Cash-for-Clunkers Drives New-Car Shopping - and Higher Prices

Federal Program Helps Drive Over 15 Million Visitors to AutoTrader.com for 8th Month in a Row

ATLANTA, Sept. 3 /PRNewswire/ -- The Cash-for-Clunkers or CARS program brought some of the best sales so far this year for automakers, but also some of the highest average asking prices on new vehicles. As dealer inventories of new cars shrank due to the overwhelming success of the Federally-funded program, average asking prices for new vehicles generally crept up across the board, with only a few models noting slight declines. Some of the largest increases in pricing were registered by Ford, which saw a 16% average price increase on the new F-150 full-size pick-up, and a 13% average price increase on the new Fusion midsize sedan.

"With inventories having been cleared out by Cash-for-Clunkers, consumers will find that the playing field between dealers and shoppers is more level than it was six months ago," said AutoTrader.com President and CEO Chip Perry. "But it still remains a good time to buy a car, both in terms of manufacturer incentives, and the demand for quality used vehicles, which provides consumers negotiation space when trading in a car or truck."

While Chevrolet Camaro once again topped AutoTrader.com's most viewed list for August, the bigger success story for General Motors remained the Chevrolet Equinox, which saw views increase almost 290% year over year. This moved the newly-launched Equinox crossover from the 89th most-viewed vehicle in August 2008 and the 18th most-viewed vehicle last month to 7th place this August. More importantly for Chevrolet, the average asking price of the new Equinox increased nearly 6% over the previous version to $27,334.87 - more than $600 more than the average asking price of new Ford Escapes on the site and nearly $2,000 more than that for the Honda CR-V, vehicles which GM has directly targeted with the Equinox.

Kia saw the largest increase in popularity on AutoTrader.com among major automotive brands, with views of new Kia models increasing 176% in August compared to August of 2008. This pushed Kia from the No. 20 most-viewed brand on AutoTrader.com in August of 2008 to the No. 8 most-viewed brand in August 2009. Ford and Hyundai, both winners in August's sales race, also saw views for their brands rise, almost 29% and 27% year over year, respectively.

Cash-for-Clunkers drove site activity on AutoTrader.com, with August marking the eighth consecutive month that the site saw its unique monthly visitor count top 15 million. In August, AutoTrader.com attracted a total of 15.5 million unique monthly visitors, a 10% increase in traffic compared to August 2008.

Used & CPO Car Activity

Demand for used and CPO light trucks and SUVs continued strong growth in August, with many such vehicles recording double-digit increases in views year-over-year. Ford saw used F-250s up almost 47% in views, while average asking prices rose 7.89% year over year. Similarly, CPO Ford Explorer SUVs rose 45 % in views, and 17% in average asking prices year over year.

Fuel efficient used cars saw some average price declines year over year, but those declines were more a function of the high prices these used cars commanded last year at this time due to high gas prices, not a reduction in these cars' general popularity. For instance, used Honda Civics and used Volkswagen Jettas saw price declines of 12% and 13%, respectively, when compared to August of 2008, while maintaining their popularity on the site. The Honda Civic was the No. 6 most-viewed used car this month, last month and in August of 2008. The Jetta was the No. 19 most-viewed used car this

month, the No. 18 most-viewed used car last month and the No. 18 most-viewed used car in August of 2008.

Both the new and used car shopping activity on AutoTrader.com seems to indicate a return to more normal auto shopping habits and patters. "Over the past year or so, we've seen spikes on our top 20 lists in demand for specific types of cars - fuel sippers, then for specific manufacturers and then for less expensive vehicles," said Perry. "I believe those spikes were being driven by car shoppers responding to fluctuating gas prices, impending manufacturer bankruptcies and other uncertain or challenging economic news. This month's lists, where a wide variety of brands and models are represented, may show a return to normal car shopping activity as the economy rights itself and shopping and buying behavior isn't as strongly impacted by other wildly fluctuating factors."

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 improve 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 08/09	Rank 07/09	Rank 08/08	Change from 08/08
		New Cars			
Chevrolet	Camaro	1	1	N/A	N/A
Ford	F-150	2	2	10	51.80%
Ford	Mustang	3	3	8	23.18%
Honda	Accord	4	4	2	-13.37%
Honda	Civic	5	6	4	-10.62%
Chevrolet	Silverado 1500	6	5	3	-24.04%
Chevrolet	Equinox	7	18	89	289.16%
Toyota	Camry	8	8	6	-14.15%
BMW	3-Series	9	7	13	18.40%
Nissan	Altima	10	9	9	-12.63%
Honda	CR-V	11	15	19	16.19%
Volkswagen	Jetta	12	10	22	27.49%
Toyota	Tacoma	13	17	16	7.66%
Jeep	Wrangler	14	14	5	-37.04%
Toyota	Corolla	15	13	18	0.88%
Mazda	Mazda3	16	23	26	19.56%
Ford	Fusion	17	16	42	36.81%
Nissan	Versa	18	19	57	75.43%
Ford	Escape	19	12	31	21.93%
Dodge	Ram 1500	20	11	1	-55.25%

Change

MAKE	MODEL	Avg Price -08/09	Avg Price -08/08	from 08/08
		New Cars		
Chevrolet	Camaro	$35,781.44	N/A	N/A
Ford	F-150	$35,165.04	$30,225.13	16.34%
Ford	Mustang	$33,717.95	$30,989.35	8.80%
Honda	Accord	$25,355.54	$26,059.35	-2.70%
Honda	Civic	$20,118.41	$20,213.80	-0.47%
Chevrolet	Silverado 1500	$31,838.54	$29,724.25	7.11%
Chevrolet	Equinox	$27,334.87	$25,802.55	5.94%
Toyota	Camry	$24,622.81	$23,939.49	2.85%
BMW	3-Series	$36,482.20	$39,282.44	-7.13%
Nissan	Altima	$24,754.75	$24,313.33	1.82%
Honda	CR-V	$25,238.94	$25,025.28	0.85%
Volkswagen	Jetta	$22,211.43	$21,618.20	2.74%
Toyota	Tacoma	$26,602.86	$26,186.15	1.59%
Jeep	Wrangler	$28,160.15	$27,848.52	1.12%
Toyota	Corolla	$18,214.23	$18,766.11	-2.94%
Mazda	Mazda3	$20,515.86	$19,203.80	6.83%
Ford	Fusion	$25,289.47	$22,428.62	12.76%
Nissan	Versa	$15,538.13	$16,237.09	-4.30%
Ford	Escape	$26,728.22	$25,163.57	6.22%
Dodge	Ram 1500	$34,834.75	$30,837.75	12.96%

MAKE	MODEL	Rank 08/09	Rank 07/09	Rank 08/08	Change from 08/08
		Used Cars			
Ford	F-150	1	1	2	23.72%
BMW	3-Series	2	2	1	2.84%
Chevrolet	Silverado 1500	3	3	4	22.87%
Ford	Mustang	4	4	3	2.40%
Honda	Accord	5	5	5	3.97%
Honda	Civic	6	6	6	-2.26%
Ford	F-250	7	7	12	46.66%
Dodge	Ram 1500	8	8	8	12.42%
Jeep	Wrangler	9	9	11	18.10%
Infiniti	G35/G37	10	11	7	-4.19%
Chevrolet	Tahoe	11	10	13	17.13%
Nissan	Altima	12	12	9	-0.05%
Chevrolet	Silverado 2500	13	13	24	51.33%
Toyota	Tacoma	14	15	15	15.36%
Dodge	Ram 2500	15	17	22	37.56%
BMW	5-Series	16	20	10	-1.40%
Audi	A4	17	14	19	14.48%
Jeep	Grand Cherokee	18	16	14	-2.03%
Volkswagen	Jetta	19	18	18	3.83%
Ford	Explorer	20	19	17	-0.55%

MAKE	MODEL	Avg Price -08/09	Avg Price -08/08	Change from 08/08
		Used Cars		

Ford	F-150	$18,995.91	$16,271.15	16.75%
BMW	3-Series	$26,642.88	$28,167.21	-5.41%
Chevrolet	Silverado 1500	$18,499.14	$16,380.33	12.94%
Ford	Mustang	$17,333.26	$17,292.96	0.23%
Honda	Accord	$15,303.18	$16,872.41	-9.30%
Honda	Civic	$13,340.65	$15,233.11	-12.42%
Ford	F-250	$22,752.22	$21,089.08	7.89%
Dodge	Ram 1500	$16,970.24	$14,575.96	16.43%
Jeep	Wrangler	$18,858.38	$17,223.10	9.49%
Infiniti	G35/G37	$22,976.58	$22,814.40	0.71%
Chevrolet	Tahoe	$23,780.34	$19,448.48	22.27%
Nissan	Altima	$14,269.08	$15,283.13	-6.64%
Chevrolet	Silverado 2500	$21,647.95	$19,853.36	9.04%
Toyota	Tacoma	$18,961.69	$18,758.95	1.08%
Dodge	Ram 2500	$23,063.94	$21,046.02	9.59%
BMW	5-Series	$31,586.97	$32,416.77	-2.56%
Audi	A4	$20,270.90	$21,765.74	-6.87%
Jeep	Grand Cherokee	$15,608.82	$14,508.02	7.59%
Volkswagen	Jetta	$12,577.39	$14,576.28	-13.71%
Ford	Explorer	$15,128.78	$13,552.58	11.63%

MAKE	MODEL	Rank 08/09	Rank 07/09	Rank 08/08	Change from 08/08
Certified Pre-Owned					
BMW	3-Series	1	1	1	-15.20%
Honda	Accord	2	2	2	-13.92%
Ford	F-150	3	7	9	69.63%
Chevrolet	Silverado 1500	4	3	4	7.50%
Chevrolet	Tahoe	5	4	7	18.99%
Toyota	Tundra	6	5	16	73.65%
Ford	Mustang	7	14	12	37.64%
Audi	A4	8	6	8	6.07%
Honda	Civic	9	8	3	-29.25%
Toyota	Tacoma	10	10	10	4.92%
Toyota	Camry	11	9	5	-17.51%
BMW	5-Series	12	11	6	-17.38%
Toyota	Highlander	13	13	20	30.18%
Acura	TL	14	12	14	12.62%
Toyota	4Runner	15	15	32	37.99%
Mercedes	E-Class	16	16	13	-8.75%
Ford	Explorer	17	47	38	45.57%
BMW	5-Series	18	19	25	7.43%
Volkswagen	Jetta	19	21	18	-7.25%
Ford	Escape	20	54	53	98.76%

MAKE	MODEL	Avg Price - 08/09	Avg Price - 08/08	Change from 08/08
Certified Pre-Owned				
BMW	3-Series	$31,496.26	$32,705.10	-3.70%
Honda	Accord	$17,742.96	$18,845.93	-5.85%
Ford	F-150	$23,374.10	$19,778.15	18.18%

Chevrolet	Silverado 1500	$22,666.14	$19,835.82	14.27%
Chevrolet	Tahoe	$30,716.42	$26,314.46	16.73%
Toyota	Tundra	$24,803.54	$21,697.63	14.31%
Ford	Mustang	$19,997.77	$19,544.93	2.32%
Audi	A4	$25,023.27	$26,244.06	-4.65%
Honda	Civic	$16,562.44	$17,593.61	-5.86%
Toyota	Tacoma	$22,315.87	$21,347.22	4.54%
Toyota	Camry	$18,817.83	$19,201.18	-2.00%
BMW	5-Series	$37,007.25	$36,903.36	0.28%
Toyota	Highlander	$23,539.71	$22,186.98	6.10%
Acura	TL	$25,688.13	$25,748.58	-0.23%
Toyota	4Runner	$24,251.86	$21,572.80	12.42%
Mercedes	E-Class	$36,413.40	$36,998.60	-1.58%
Ford	Explorer	$21,695.98	$18,523.94	17.12%
BMW	5-Series	$28,457.88	$26,738.24	6.43%
Volkswagen	Jetta	$15,496.49	$16,770.11	-7.59%
Ford	Escape	$18,788.33	$17,972.45	4.54%

Top 10 Most Viewed New Vehicle Manufacturers

MAKE	Rank 08/09	Rank 08/08	Change from 08/08
Chevrolet	1	1	12.39%
Ford	2	4	28.70%
Toyota	3	3	-6.31%
Honda	4	5	-3.70%
Nissan	5	6	0.41%
Dodge	6	2	-54.34%
Hyundai	7	9	26.81%
Kia	8	20	176.08%
BMW	9	10	2.62%
Audi	10	16	61.19%

SOURCE AutoTrader.com

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

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