	62	99	196.92%		\$26,835.00	\$25,650.07	4.62%
Nissan	Versa	19	45	28	9.88%		\$15,473.13	\$16,177.04	-4.35%
Ford	F-250	20	15	64	86.88%		\$43,755.43	\$42,915.14	1.96%

Used Cars

Ford	F-150	1	2	2	30.73%		\$18,646.94	\$16,297.68	14.41%
Chevrolet	Silverado								
	1500	2	6	6	36.97%		\$18,231.27	\$16,607.18	9.78%
Ford	Mustang	3	3	3	3.96%		\$17,150.88	\$17,317.24	-0.96%
BMW	3-Series	4	13	1	-2.25%		\$24,993.93	\$26,305.59	-4.99%
Honda	Accord	5	9	5	-5.66%		\$15,157.30	\$16,793.50	-9.74%
Honda	Civic	6	18	4	-17.84%		\$13,230.06	\$15,060.64	-12.15%
Ford	F-250	7	15	16	60.08%		\$22,390.24	\$21,478.09	4.25%
Dodge	Ram								
	1500	8	14	9	26.13%		\$16,623.69	\$14,736.03	12.81%
Jeep	Wrangler	9	7	12	31.61%		\$18,382.44	\$17,412.18	5.57%
Chevrolet	Tahoe	10	24	18	42.36%		\$23,593.97	\$19,651.63	20.06%
Infiniti	G35/G37	11	93	8	-3.24%		\$22,792.59	\$22,773.20	0.09%
Nissan	Altima	12	16	7	-9.38%		\$14,123.64	\$15,185.81	-6.99%
Chevrolet	Silverado								

	2500	13	29	27	65.01%	\$21,472.73	\$20,555.09	4.46%
Audi	A4	14	30	14	8.14%	\$20,077.62	\$21,757.11	-7.72%
Toyota	Tacoma	15	19	13	6.82%	\$18,554.87	\$18,803.30	-1.32%
Jeep	Grand							
	Chero-							
	kee	16	39	15	10.13%	\$15,330.84	\$14,658.37	4.59%
Dodge	Ram							
	2500	17	48	28	52.67%	\$22,745.43	\$21,675.83	4.93%
Volkswagen	Jetta	18	11	10	-6.91%	\$12,377.47	\$14,297.47	-13.43%
Ford	Explor-							
	er	19	82	19	1.20%	\$15,170.01	\$13,591.21	11.62%
BMW	5-							
	Series	20	68	17	-2.85%	\$28,344.25	\$29,608.19	-4.27%
MAKE	MODEL	Rank	Rank	Rank	%Change	Avg Price	Avg Price	Change
		07/09	06/09	07/08	from	- 07/09	- 07/08	from
				07/08			07/08	

Certified Pre-Owned

BMW	3-Series	1	1	1	-17.41%	\$31,221.66	\$32,914.43	-5.14%
Honda	Accord	2	2	2	-16.96%	\$17,547.06	\$18,819.15	-6.76%
Chevrolet	Silverado							
	1500	3	3	4	24.37%	\$22,312.19	\$19,981.92	11.66%
Chevrolet	Tahoe	4	4	8	34.49%	\$30,373.14	\$26,435.81	14.89%
Toyota	Tundra	5	6	24	87.04%	\$24,099.60	\$22,060.00	9.25%
Audi	A4	6	5	6	-0.07%	\$24,578.49	\$26,243.02	-6.34%
Ford	F-150	7	11	10	13.96%	\$22,823.28	\$20,137.70	13.34%
Honda	Civic	8	7	3	-40.81%	\$16,301.76	\$17,425.26	-6.45%
Toyota	Camry	9	8	5	-21.21%	\$18,472.16	\$19,031.10	-2.94%
Toyota	Tacoma	10	9	11	4.51%	\$21,708.41	\$21,457.81	1.17%
BMW	5-Series	11	10	7	-13.66%	\$37,007.85	\$37,313.86	-0.82%
Acura	TL	12	12	12	2.40%	\$25,401.16	\$25,946.46	-2.10%
Toyota	High-							
	lander	13	13	26	38.18%	\$23,058.62	\$22,006.98	4.78%
Ford	Mustang	14	17	16	6.35%	\$19,578.89	\$19,739.23	-0.81%
Toyota	4Runner	15	15	39	60.43%	\$23,639.68	\$22,028.13	7.32%
Mercedes-	E-Class	16	23	19	-1.21%	\$36,647.46	\$36,556.11	0.25%
Benz								
Chevrolet	Impala	17	16	9	-27.72%	\$16,178.41	\$16,647.06	-2.82%
Honda	Pilot	18	18	28	14.89%	\$22,135.74	\$20,953.93	5.64%
Mercedes-	C-Class	19	19	17	-6.58%	\$27,901.32	\$26,630.80	4.77%
Benz								
Acura	MDX	20	20	29	14.40%	\$28,193.43	\$27,625.75	2.05%

Top 10 Most Viewed New Vehicle Manufacturers

MAKE	Rank	Rank	Change from
	07/09	06/08	07/08
Chevrolet	1	2	23.17%
Ford	2	3	24.06%
Toyota	3	1	-25.92%
Honda	4	4	-19.39%
Nissan	5	5	-8.31%
Dodge	6	6	-16.46%
Hyundai	7	8	4.90%
BMW	8	7	3.18%
Kia	9	18	86.51%
Jeep	10	9	-11.65%

SOURCE AutoTrader.com

SOURCE: AutoTrader.com

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

<https://press.autotrader.com/news-releases?item=66775>