

## **Chevy Takes Top New Car Spots on AutoTrader.com Year-End Report; Ford F-150 Reclaims Top Used Car Spot; Kia, Hyundai Benefit From Aggressive Marketing**

**AutoTrader.com 2009 Year-End Trend Engine Report Shows Consumers Returning to Larger Cars in Year of Moderating Gas Prices**

PRNewswire  
ATLANTA

ATLANTA, Dec. 16 [/PRNewswire/](#) -- Chevy was a big winner in the new car space during 2009, with the Chevy Camaro capturing the No. 1 most-viewed new car spot in 2009 and Chevy ranking as the most-viewed new vehicle brand on AutoTrader.com in 2009, according to the Year-End AutoTrader.com Trend Engine Report. The Camaro grabbed the No. 1 most viewed spot from 2008's most-viewed vehicle, the new Honda Accord, which fell from No. 1 in 2008 to No. 4 in 2009. Rounding out the top five most-viewed new vehicles on AutoTrader.com in 2009 were the Ford F-150 at No. 2, the Ford Mustang at No. 3 and the Chevy Silverado at No. 5.

The biggest new-car jump on the AutoTrader.com top 20 new car list was the redesigned Nissan 370Z, which jumped from No. 96 in 2008 to No. 19 in 2009. Other year-over-year new-car jumps were made by the Dodge Challenger, up from No. 29 in 2008 to No. 10 in 2009 and the Volkswagen Jetta, up from No. 32 in 2008 to No. 18 in 2009.

In a tough year for new car sales and marketing, Hyundai and Kia made aggressive marketing moves that paid off in increased views of their brands on AutoTrader.com's new car top 20. Kia increased its placement on AutoTrader.com's new-car brand list from No. 20 in 2008 to No. 14 in 2009. Hyundai made a smaller move up on the new-car brand list, from No. 11 in 2008 to No. 9 in 2009.

In the used car space, the Ford F-150 pickup truck reclaimed the No. 1 most-viewed spot for the year and Ford was the No. 1 brand of used vehicles viewed on AutoTrader.com this year. Rounding out the top five used cars viewed on the site in 2009 are the BMW 3 Series at No. 2 (down from No. 1 in 2008), the Chevy Silverado 1500 at No. 3, the Ford Mustang at No. 4 and the Honda Accord at No. 5.

### **Larger Vehicles Regained Popularity in 2009**

And in a variety of criteria - including models, engine size and body styles - new and used vehicle shopping activity on AutoTrader.com showed a move back to larger vehicles in 2009, following gas price spikes in 2008 that resulted in dramatic increases in shopping activity for smaller, more fuel efficient vehicles.

"Comparing 2009 to 2008, we see increases in shopping activity for trucks and SUVs, larger engines and specific models that have lower miles per gallon," said AutoTrader.com President and CEO Chip Perry. "There's definitely a correlation between gas prices and the kinds of cars Americans shop for. However, as more Americans recognize that gas prices likely will continue to rise for years to come and manufacturers start making smaller, fuel-efficient cars that appeal to more buyers and meet their lifestyle needs, we may see continued embrace of smaller models going forward."

In the used car space specifically, many larger vehicles that saw drops in activity in 2008 as many shoppers shunned larger vehicles increased their position on AutoTrader.com's used car list in 2009. These include the used Jeep Wrangler, up from No. 15 in 2008 to No. 11 in 2009; the used Dodge Ram 2500, up from No. 25 in 2008 to No. 18 in 2009; and the Ford F-250, up from No. 12 in 2008 to No. 8 in 2009.

"For many vehicle shoppers, a larger car is a necessity because their family size or job requires a larger vehicle," said Perry. "In 2008, these buyers held onto their vehicles and sat out the market. They look to have returned in 2009, pushing these larger vehicles back up in popularity."

#### **AutoTrader.com Traffic Outpaces Industry**

While 2009 was a challenging year in both new and used car sales, AutoTrader.com continued to grow its site traffic. In 10 out of 12 months during 2009, AutoTrader.com's site traffic surpassed its traffic in the same months in 2008. The company also recorded record site traffic of 16.1 million unique monthly visitors in June month and for most of 2009, surpassed 15 million unique monthly visitors.

According to Perry, AutoTrader.com's increased traffic during 2009 can be attributed to several factors. Those include continued migration of auto shoppers from traditional media to on-line auto shopping; pent up demand as buyers hold back on purchases but continue to shop while awaiting better economic news; and AutoTrader.com's own marketing efforts, which include advertising, key sponsorships and auto show appearances.

"I do believe that we'll see many people who are currently shopping on our site begin to visit showrooms ready to buy in 2010," said Perry.

#### **Top 20 Most Viewed New Vehicles on AutoTrader.com**

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Make	Model	2009 Rank	2008 Rank
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Chevy	Camaro	1	N/A
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Ford	F-150	2	5
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Ford	Mustang	3	7
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Honda	Accord	4	1
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Chevy	Silverado	5	3
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BMW	3 Series	6	12
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Honda	Civic	7	4
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Toyota	Camry	8	2
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Dodge	Ram 1500	9	8
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Dodge	Challenger	10	29
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Jeep	Wrangler	11	11
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Nissan	Altima	12	6
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Chevy	Corvette	13	21
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Toyota	Corolla	14	9
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Ford	F-250	15	39
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Toyota	Tacoma	16	10
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Ford	Fusion	17	26
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Volkswagen	Jetta	18	32
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Nissan	350/370 Z	19	96
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Chevy	Malibu	20	16
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#### Top 20 Most Viewed Used Vehicles on AutoTrader.com

Make	Model	2009 Rank	2008 Rank
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Ford	F-150	1	2
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BMW	3 Series	2	1
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Chevy	Silverado 1500	3	4
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Ford	Mustang	4	3
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Honda	Accord	5	6
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Honda	Civic	6	5
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Dodge	Ram 1500	7	8
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Ford	F-250	8	12
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Infiniti	G35/37	9	7
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Chevy	Tahoe	10	14
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Jeep	Wrangler	11	15
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Nissan	Altima	12	9
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BMW	5 Series	13	10
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Jeep	Grand Cherokee	14	11
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Chevy	Silverado 2500	15	22
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Toyota	Tacoma	16	13
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Audi	A4	17	17
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Dodge	Ram 2500	18	25
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Ford	Explorer	19	19
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Volkswagen	Jetta	20	16
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# Top Viewed New Vehicle Brands on AutoTrader.com

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Brand	Rank in 2009	Rank in 2008
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Chevy	1	1
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Ford	2	3
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Toyota	3	2
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Nissan	4	6
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Honda	5	4
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Dodge	6	5
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Mercedes-Benz	7	8
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BMW	8	10

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Hyundai	9	11
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GMC	10	9
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Volkswagen	11	14
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Jeep	12	7
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Audi	13	16
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Kia	14	20
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Mazda	15	12
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Pontiac	16	15
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Subaru	17	18
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Cadillac	18	17
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Chrysler	19	13
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Lexus	20	22
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Top Most Viewed Used Vehicle Brands on  
AutoTrader.com

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Brand	Rank in 2009	Rank in 2008
-----	-----	-----
Ford	1	1
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Chevy	2	2
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Toyota	3	3
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BMW	4	5
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Honda	5	4
-----	---	---
Dodge	6	6
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Nissan	7	7
-----	---	---
Mercedes-Benz	8	8
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Jeep	9	9
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Volkswagen	10	10

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GMC	11	15
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Cadillac	12	14
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Lexus	13	13
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Acura	14	11
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Audi	15	17
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Pontiac	16	12
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Mazda	17	16
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Infiniti	18	20
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Chrysler	19	18
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Porsche	20	21
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# Search Activity Percentages by Body Styles, 2009 Compared to 2008

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Type	Rank	% 2009	% 2008
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Sedan	1	31.2	33.3
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SUV	2	22.8	21.6
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Truck	3	17.3	15.7
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Coupe	4	12.3	12.5
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Convertible	5	6.2	5.9
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Hatchback	6	5.0	5.6
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Van	7	3.1	3.2
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Wagon	8	2.0	2.1
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## Search Activity Percentages by Engine Size, 2009 Compared to 2008

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Engine Size	New/Used	% 2009	% 2008
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4 cylinder	Used	27.9	31.0
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6 cylinder	Used	45.8	45.2
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8 cylinder	Used	26.3	23.8
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4 cylinder	New	35.3	38.6
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6 cylinder	New	41.4	42.1
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8 cylinder	New	23.3	19.3
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### 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](http://www.autotrader.com).

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