Several New Cars Benefit from Exposure at Recent Auto Shows

Toyota Maintains Strong Presence on AutoTrader.com Top 20 Lists; AutoTrader.com Hits Record January Traffic

ATLANTA, Feb. 15 /PRNewswire/ -- Revamped versions of several popular cars got boosts in new-car searches on AutoTrader.com in January 2010 compared to their rankings in January 2009, likely as a result of high-profile exposure at recent auto shows and resulting publicity in the automotive and consumer media. The biggest jumper: the revamped Mazda 3, which zoom-zoomed from No. 74 on the list of most-searched new cars in January 2009 to No. 14 in January 2010 after being shown off at the Los Angeles International Auto Show in December.

New versions of the Hyundai Sonata, the Ford Focus and Fusion, and the Chevy Cobalt all also made major jumps following unveils and exposure at either the LA show or at the North American International Auto Show held in Detroit in January.

"The steep jump in searches on AutoTrader.com that cars experience following auto show unveilings and exposure proves the value these shows offer in generating publicity about these new cars and creating interest in them among the car buying public," said AutoTrader.com President and CEO Chip Perry.

Price Is the Story In Used Cars

The continued rise in used car prices was the big news in January on AutoTrader.com. Of the top 20 used cars searched on AutoTrader.com in January, 12 saw double digit percent increases in their average prices compared to January 2009. In all, 18 of the top 20 most-searched used cars on AutoTrader.com saw increases in their average prices in January 2010 compared to January 2009.

The biggest average price increases in January 2010 were on favorites like the used Chevy Tahoe (up 22% compared to January 2009), the used Ford F-150 (up 21% compared to January 2009), the used Chevy Silverado and Dodge Ram (both up about 20%) and the used Jeep Wrangler (up 18%).

"In the used car market we're continuing to see the impact of the reviving market and the tight supply of many used cars," said Perry. "We see signs of resurgence in the new car market, which will help increase the supply of used cars, but demand for used cars is also returning, eating up the supply that is out there and pushing up prices. As a result, used car buyers may continue to be surprised by higher than expected prices when they visit dealer lots."

In some cases, as manufacturers and dealers look to jump start new car sales, shoppers may find prices, financing terms or other specials that make a new car cheaper than a similar late-model used car.

"This is the time when doing research on-line and cross shopping between new and used cars can really benefit car buyers and help them make car buying decisions that best fit their needs and their budgets," said Perry.

Toyota Stays Strong on AutoTrader.com

Across the board, Toyota's recent recall challenges did not impact car shoppers' searches for Toyota vehicles in January when compared to activity on AutoTrader.com in December of 2009 or the previous January.

Compared to December 2009, most new and used Toyota models on AutoTrader.com maintained their rankings or moved down only one spot. The used Toyota Camry actually saw an increase in searches on AutoTrader.com in January 2010 compared to December 2009, moving the car up from No. 23 in December 2009 to No. 19 in

January.

AutoTrader.com's research team has been following activity on Toyota vehicles daily to assess potential impact on car shoppers' interest in Toyota vehicles and so far the news is good for Toyota.

"Through the beginning of February, we've continued to see stability in the supply of Toyota vehicles posted to our site and traffic to those vehicles," said Perry. "Dealers are continuing to advertise new and used Toyota vehicles for sale on our site in normal numbers, we have not seen a jump in private sellers listing Toyotas for sale – meaning people who own them are holding on to them – and visitors to AutoTrader.com continue to review Toyota vehicles as they did before this news broke in late January. We will continue to follow this as it develops and Toyota works to alleviate the problems."

Record January Traffic

AutoTrader.com scored another record traffic month, hitting 15.98 million unique monthly visitors, the highest January traffic in the company's history.

"AutoTrader.com continues to benefit from the movement of new and used car shoppers on-line and the unique environment we've created that allows shoppers to compare cars across multiple categories – new, used, body styles, dealer specials and more," said Perry. "We'll work in 2010 to continue to earn that traffic with exciting new on-line shopping products and functionality that brings car shoppers back over and over and helps the dealers and private sellers listing vehicles for sale on our site sell those cars faster."

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.

NEW MAKE	MODEL	VDP Rank 1/10	VDP Rank 12/09	VDP Rank 1/09	Avg Price -1/10	Avg Price -1/09	Change from 1/09
Ford	F-150	1	1	1	$35,763.12	$32,549.34	9.87%
Chevy	Silverado 1500	2	4	2	$34,293.33	$31,612.56	8.48%
Honda	Accord	3	2	5	$25,879.63	$25,933.89	-0.21%
Toyota	Camry	4	3	14	$24,343.04	$24,226.01	0.48%
Honda	Civic	5	6	8	$19,950.47	$20,843.46	-4.28%
Toyota	Corolla	6	5	30	$18,214.34	$18,750.17	-2.86%
Dodge	RAM1500	7	7	6	$33,794.70	$33,752.11	0.13%
Nissan	Altima	8	9	12	$24,739.43	$24,618.71	0.49%
Chevy	Malibu	9	10	22	$24,472.85	$24,469.77	0.01%
Ford	Focus	10	13	51	$18,527.47	$18,036.00	2.72%
Jeep	Wrangler	11	15	10	$28,872.56	$27,468.21	5.11%

Toyota	Tacoma	12	12	19	$26,294.23	$25,210.87	4.30%
Ford	Fusion	13	16	45	$25,619.41	$22,691.21	12.90%
Mazda	Mazda3	14	19	74	$20,292.07	$18,879.54	7.48%
Ford	F-250	15	11	15	$44,857.99	$42,634.65	5.21%
Chevy	Cobalt	16	29	35	$17,872.42	$17,613.86	1.47%
Hyundai	Sonata	17	24	52	$21,196.04	$21,812.43	-2.83%
Chevy	Camaro	18	14	N/A	$33,822.58	N/A	#DIV/0!
Ford	Mustang	19	17	7	$32,412.23	$32,198.01	0.67%
Volkswagen	Jetta	20	18	28	$23,005.53	$22,527.65	2.12%

USED MAKE	USED MODEL	VDP Rank 1/10	VDP Rank 12/09	VDP Rank 1/09	Avg Price -1/10	Avg Price -1/09	Change from 1/09
Ford	F-150	1	1	1	$19,246.06	$15,853.45	21.40%
Chevy	Silverado 1500	2	3	3	$18,774.74	$15,563.00	20.64%
BMW	3 Series	3	2	2	$25,618.66	$26,463.99	-3.19%
Ford	Mustang	4	4	4	$16,685.10	$15,820.12	5.47%
Ford	F-250	5	5	10	$23,054.49	$19,796.72	16.46%
Honda	Accord	6	7	6	$15,561.01	$15,125.56	2.88%
Dodge	Ram 1500	7	6	5	$17,430.86	$14,452.98	20.60%
Chevy	Tahoe	8	8	9	$23,929.57	$19,606.80	22.05%
Honda	Civic	9	11	8	$13,408.64	$13,686.38	-2.03%
Chevy	Silverado 2500	10	9	19	$22,758.65	$19,309.25	17.86%
Jeep	Wrangler	11	10	13	$19,115.66	$16,149.49	18.37%
Nissan	Altima	12	17	15	$14,095.32	$13,841.24	1.84%
Dodge	Ram 2500	13	12	20	$24,073.66	$20,452.79	17.70%
Infinity	G35/37	14	13	7	$22,052.80	$20,149.26	9.45%
Toyota	Tacoma	15	14	16	$19,044.88	$17,138.61	11.12%
BMW	5 Series	16	15	14	$30,019.34	$29,444.39	1.95%
Ford	Explorer	17	18	12	$15,329.38	$13,629.86	12.47%
Jeep	Grand Cherokee	18	16	11	$16,128.20	$14,080.76	14.54%
Toyota	Camry	19	23	21	$15,758.37	$15,780.34	-0.14%
Toyota	Tundra	20	19	26	$21,830.18	$18,512.55	17.92%

CPO MAKE	CPO MODEL	VDP Rank 1/10	VDP Rank 12/09	VDP Rank 1/09	Avg Price -1/10	Avg Price -1/09	Change from 1/09
BMW	3 Series	1	1	1	$31,684.40	$31,577.02	0.34%
Honda	Accord	2	3	3	$18,249.73	$17,597.15	3.71%
Chevy	Silverado 1500	3	2	2	$23,172.27	$19,094.24	21.36%
Chevy	Tahoe	4	4	5	$31,198.22	$26,731.20	16.71%
Ford	F-150	5	5	4	$23,569.10	$20,336.80	15.89%
BMW	5 Series	6	6	6	$37,335.98	$35,561.12	4.99%
Toyota	Tundra	7	7	8	$24,775.10	$20,978.78	18.10%
Toyota	Camry	8	8	11	$18,223.23	$18,291.62	-0.37%
Honda	Civic	9	10	7	$16,276.75	$16,408.33	-0.80%
Toyota	Tacoma	10	9	10	$22,002.24	$20,112.78	9.39%
Audi	A4	11	11	9	$26,453.99	$24,870.91	6.37%

Acura	TL	12	12	18	$26,977.34	$24,369.39	10.70%
Ford	Mustang	13	18	15	$19,756.31	$17,955.35	10.03%
Mercedes-Benz	E Class	14	13	12	$38,010.36	$33,439.36	13.67%
Toyota	Highlander	15	14	22	$24,064.97	$21,715.52	10.82%
Honda	Pilot	16	22	32	$24,387.16	$20,356.32	19.80%
Toyota	4 Runner	17	16	27	$24,241.79	$21,499.64	12.75%
Chevy	Impala	18	25	13	$16,129.93	$15,180.57	6.25%
Mercedes-Benz	C Class	19	19	19	$29,667.12	$25,840.44	14.81%
GMC	Sierra 1500	20	15	30	$24,183.52	$19,481.03	24.14%

TOP 10 NEW BRANDS VIEWED

	Rank 1/10	Rank 1/09
FORD	1	2
CHEVY	2	1
TOYOTA	3	3
HONDA	4	4
NISSAN	5	6
DODGE	6	5
BMW	7	9
GMC	8	7
HYUNDAI	9	11
MB	10	10

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