AutoTrader.com Cross-shopping Data Shows New Hummer Buyers Up for Grabs if Brand Shuts Down

ATLANTA, March 2 /PRNewswire/ -- With GM's efforts to sell Hummer stalling last week and the brand possibly headed to extinction, Chevrolet may be able capture the largest share of new Hummer buyers based on cross-shopping activity on AutoTrader.com. But many other brands have an opportunity to capture new Hummer buyers too as there is not one cross-shopped brand that new Hummer shoppers look at dramatically more than any other.

According to AutoTrader.com cross-shopping site data, Chevy is the No. 1 new-car brand that site visitors shopping for new Hummer vehicles also looked at, attracting 12.3% of Hummer shoppers. Chevy was the only brand with a double-digit cross shopping percentage.

The top 10 new car brands cross shopped by new Hummer shoppers on AutoTrader.com were:

1. Chevy – 12.3%
2. Ford – 8.8%
3. Dodge – 6.7%
4. Toyota – 6.6%
5. GMC – 6.5%
6. Cadillac – 6.3%
7. Jeep – 5.7%
8. Nissan – 5.5%
9. Mercedes-Benz – 5.2%
10. BMW – 4.9%

That there's no one cross-shopped brand that stands out from the others on AutoTrader.com among Hummer shoppers on the site means several things.

First, it means that Hummer buyers are very loyal and, while representing a small slice of the overall car market, Hummer may be a valuable brand for any last minute buyers who may still step in to save it.

Second, it also means that if the brand does end up being closed, many brands have the opportunity snag those new-vehicle buyers.

"From the list, we see that new-car shoppers who consider Hummer are also considering many brands that offer luxury SUVs and trucks that might work as a substitute if the pipeline of new Hummer vehicles is shut off," said AutoTrader.com President and CEO Chip Perry. "Brands seeking to capture those Hummer customers have a great opportunity to use behaviorally targeted on-line marketing and other marketing channels to expose their brands to these new-vehicle buyers and influence their purchase intent."

For Hummer loyalists looking for potential deals on new Hummers, AutoTrader.com had 272 new Hummer vehicles listed for sale as of Tuesday, March 2. The site also has 5,355 used Hummers listed for sale for shoppers looking for a Hummer if the supply of new Hummers is shut off permanently. AutoTrader.com listings include photos, detailed descriptions and contact information for the dealerships posting the inventory for sale.

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.

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