Ford and Chevrolet Claim Top Five Spots on AutoTrader.com's Monthly New Car Top 20, Four of Top Five Spots on Used Top 20

Market Demand Pushed Searches, Average Prices for New and Used Trucks in October

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ATLANTA, Nov. 4 / PRNewswire/ -- Ford and Chevrolet were the big winners in activity on AutoTrader.com in October. Models from the two brands captured all of the top 5 spots on AutoTrader.com's monthly Trend Engine report of the 20 most-viewed new vehicles on the site. Chevrolet and Ford were also the No. 1 and No. 2 most-viewed brands of new cars, respectively, on AutoTrader.com for the month.

"Both Ford and Chevy are riding waves of great publicity fueled by high reliability rankings, innovative marketing campaigns, incentives like the GM 60-day guarantee program and strong products," said AutoTrader.com President and CEO Chip Perry. "Consumers are responding to these messages and giving these cars a good look on our site, which should result in continued positive results for these brands."

New and Used Trucks Continue Rebound

The Ford F-150 nabbed the No. 1 spots on both the new and used most-viewed lists on AutoTrader.com in October, marking a continued resurgence for both new and used trucks and SUVs that has resulted in rising prices and tight inventories of these vehicles. All trucks and SUVs in both the Top 20 new and used lists saw average price increases month over month.

On the new vehicle list, average prices for trucks and SUVs in October increased by mostly single digit percentages compared to September, except for the new Ford F-150, which saw an almost 20% average price increase month over month, and the new Chevrolet Silverado, which saw almost a 14% average price increase month over month.

On the used vehicle list, almost every truck and SUV registered double digit price increases in October compared to September, with the used Chevrolet Tahoe leading the used-vehicle average price increases, up 27% month over month. Used Ford F-150s and used Dodge Rams also saw month over month average price increases of more than 20%.

"There continues to be renewed interest in these larger vehicles from consumers who need these vehicles for their work, because they have large families or some other true utility reason," said Perry. "In the past two years, record gas prices and a challenged economy caused many of these people to put off purchase of a new or used truck or SUV. But for car buyers who really need large vehicles, they can only put off the purchase for so long. This rising demand coupled with low inventories could lead to continued price increases on these vehicles over the coming months."

New Muscle Cars Remain Hot

On AutoTrader.com's most-viewed new car list, muscle cars remained popular, with some clocking big jumps in views month over month. In October, the new Chevrolet Camaro dropped from the No. 1 most-viewed spot, which it had held since April of this year, to No. 2. The new Ford Mustang came in at No. 3 in October, down from No. 2 in September.

Other muscle cars saw big jumps in views. The new Chevrolet Corvette grabbed the No. 5 most-viewed spot in October, up from No. 13 in September of this year. The new

Dodge Challenger also saw a big gain, entering the new-vehicle top 20 list at No. 11, up from No. 25 in September.

"Manufacturers have really hit on something with these vehicles," said Perry. "Perhaps they are a throw back to simpler times and people are reacting to that or there's a segment of the population that's tired of denying themselves fun and exciting things due to the recession. Whatever the reason, people are looking at these cars on our site and sales have been correspondingly strong."

Another Jump in AutoTrader.com Traffic

Renewed interest in both new and used cars among consumers, coupled with strong marketing campaigns promoting the AutoTrader.com brand, have resulted in another year-over-year traffic increase to the site. In October, AutoTrader.com logged 13.6 million unique monthly visitors, up 6% from the 12.9 million unique monthly visitors to the site in October of 2008. Also in October, two of the MLB teams that AutoTrader.com sponsors - the New York Yankees and the Philadelphia Phillies - made it to the World Series, which generated more than 75M additional consumer impressions.

"Our site traffic has continued to increase compared to last year and we believe that trend will continue as car shoppers migrate to the internet to shop for and compare vehicles," said Perry. "Consumers tell us over and over that the internet is the No. 1 medium from which they get information about vehicles and find dealers they want to do business with. We'll continue to work on solutions that make the vehicle shopping process easy for consumers while also making it easier and more efficient for dealers and private sellers to market their vehicles to the millions of people visiting our site every month."

About AutoTrader.com

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MAKE
        MODEL Rank Rank Avg Price Avg Price Change from
         10/09 9/09 10/08 - 10/09 - 10/08
                                        10/08
NEW
FORD
        F-150
              1
                       3
                           $36,135
                                   $30,150
                                            19.85%
                                            N/A
CHEVROLET CAMARO
                     2
                            N/A
                                 $35,029
                                                  N/A
                         1
FORD
        MUSTANG 3
                      2
                         15
                              $32,657
                                       $31.473
                                                3.76%
CHEVROLET SILVERADO
     1500
            4
                5
                    5
                      $33,436
                                $29,341
                                         13.96%
CHEVROLET CORVETTE 5
                         13
                              41
                                  $62,178
                                           $61,127
                                                    1.72%
HONDA
        ACCORD
                  6
                      3
                           1
                              $25,790
                                       $26,330
                                               -2.05%
                  7
                          2
TOYOTA CAMRY
                      9
                              $24,588
                                      $24,060
                                               2.19%
DODGE
        RAM 1500 8
                      14
                           4
                              $34.790
                                       $32.689
                                                6.43%
FORD
        F-250
               9 17
                       37
                           $45,281
                                    $42,290
                                             7.07%
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CHEVROLET TAHOE 10 26 34 \$47,992 \$47,586 0.85% DODGE CHALLEN

-GER 11 25 8 \$37,176 \$35,308 5.29%
HONDA CIVIC 12 6 7 \$20,103 \$20,635 -2.58%
JEEP WRANGLER 13 10 11 \$28,591 \$27,813 2.80%
NISSAN ALTIMA 14 8 6 \$24,512 \$24,781 -1.09%
CHEVROLET EQUINOX 15 22 82 \$27,603 \$26,016 6.10%
TOYOTA TACOMA 16 19 13 \$26,613 \$25,874 2.86%
TOYOTA COROLLA 17 16 10 \$18,237 \$18,961 -3.82%
CHEVROLET MALIBU 18 20 18 \$24,766 \$24,339 1.76%
MERCEDES

-BENZ E Class 19 37 111 \$69,099 \$63,828 8.26% VOLKSWAGEN JETTA 20 12 25 \$22,614 \$22,120 2.23%

MAKE MODEL Rank Rank Rank Avg Price Avg Price Change from 10/09 9/09 10/08 - 10/09 - 10/08 10/08

USED

FORD F-150 1 1 1 \$19,487 \$16,024 21.61% CHEVROLET SILVERADO

1500 2 3 4 \$18,976 \$16,111 17.78%

BMW 3 Series 3 2 3 \$25,041 \$26,182 -4.36%

FORD MUSTANG 4 4 2 \$17,297 \$16,748 3.27%

FORD F-250 5 5 9 \$23,509 \$20,080 17.08%

HONDA ACCORD 6 6 5 \$15,813 \$16,452 -3.89%

DODGE RAM 1500 7 7 7 \$17,604 \$14,413 22.13%

CHEVROLET TAHOE 8 10 12 \$24,444 \$19,238 27.06%

HONDA CIVIC 9 8 6 \$13,674 \$15,026 -9.00%

INFINITI G35/37 10 9 8 \$22,939 \$22,069 3.94%

CHEVROLET SILVERADO

2500 11 12 21 \$22,507 \$19,341 16.37%

DODGE RAM 2500 12 13 20 \$23,788 \$20,482 16.14%

JEEP WRANGLER 13 11 13 \$19,565 \$16,862 16.03%

NISSAN ALTIMA 14 14 11 \$14,512 \$15,087 -3.81%

TOYOTA TACOMA 15 16 15 \$19,392 \$18,284 6.06%

JEEP GRAND

CHEROKEE 16 17 10 \$16,021 \$14,276 12.23%

AUDI A4 17 18 17 \$20,487 \$21,784 -5.96%

BMW 5 Series 18 15 16 \$29,193 \$29,267 -0.26%

FORD EXPLORER 19 19 14 \$15,411 \$13,632 13.05%

TOYOTA CAMRY 20 23 18 \$16,366 \$17,045 -3.98%

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MAKE MODEL Rank Rank Rank Avg Price Avg Price Change from 10/09 9/09 10/08 - 10/09 - 10/08 10/08

CPO

BMW 3 Series 1 1 1 \$31,595 \$32,396 -2.47% HONDA ACCORD 2 2 2 \$18,601 \$18,795 -1.03% CHEVROLET SILVERADO

1500 3 3 \$23,360 \$19,322 20.90%

CHEVROLET TAHOE 4 6 5 \$31,524 \$25,790 22.23% TOYOTA TUNDRA 5 5 13 \$25,289 \$21,718 16.44% FORD F-150 6 4 8 \$23,663 \$19,701 20.11% TOYOTA CAMRY 7 9 7 \$19,011 \$19,284 -1.42% BMW 5 Series 8 8 6 \$36,708 \$36,225 1.33% AUDI A4 9 7 9 \$26,058 \$26,262 -0.77% TOYOTA TACOMA 10 11 10 \$22,689 \$21,089 7.59% HONDA CIVIC 11 10 4 \$16,830 \$17,690 -4.86% ACURA TL 12 12 12 \$26,458 \$25,324 4.48% TOYOTA HIGH -LANDER 13 14 20 \$23,940 \$22,104 8.31% **MERCEDES** -BENZ E Class 14 16 14 \$37,150 \$36,500 1.78% **MERCEDES** -BENZ C Class 15 15 21 \$29,366 \$27,796 5.65% TOYOTA 4RUNNER 16 17 27 \$24,854 \$21,532 15.42% FORD MUSTANG 17 13 16 \$20,233 \$19,132 5.76% HONDA PILOT 18 22 28 \$24,301 \$20,361 19.35% GMC SIERRA 19 18 29 \$24,290 \$19,865 22.28% CHEVROLET IMPALA 20 26 11 \$16,288 \$16,201 0.53%

NEW

CAR Rank Rank BRAND 10/09 10/08

CHEVROLET		1	3	
FORD	2	2		
TOYOTA	3	1		
NISSAN	4	6		
HONDA	5	5		
DODGE	6	4		
GMC	7	8		
MERCEDES-BENZ		8		12
BMW	9	9		
AUDI	10	17		

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