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

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

PRNewswire ATLANTA

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."

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 <a href="https://www.autotrader.com">www.autotrader.com</a>.

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

#### **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 Wrang-

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 %Change Avg Price Avg Price Change 07/09 06/09 07/08 from - 07/09 - 07/08 from 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 6 5 6 -0.07% \$24,578.49 \$26,243.02 -6.34% F-150 7 11 10 13.96% \$22,823.28 \$20,137.70 13.34% Ford 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	Rar	nk R	ank Cha	nge from
(	07/09	06/08	07/08	
Chevrole	et 1	2	23.179	%
Ford	2	3	24.06%	
Toyota	3	1	-25.92%	, o
Honda	4	4	-19.39%	6
Nissan	5	5	-8.31%	
Dodge	6	6	-16.46%	6
Hyundai	7	8	4.90%	, o
BMW	8	7	3.18%	<b>)</b>

Kia 9 18 86.51% Jeep 10 9 -11.65%

SOURCE AutoTrader.com

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