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

PRNewswire ATLANTA

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 Rank Rank Rank from MODEL 11/09 10/09 11/08 11/08				
	New Cars					
	F-150	1 1 3 15.20%				
Honda	Accord	2 6 1 N/A				
Toyota		3 7 2 -24.83%				
Chevrolet		500 4 4 8 4.95%				
		5 13 4 -19.69%				
Toyota	Corolla	6 18 6 -5.51%				
		7 2 N/A N/A				
Ford	Mustang	8 3 14 10.40%				
		9 15 5 -34.65%				
		10 19 13 0.34%				
Dodge		11 8 7 -30.92%				
Ford	Fusion	12 23 19 0.92% 				
		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%

\$25,858.32 \$26,223.07 N/A Honda Accord

Toyota Camry \$24,505.63 \$24,151.05 1.47%

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Silverado 1500 \$33,847.56 \$29,986.40 12.88% Chevrolet

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Honda Civic \$20,032.56 \$20,599.81 -2.75%

Corolla Toyota \$18,200.67 \$18,882.59 -3.61%

Chevrolet \$34,381.57 N/A N/A Camaro

\$32,517.17 \$31,542.37 3.09% Ford Mustang

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\$24,853.35 \$24,721.40 0.53% Nissan Altima

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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%

\$18,629.91 \$18,043.70 3.25% Ford Focus

Toyota \$26,551.05 \$25,603.97 3.70% Tacoma

Ford F-250 \$45,530.61 \$42,271.31 7.71%

BMW

\$53,236.11 \$55,563.05 -4.19% 3-Series

Chevrolet Traverse

\$35,664.60 \$35,960.45 -0.82% -----

Wrangler \$28,571.98 \$27,769.42 2.89% Jeep

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 -----**Used Cars** -----Ford F-150 1 1 1 0.16% -------- --- ---2 3 2 -2.65% **BMW** 3-Series ------ --- ---Chevrolet Silverado 1500 3 2 3 2.49% ---------- --- ---Ford Mustang 4 4 4 -7.19% ------- --- ---Ford F-250 5 5 10 27.21% ----6 6 6 -4.76% Honda Accord -------- --- ---Ram 1500 7 7 5 -9.97% Dodge -------- ---Chevrolet Tahoe 8 8 9 2.50% -------- --- ---9 9 8 -7.55% Honda Civic ------- --- ---Chevrolet Silverado 2500 10 11 17 32.09% ----- --- --- ---Infiniti G35/G37 11 10 7 -22.28% _____ -----Ram 2500 12 12 19 23.94% Dodge --- ---Wrangler 13 13 13 Jeep 1.39% ----_____ **BMW** 5-Series 14 18 12 -3.27% -----15 14 16 Nissan Altima 3.64% -------- ---Tacoma 16 15 15 0.26% Toyota -----Grand Cherokee 17 16 11 -19.69% Jeep ----Ford Explorer 18 19 14 -16.58% ------- --- ---Audi Α4 19 17 18 -3.43% ------- --- ----20 20 20 -2.94% Camry Toyota

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Avg Price- Avg Price- from

MAKE MODEL 11/09 11/08 11/08

Used Cars

Ford F-150 \$19,477.11 \$15,806.65 23.22%

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BMW 3-Series \$26,400.55 \$27,163.37 -2.81%

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Chevrolet Silverado 1500 \$19,000.23 \$15,832.91 20.00%

Ford Mustang \$17,083.18 \$16,476.25 3.68%

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Ford F-250 \$23,507.96 \$19,800.56 18.72%

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Honda Accord \$15,849.22 \$16,013.08 -1.02%

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Dodge Ram 1500 \$17,627.61 \$14,251.32 23.69%

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Chevrolet Tahoe \$24,487.20 \$19,136.51 27.96%

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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%

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BMW 5-Series \$31,124.98 \$30,805.22 1.04%

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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%

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Ford Explorer \$15,552.46 \$13,665.06 13.81%

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Audi A4 \$20,475.27 \$21,350.65 -4.10%

Toyota Camry \$16,258.50 \$16,668.21 -2.46%

Change

Rank Rank Rank from

MAKE MODEL 11/09 10/09 11/08 11/08

Certified Pre-Owned

BMW 3-Series 1 1 1 -3.21%

 Honda	Accord	2 2 3 -0.58%
Chevrolet	Silverado 1	 500
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		13 14 13 -12.10%
Toyota	=	14 13 19 3.89%
 Ford 	Mustang	15 17 17 -7.65%
Chevrolet		16 20 14 -20.29%
GMC		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%

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	\$31,445.95 \$25,496.68 23.33% 			
	\$25,268.36 \$21,284.21 18.72%			
Toyota Camry	\$18,767.57 \$18,907.13 -0.74%			
Ford F-150	\$23,766.68 \$19,533.47 21.67%			
BMW 5-Series	\$36,426.37 \$35,210.21 3.45%			
Honda Civic	\$16,659.12 \$17,333.29 -3.89%			
Toyota Tacoma	\$22,538.61 \$20,740.88 8.67%			
Audi A4	\$26,310.87 \$25,887.42 1.64%			
Acura TL	\$26,759.31 \$24,923.00 7.37%			
Mercedes-				
	\$37,705.90 \$35,289.45 6.85% 			
Toyota Highland	er \$24,016.87 \$21,964.80 9.34%			
Ford Mustang	\$20,195.67 \$18,645.64 8.31% 			
Chevrolet Impala	\$16,172.92 \$15,827.25 2.18%			
GMC Sierra 15	500 \$24,324.96 \$19,749.25 23.17% 			
Honda Pilot	\$24,501.48 \$20,422.61 19.97%			
Mercedes-				
Benz C-Class	\$29,107.50 \$27,110.22 7.37% 			
Chevrolet Malibu	\$15,987.76 \$14,944.46 6.98% 			

TOP-VIEWED Rank Rank BRANDS 11/09 11/08						
Ford	1 3					
Chevrolet	2 2					
Toyota	3 1					
Honda	4 4					
Nissan	5 6					
Dodge	6 5					
Mercedes-Benz 7 8						

GMC	8	10
Hyundai	9	7
BMW	10	12

SOURCE: AutoTrader.com

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

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