

November Sees Stabilization in New Vehicle Sales as 2009 Winds Down

Certified Pre-Owned Vehicles Continue to See Stronger Pricing as Demand Rises Among Consumers and Supply Shrinks

ATLANTA, Dec. 9 /[PRNewswire](#)/ -- The Ford F-150, one of America's best-selling vehicles, again took the crown as AutoTrader.com's Most Viewed New Vehicle during the month of November. It was followed closely by the two most popular sedans in the United States, the Honda Accord and Toyota Camry. Views for the F-150 were up 15% year-over-year, while average asking prices also increased 15%, going from \$30,813 in November 2008 to \$35,708 in November of this year.

Many manufacturers saw upticks in new vehicle shopping activity during the month on AutoTrader.com. Additionally, asking prices continued to rise as consumers begin to return to the nation's showrooms, lured by exciting new vehicles rather than high-cost rebates and significant dealer discounts.

"After the wild ride of the 2009, manufacturers, dealers and consumers alike are starting to see inventories and prices normalize," said AutoTrader.com President and CEO Chip Perry. "More importantly, consumers are generally beginning to open their wallets again, and are moving forward with that new vehicle purchase that they had been delaying up until now."

In particular, Chevrolet's new Traverse full-size crossover saw a 90% jump in traffic, landing the vehicle at number 17 on the list of 20 Most Viewed New Vehicles on AutoTrader.com during November. Meanwhile, Ford's popular new Fusion midsize sedan saw a 13% increase in average asking prices, with that average price being \$25,672 for the month of November. The Fusion's popularity pushed it from the No. 23 most-viewed new car on AutoTrader.com in October to the No. 13 most-viewed new car in November.

Other big jumpers on the list included the Ford Escape SUV, up from the No. 29 spot in October to No. 19 in November; the Ford Focus, up from No. 32 in October to No. 13 in November; the Chevy Malibu, up from No. 19 in October to No. 10 in November; and the Toyota Corolla, up from No. 18 in October to No. 6 in November.

CPO Prices Continue to Rise

Among Certified Pre-Owned vehicles, prices rose significantly year-over-year among trucks and SUVs. The Chevrolet Tahoe SUV, for example, saw a 23% jump in average asking price, going from \$24,496 in November of 2008 to \$31,445 in November 2009. These increases were found in trucks from both foreign and domestic makes, such as the Toyota Tundra pick-up, which recorded an almost 19% increase in average asking price, going from \$21,284 last year to \$25,268 in 2009.

"As awareness of Certified Pre-Owned programs and the benefits offered continues to grow, a greater number of consumers will continue to opt for these vehicles in lieu of a traditional used or new vehicle," said Perry. "At the same time, because many CPO vehicles are off-lease cars and a lot of the leasing activity dried up as a result of the credit crunch or the past two years, there are fewer cars available via this channel. As a result of these trends, we may see continued increases in the prices for CPO cars."

AutoTrader.com Site Traffic Continues to Rise

Further evidence of a general stabilization of the marketplace was shown by continued increase in traffic to AutoTrader.com in November. Traffic on AutoTrader.com increased by 5% year-over-year during November, reaching a total of 13.5 million visitors during the month. Site traffic to AutoTrader.com has been steadily trending upward throughout 2009, despite the turmoil recorded in the automotive industry.

"The migration of shoppers to the Internet to search for new and used vehicles, combined with the general recovery of the automotive marketplace, is a boon for both manufacturers and dealers," said Perry. "The Internet offers both the OEM and the retailer an effective, efficient way to reach the largest number of in-market shoppers at any given moment with the latest information consumers seek when making a purchase."

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	Change				11/08
		Rank	Rank	Rank	from	
		11/09	10/09	11/08		

New Cars						

Ford	F-150	1	1	3	15.20%	

Honda	Accord	2	6	1	N/A	

Toyota	Camry	3	7	2	-24.83%	

Chevrolet	Silverado 1500	4	4	8	4.95%	

Honda	Civic	5	13	4	-19.69%	

Toyota	Corolla	6	18	6	-5.51%	

Chevrolet	Camaro	7	2	N/A	N/A	

Ford	Mustang	8	3	14	10.40%	

Nissan	Altima	9	15	5	-34.65%	

Chevrolet	Malibu	10	19	13	0.34%	

Dodge	Ram 1500	11	8	7	-30.92%	

Ford	Fusion	12	23	19	0.92%	

Ford	Focus	13	32	15	-8.92%	

Toyota	Tacoma	14	17	12	-13.35%	

Ford	F-250	15	9	42	59.04%	

BMW	3-Series	16	21	22	0.57%
Chevrolet	Traverse	17	30	65	90.46%
Jeep	Wrangler	18	14	18	-17.41%
Ford	Escape	19	29	23	-7.10%
Volkswagen	Jetta	20	22	21	-9.48%

Change					
Avg Price- Avg Price- from					
MAKE	MODEL	11/09	11/08	11/08	
New Cars					
Ford	F-150	\$35,708.00	\$30,813.99	15.88%	
Honda	Accord	\$25,858.32	\$26,223.07	N/A	
Toyota	Camry	\$24,505.63	\$24,151.05	1.47%	
Chevrolet	Silverado 1500	\$33,847.56	\$29,986.40	12.88%	
Honda	Civic	\$20,032.56	\$20,599.81	-2.75%	
Toyota	Corolla	\$18,200.67	\$18,882.59	-3.61%	
Chevrolet	Camaro	\$34,381.57	N/A	N/A	
Ford	Mustang	\$32,517.17	\$31,542.37	3.09%	
Nissan	Altima	\$24,853.35	\$24,721.40	0.53%	
Chevrolet	Malibu	\$24,675.00	\$24,336.84	1.39%	
Dodge	Ram 1500	\$33,858.20	\$33,671.48	0.55%	
Ford	Fusion	\$25,672.15	\$22,681.07	13.19%	
Ford	Focus	\$18,629.91	\$18,043.70	3.25%	
Toyota	Tacoma	\$26,551.05	\$25,603.97	3.70%	
Ford	F-250	\$45,530.61	\$42,271.31	7.71%	
BMW	3-Series	\$53,236.11	\$55,563.05	-4.19%	
Chevrolet	Traverse	\$35,664.60	\$35,960.45	-0.82%	
Jeep	Wrangler	\$28,571.98	\$27,769.42	2.89%	
Ford	Escape	\$26,691.85	\$25,688.63	3.91%	
Volkswagen	Jetta	\$22,798.75	\$22,298.63	2.24%	

		Change				
		Rank	Rank	Rank	from	
MAKE	MODEL	11/09	10/09	11/08	11/08	
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Used Cars						

Ford	F-150	1	1	1	0.16%	
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BMW	3-Series	2	3	2	-2.65%	
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Chevrolet	Silverado 1500	3	2	3	2.49%	
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Ford	Mustang	4	4	4	-7.19%	
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Ford	F-250	5	5	10	27.21%	
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Honda	Accord	6	6	6	-4.76%	
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Dodge	Ram 1500	7	7	5	-9.97%	
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Chevrolet	Tahoe	8	8	9	2.50%	
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Honda	Civic	9	9	8	-7.55%	
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Chevrolet	Silverado 2500	10	11	17	32.09%	
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Infiniti	G35/G37	11	10	7	-22.28%	
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Dodge	Ram 2500	12	12	19	23.94%	
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Jeep	Wrangler	13	13	13	1.39%	
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BMW	5-Series	14	18	12	-3.27%	
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Nissan	Altima	15	14	16	3.64%	
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Toyota	Tacoma	16	15	15	0.26%	
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Jeep	Grand Cherokee	17	16	11	-19.69%	
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Ford	Explorer	18	19	14	-16.58%	
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Audi	A4	19	17	18	-3.43%	
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Toyota	Camry	20	20	20	-2.94%	

		Change		
		Avg Price-	Avg Price-	from
MAKE	MODEL	11/09	11/08	11/08

Used Cars					
MAKE	MODEL	Current Price	Previous Price	Change	
Ford	F-150	\$19,477.11	\$15,806.65	23.22%	
BMW	3-Series	\$26,400.55	\$27,163.37	-2.81%	
Chevrolet	Silverado 1500	\$19,000.23	\$15,832.91	20.00%	
Ford	Mustang	\$17,083.18	\$16,476.25	3.68%	
Ford	F-250	\$23,507.96	\$19,800.56	18.72%	
Honda	Accord	\$15,849.22	\$16,013.08	-1.02%	
Dodge	Ram 1500	\$17,627.61	\$14,251.32	23.69%	
Chevrolet	Tahoe	\$24,487.20	\$19,136.51	27.96%	
Honda	Civic	\$13,721.68	\$14,679.59	-6.53%	
Chevrolet	Silverado 2500	\$22,672.62	\$19,287.25	17.55%	
Infiniti	G35/G37	\$22,716.54	\$21,290.33	6.70%	
Dodge	Ram 2500	\$24,005.32	\$20,264.62	18.46%	
Jeep	Wrangler	\$19,511.67	\$16,574.66	17.72%	
BMW	5-Series	\$31,124.98	\$30,805.22	1.04%	
Nissan	Altima	\$14,340.54	\$14,617.76	-1.90%	
Toyota	Tacoma	\$19,322.83	\$17,870.12	8.13%	
Jeep	Grand Cherokee	\$16,110.25	\$14,122.53	14.07%	
Ford	Explorer	\$15,552.46	\$13,665.06	13.81%	
Audi	A4	\$20,475.27	\$21,350.65	-4.10%	
Toyota	Camry	\$16,258.50	\$16,668.21	-2.46%	

Change					
MAKE	MODEL	Rank 11/09	Rank 10/09	Rank 11/08	Change from 11/08
Certified Pre-Owned					
BMW	3-Series	1	1	1	-3.21%
Honda	Accord	2	2	3	-0.58%
Chevrolet	Silverado 1500	3	3	2	-12.65%

Chevrolet	Tahoe	4	4	4	4.03%
Toyota	Tundra	5	5	10	20.85%
Toyota	Camry	6	7	7	7.29%
Ford	F-150	7	6	6	-4.59%
BMW	5-Series	8	8	8	-5.57%
Honda	Civic	9	11	5	-17.33%
Toyota	Tacoma	10	10	9	-2.94%
Audi	A4	11	9	11	-5.35%
Acura	TL	12	12	15	-6.82%
Mercedes-Benz	E-Class	13	14	13	-12.10%
Toyota	Highlander	14	13	19	3.89%
Ford	Mustang	15	17	17	-7.65%
Chevrolet	Impala	16	20	14	-20.29%
GMC	Sierra 1500	17	19	27	12.69%
Honda	Pilot	18	18	37	29.77%
Mercedes-Benz	C-Class	19	15	16	-13.70%
Chevrolet	Malibu	20	24	20	-4.35%

MAKE	MODEL	Change		
		Avg Price- 11/09	Avg Price- 11/08	from 11/08
Certified Pre-Owned				
BMW	3-Series	\$31,468.69	\$31,806.70	-1.06%
Honda	Accord	\$18,595.64	\$18,466.44	0.70%
Chevrolet	Silverado 1500	\$23,342.89	\$19,075.25	22.37%
Chevrolet	Tahoe	\$31,445.95	\$25,496.68	23.33%
Toyota	Tundra	\$25,268.36	\$21,284.21	18.72%

Toyota	Camry	\$18,767.57	\$18,907.13	-0.74%
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Ford	F-150	\$23,766.68	\$19,533.47	21.67%
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BMW	5-Series	\$36,426.37	\$35,210.21	3.45%
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Honda	Civic	\$16,659.12	\$17,333.29	-3.89%
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Toyota	Tacoma	\$22,538.61	\$20,740.88	8.67%
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Audi	A4	\$26,310.87	\$25,887.42	1.64%
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Acura	TL	\$26,759.31	\$24,923.00	7.37%
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Mercedes-				
Benz	E-Class	\$37,705.90	\$35,289.45	6.85%
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Toyota	Highlander	\$24,016.87	\$21,964.80	9.34%
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Ford	Mustang	\$20,195.67	\$18,645.64	8.31%
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Chevrolet	Impala	\$16,172.92	\$15,827.25	2.18%
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GMC	Sierra 1500	\$24,324.96	\$19,749.25	23.17%
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Honda	Pilot	\$24,501.48	\$20,422.61	19.97%
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Mercedes-				
Benz	C-Class	\$29,107.50	\$27,110.22	7.37%
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Chevrolet	Malibu	\$15,987.76	\$14,944.46	6.98%
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TOP-VIEWED BRANDS	Rank 11/09	Rank 11/08
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Ford	1	3
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Chevrolet	2	2
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Toyota	3	1
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Honda	4	4
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Nissan	5	6
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Dodge	6	5
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Mercedes-Benz	7	8
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GMC	8	10
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Hyundai	9	7
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SOURCE: AutoTrader.com

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

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