Tight Supply and Stronger Demand Continues to Push Prices Higher for New and Used Trucks

Car Shoppers Continue to Flock to AutoTrader.com in Record Numbers

ATLANTA, Oct. 6 /PRNewswire/ -- Average asking prices for new vehicles on AutoTrader.com showed signs of improvements from last September's lows, with many seeing incremental increases from the year before. In addition, views for luxury cars also saw gains in shopping activity. This trend was led by the BMW 3-series, which saw views on AutoTrader.com increase 51% year-over-year from September 2008.

"While a potential 'hangover effect' from the end of Cash-for-Clunkers remains a concern, the better control of supply and inventory by the OEMs should allow manufacturers to keep prices for new vehicles stable during the fall, even if demand for new vehicles remains tepid due to a lack of consumer confidence or concern about the economy," said AutoTrader.com President and CEO Chip Perry.

Korean brands Hyundai and Kia saw increases in views in line with their significant sales increases in September. Leading the way was Hyundai's midsized crossover, the Santa Fe, which saw an increase in views of 112% over last year to edge out the Chevrolet Equinox and Ford Escape and earn a place on the top 20 Most Viewed Vehicles List. As a brand, Kia saw views increase 283% year-over-year, the largest of any mainstream brand surveyed by AutoTrader.com. Dodge, meanwhile, saw a drop of 44% in views from September 2008, a number likewise reflected in that brand's monthly sales total.

New pickup trucks continue to see double digit increases in prices compared to last year, including the Ford F-150, with an average price up 20% compared to September of 2008, the Chevy Silverado 1500, up 12% compared to last year and the Dodge Ram 1500, up nearly 16% from last year. These price increases reflect increased tightening of supply for these vehicles as more car buyers purchase them and manufacturers make fewer of them.

Used & CPO Car Activity

Used prices continued to climb upwards as the supply of certified pre-owned (CPO) and traditional used vehicles continues to tighten. Heavy-duty full-size pick-ups saw the largest increases in average asking prices, led by the Ford F-250 (up 45% year-over-year), and followed by the Chevrolet Silverado 2500 (up 41%) and the Dodge Ram 2500 (up 34%).

"There is still a great demand for full-size pick-ups, both in regular and heavy duty configurations," said Perry. "What has been changing, however, is that the demand for either new or used full-size crossovers and SUVs appears to have faded somewhat."

Record September Site Traffic

AutoTrader.com continues to hit traffic records as more and more car shoppers respond to AutoTrader.com's value proposition, auto inventory and auto shopping tools. In September, AutoTrader.com logged 14.14 million unique visitors, up 5% from September of 2008 and the first time AutoTrader.com's September traffic exceeded 14 million.

"AutoTrader.com continues to be a dominant brand in auto shopping," said Perry. "We've continued to add tools and functionality that allow shoppers to compare cars side by side, get detailed information, read customer reviews, check dealer specials and pricing and more. Added to our inventory of millions of new, used and CPO vehicles for, AutoTrader.com provides all the information a car shopper needs to find the right car at the right price."

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 millions of 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 09/09	Rank 08/09	Rank 09/08	% Change from 09/08
		New Cars			
Chevrolet	Camaro	1	1	N/A	N/A
Ford	Mustang	2	3	5	29.83%
Honda	Accord	3	4	3	10.98%
Ford	F-150	4	2	10	75.87%
Chevrolet	Silverado 1500	5	6	2	-6.97%
Honda	Civic	6	5	6	-4.33%
BMW	3-Series	7	9	16	50.86%
Nissan	Altima	8	10	7	-13.66%
Toyota	Camry	9	8	4	-21.94%
Jeep	Wrangler	10	14	11	11.23%
Honda	CR-V	11	11	20	25.77%
Volkswagen	Jetta	12	12	15	10.35%
Chevrolet	Corvette	13	29	9	-11.52%
Dodge	Ram 1500	14	20	8	-20.84%
Mazda	Mazda3	15	16	29	43.93%
Toyota	Corolla	16	15	13	0.15%
Ford	F-250	17	24	34	44.44%
Hyundai	Santa Fe	18	30	59	112.14%
Toyota	Tacoma	19	13	14	-0.02%
Chevrolet	Malibu	20	21	12	-7.88%

MAKE	MODEL	Avg Price - 09/09	Avg Price - 09/08	Change from 09/08
		New Cars		
Chevrolet	Camaro	$35,896.07	N/A	N/A
Ford	Mustang	$33,430.65	$31,152.10	7.31%
Honda	Accord	$25,636.77	$26,332.22	-2.64%
Ford	F-150	$36,198.78	$30,215.69	19.80%
Chevrolet	Silverado 1500	$33,061.90	$29,505.91	12.05%
Honda	Civic	$20,031.06	$20,453.06	-2.06%
BMW	3-Series	$53,071.32	$54,774.49	-3.11%
Nissan	Altima	$24,619.62	$24,567.48	0.21%
Toyota	Camry	$24,682.38	$24,033.44	2.70%
Jeep	Wrangler	$28,663.74	$27,811.16	3.07%
Honda	CR-V	$25,612.94	$25,162.04	1.79%
Volkswagen	Jetta	$22,334.73	$21,703.88	2.91%
Chevrolet	Corvette	$61,963.30	$61,033.66	1.52%
Dodge	Ram 1500	$35,940.13	$31,092.37	15.59%
Mazda	Mazda3	$20,923.90	$19,226.00	8.83%

Toyota	Corolla	$18,256.00	$19,040.66	-4.12%
Ford	F-250	$45,043.94	$42,461.03	6.08%
Hyundai	Santa Fe	$26,826.08	$26,174.78	2.49%
Toyota	Tacoma	$26,689.83	$26,152.72	2.05%
Chevrolet	Malibu	$24,964.38	$24,179.66	3.25%

MAKE	MODEL	Rank 09/09	Rank 08/09	Rank 09/08	% Change from 09/08
	Used Cars				
Ford	F-150	1	1	2	20.21%
BMW	3-Series	2	2	1	-3.23%
Chevrolet	Silverado 1500	3	3	4	18.94%
Ford	Mustang	4	4	3	-0.73%
Ford	F-250	5	7	10	45.15%
Honda	Accord	6	5	5	-2.98%
Dodge	Ram 1500	7	8	8	10.02%
Honda	Civic	8	6	6	-9.48%
Infiniti	G35/G37	9	10	7	-12.51%
Chevrolet	Tahoe	10	11	14	14.21%
Jeep	Wrangler	11	9	13	10.24%
Chevrolet	Silverado 2500	12	13	22	41.33%
Dodge	Ram 2500	13	15	21	33.54%
Nissan	Altima	14	12	9	-6.00%
BMW	5-Series	15	16	11	-2.52%
Toyota	Tacoma	16	14	15	6.70%
Jeep	Grand Cherokee	17	18	12	-9.40%
Audi	A4	18	17	16	2.41%
Ford	Explorer	19	20	17	-4.45%
Volkswagen	Jetta	20	19	18	-3.35%

MAKE	MODEL	Avg Price - 09/09	Avg Price - 09/08	Change from 09/08
	Used Cars			
Ford	F-150	$19,330.77	$16,122.01	19.90%
BMW	3-Series	$26,862.47	$28,111.59	-4.44%
Chevrolet	Silverado 1500	$18,837.25	$16,281.07	15.70%
Ford	Mustang	$17,462.29	$16,977.15	2.86%
Ford	F-250	$23,084.53	$20,396.97	13.18%
Honda	Accord	$15,635.94	$16,728.57	-6.53%
Dodge	Ram 1500	$17,346.17	$14,532.77	19.36%
Honda	Civic	$13,570.37	$15,210.89	-10.79%
Infiniti	G35/G37	$22,970.13	$22,541.24	1.90%
Chevrolet	Tahoe	$24,196.61	$19,375.85	24.88%
Jeep	Wrangler	$19,278.46	$17,095.55	12.77%
Chevrolet	Silverado 2500	$22,066.60	$19,543.53	12.91%
Dodge	Ram 2500	$23,411.63	$20,606.77	13.61%
Nissan	Altima	$14,522.62	$15,355.78	-5.43%
BMW	5-Series	$31,968.90	$32,155.97	-0.58%
Toyota	Tacoma	$19,283.26	$18,572.46	3.83%
Jeep	Grand Cherokee	$15,927.44	$14,396.21	10.64%
Audi	A4	$20,448.64	$21,940.88	-6.80%
Ford	Explorer	$15,362.39	$13,553.69	13.34%
Volkswagen	Jetta	$12,793.13	$14,517.67	-11.88%

MAKE	MODEL	Rank 09/09	Rank 08/09	Rank 09/08	% Change from 09/08
	Certified Pre-Owned				
BMW	3-Series	1	1	1	-11.64%
Honda	Accord	2	2	2	-25.27%
Chevrolet	Silverado 1500	3	4	3	0.45%
Ford	F-150	4	3	5	13.23%
Toyota	Tundra	5	6	19	88.14%
Chevrolet	Tahoe	6	5	6	6.64%
Audi	A4	7	8	7	-10.11%
BMW	5-Series	8	12	8	-12.88%
Toyota	Camry	9	11	9	-12.29%
Honda	Civic	10	9	4	-36.72%
Toyota	Tacoma	11	10	10	1.45%
Acura	TL	12	14	13	9.89%
Ford	Mustang	13	7	12	1.77%
Toyota	Highlander	14	13	17	9.32%
Mercedes-Benz	C-Class	15	18	24	17.85%
Mercedes-Benz	E-Class	16	16	14	-8.83%
Toyota	4Runner	17	15	25	17.56%
GMC	Sierra	18	25	36	26.65%
Volkswagen	Jetta	19	19	18	-13.27%
Acura	MDX	20	23	26	1.78%

MAKE	MODEL	Avg Price - 09/09	Avg Price - 09/08	Change from 09/08
	Certified Pre-Owned			
BMW	3-Series	$31,721.39	$32,676.76	-2.92%
Honda	Accord	$18,252.66	$18,849.25	-3.17%
Chevrolet	Silverado 1500	$23,201.61	$19,558.43	18.63%
Ford	F-150	$23,810.65	$19,860.29	19.89%
Toyota	Tundra	$25,110.25	$21,592.98	16.29%
Chevrolet	Tahoe	$31,187.80	$25,836.18	20.71%
Audi	A4	$25,681.61	$26,373.95	-2.63%
BMW	5-Series	$37,030.82	$36,582.69	1.22%
Toyota	Camry	$19,086.10	$19,435.97	-1.80%
Honda	Civic	$16,858.28	$17,736.60	-4.95%
Toyota	Tacoma	$22,961.46	$21,296.41	7.82%
Acura	TL	$26,131.09	$25,533.74	2.34%
Ford	Mustang	$20,286.84	$19,421.48	4.46%
Toyota	Highlander	$23,967.91	$22,157.60	8.17%
Mercedes-Benz	C-Class	$29,673.12	$27,067.72	9.63%
Mercedes-Benz	E-Class	$36,849.93	$37,103.09	-0.68%
Toyota	4Runner	$24,619.79	$21,415.07	14.96%
GMC	Sierra	$23,985.49	$20,045.24	19.66%
Volkswagen	Jetta	$16,043.92	$16,688.99	-3.87%
Acura	MDX	$29,665.35	$25,884.85	14.61%

Top 10 Most Viewed New Vehicle Manufacturers

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

Chevrolet	1	1	11.28%
Ford	2	4	19.76%
Toyota	3	3	3.99%
Honda	4	5	5.28%
Nissan	5	6	9.96%
Dodge	6	2	-43.56%
Hyundai	7	9	43.66%
BMW	8	20	46.88%
Kia	9	10	282.75%
GMC	10	16	11.93%

SOURCE AutoTrader.com

SOURCE: AutoTrader.com

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

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