

Main Street Dealers Feel the Affects of Wall Street Troubles

Shifting Automotive Landscape Marks the Reemergence of the Family Sedan

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ATLANTA, Oct. 7 /[PRNewswire](http://www.prnewswire.com)/ -- September proved to be a brutal market for car sales, with buyers holding off on purchasing a vehicle due to the turmoil on Wall Street. Instead, many turned to fantasy shopping, choosing to research exciting niche vehicles as the Dodge Challenger, Chevrolet Corvette and Jeep Wrangler, according to AutoTrader.com's Trend Engine report highlighting new and used vehicle viewing activity on the site for September. Taken together, these three vehicles make up a very small part of the automotive sales pie, combined representing about 1% of the U.S. market in September 2008. However, they proved to be very popular among AutoTrader.com visitors, with the new Challenger being the most-viewed new vehicle on the site for the month.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080205/CLTU088LOGO>)

"The automotive market is following other segments with a slowdown that will likely last through the end of 2008," said AutoTrader.com President and CEO Chip Perry. "Those in the industry should remember that consumers cannot push off purchasing a vehicle forever, and we should see an increase in sales once confidence in the economy begins to improve."

Half of the 20 most viewed new vehicles on AutoTrader.com for September were either compact or midsize sedans; these cars were joined by 5 pickup trucks. Of note is the Dodge Ram, which saw a 10.6% increase in views as dealerships cleared out the remaining 2008 models and began stocking the all-new 2009 edition. Only one crossover, the Honda CR-V, made the top 20 list, and there were no SUVs.

The newest of the 10 cars on list is the Ford Fusion, which recorded a 25.27% jump in views that moved it from 42nd place last year to 19th this year. All but two of the 10 sedans -- the Toyota Camry and Volkswagen Jetta -- saw average asking prices rise from September 2007, with the Chevrolet Malibu seeing a 20.71% jump and the Toyota Corolla enjoying a 10.5% increase.

"General consumers who do not need a truck seem to be returning to traditional compact and midsize sedans," continued Perry. "Trucks -- especially pickup trucks -- will always have a market, but that market will be more limited to the farmers, contractors and trades people who need them, versus those who have been buying such vehicles purely for personal transportation."

Used Vehicle Sales Also See the Effects of the Economy

Used vehicles continued to see views slide as many of September's car buyers shifting towards new vehicles to take advantage of the generous incentives available on remaining 2008 model year inventory. Asking prices for used cars generally stayed steady, while prices for used trucks and SUVs recorded drops ranging from 3.89% for the Toyota Tacoma pickup to 17.56% for the Dodge Ram pickup. Used Ram pickups were particularly affected by the sizable incentives of upwards of \$6,000 per vehicle offered by the Chrysler Corporation on remaining new 2008 models.

"While gas prices have decreased, consumers should remember that the long-term expectation is that they will soon not only pass \$4 per gallon again, but may even rise well beyond that," said Perry. "Buyers taking advantage of good deals available on SUVs and trucks now should be sure they can afford to fuel up their vehicle regardless of the price of gas at the pump."

AutoTrader.com is the ultimate automotive marketplace with over 3.5 million vehicle listings. Using research gathered by studying the shopping habits of over 14 million unique monthly visitors to the site, many of whom are in-market shoppers looking to complete a vehicle purchase within the next 90 days, AutoTrader.com regularly compiles this data to offer insight into current and emerging sales trends in the automobile industry.

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 more than 3.5 million new, used and certified pre-owned vehicle listings from 40,000 dealers and 250,000 private owners and the site attracts more than 14 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 <http://www.autotrader.com/>.

MAKE	MODEL	Rank 09/08	Rank 09/07	Change from 09/07
Dodge	Challenger	1	N/A	N/A
Chevrolet	Silverado	2	1	-30.81%
Honda	Accord	3	4	3.00%
Toyota	Camry	4	11	28.45%
Ford	Mustang	5	2	-19.74%
Honda	Civic	6	8	9.93%
Nissan	Altima	7	6	-4.51%
Dodge	Ram 1500	8	12	10.60%
Chevrolet	Corvette	9	10	-5.43%
Ford	F-150	10	3	-41.80%
Jeep	Wrangler	11	5	-35.97%
Chevrolet	Malibu	12	117	226.87%
Toyota	Corolla	13	21	19.90%
Toyota	Tacoma	14	15	-6.93%
Volkswagen	Jetta	15	35	38.71%
Ford	Focus	16	65	89.84%
Chevrolet	Cobalt	17	19	-1.59%
GMC	Sierra	18	14	-13.96%
Honda	CR-V	19	22	10.74%
Ford	Fusion	20	42	25.27%

MAKE	MODEL	Avg Price - 09/08	Avg Price - 09/07	Change from 09/07
Dodge	Challenger	\$35,152.69	N/A	N/A
Chevrolet	Silverado	\$29,505.91	\$30,035.58	-1.76%
Honda	Accord	\$26,332.22	\$25,738.66	2.31%
Toyota	Camry	\$24,033.44	\$24,783.03	-3.02%

Ford	Mustang	\$31,152.10	\$29,499.73	5.60%
Honda	Civic	\$20,453.06	\$19,860.25	2.98%
Nissan	Altima	\$24,567.48	\$24,225.29	1.41%
Dodge	Ram 1500	\$31,092.37	\$32,636.96	-4.73%
Chevrolet	Corvette	\$61,033.66	\$59,543.22	2.50%
Ford	F-150	\$30,215.69	\$31,646.21	-4.52%
Jeep	Wrangler	\$27,811.16	\$26,523.75	4.85%
Chevrolet	Malibu	\$24,179.66	\$20,031.28	20.71%
Toyota	Corolla	\$19,040.66	\$17,230.85	10.50%
Toyota	Tacoma	\$26,152.72	\$25,336.80	3.22%
Volkswagen	Jetta	\$21,703.88	\$22,070.75	-1.66%
Ford	Focus	\$18,150.80	\$16,796.02	8.07%
Chevrolet	Cobalt	\$17,404.79	\$15,915.05	9.36%
GMC	Sierra	\$31,708.95	\$32,021.81	-0.98%
Honda	CR-V	\$25,162.04	\$24,916.82	0.98%
Ford	Fusion	\$22,519.22	\$22,074.56	2.01%

Used Cars

MAKE	MODEL	Rank 09/08	Rank 09/07	Change from 09/07
Ford	F-150	1	1	-31.63%
Ford	Mustang	2	2	-29.54%
Chevrolet	Silverado	3	3	-29.53%
Honda	Accord	4	4	-35.03%
Honda	Civic	5	5	-33.07%
Infiniti	G35	6	10	-16.93%
Dodge	Ram 1500	7	6	-28.38%
Nissan	Altima	8	8	-29.84%
Ford	F-250	9	7	-36.69%
Jeep	Grand Cherokee	10	9	-31.80%
Jeep	Wrangler	11	16	-19.41%
Chevrolet	Tahoe	12	11	-30.77%
Toyota	Tacoma	13	12	-36.38%
Audi	A4	14	18	-22.10%
Ford	Explorer	15	13	-37.93%
Volkswagen	Jetta	16	14	-34.11%
Toyota	Camry	17	15	-33.10%
Chevrolet	Corvette	18	20	-23.70%
Dodge	Ram 2500	19	19	-28.80%
Chevrolet	Silverado 2500HD	20	17	-36.72%

MAKE	MODEL	Avg Price - 09/08	Avg Price - 09/07	Change from 09/07
Ford	F-150	\$16,122.01	\$19,470.15	-17.20%
Ford	Mustang	\$16,977.15	\$18,474.35	-8.10%
Chevrolet	Silverado	\$16,281.07	\$19,627.97	-17.05%
Honda	Accord	\$16,728.57	\$16,635.87	0.56%
Honda	Civic	\$15,210.89	\$14,354.12	5.97%
Infiniti	G35	\$21,845.66	\$24,762.33	-11.78%
Dodge	Ram 1500	\$14,532.77	\$17,627.35	-17.56%
Nissan	Altima	\$15,355.78	\$15,461.18	-0.68%
Ford	F-250	\$20,396.97	\$24,781.92	-17.69%
Jeep	Grand Cherokee	\$14,396.21	\$16,838.36	-14.50%
Jeep	Wrangler	\$17,095.55	\$18,683.23	-8.50%
Chevrolet	Tahoe	\$19,375.85	\$23,311.45	-16.88%
Toyota	Tacoma	\$18,572.46	\$19,325.01	-3.89%

Audi	A4	\$21,940.88	\$22,483.31	-2.41%
Ford	Explorer	\$13,553.69	\$16,097.13	-15.80%
Volkswagen	Jetta	\$14,517.67	\$14,380.87	0.95%
Toyota	Camry	\$17,286.49	\$17,020.79	1.56%
Chevrolet	Corvette	\$37,257.66	\$39,834.82	-6.47%
Dodge	Ram 2500	\$20,606.77	\$24,335.10	-15.32%
Chevrolet	Silverado 2500HD	\$19,543.53	\$23,212.13	-15.80%

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