

In First Month on AutoTrader.com, New Chevy Camaro Zooms to Top 5

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In Spite of U.S. Auto Industry Woes, US Brands Hold Majority of [New](#) and Used Spots on [AutoTrader.com](#)'s Monthly Trend Engine Report; Chrysler Brands Dodge & Jeep Hold Strong

ATLANTA, May 6 [/PRNewswire/](#) -- In its first month available for searching on [AutoTrader.com](#), the new 2010 [Chevy Camaro](#) burned rubber into the top 5 new automobiles searched on AutoTrader.com in April, reaching No. 4 on the AutoTrader.com monthly Trend Engine report of the top 20 new and used cars searched on the site. Chevy has aggressively promoted the new Camaro through tie-ins with the Transformers movies, at auto shows across the country and through mass media and on-line marketing, including a feature spot on AutoTrader.com's [New Model Showcase](#). Enthusiasm for the reborn classic muscle car has clearly been stoked.

The Camaro is hitting the market at a time when interest in new sports and muscle [cars](#) seems to be at a high. Of the top 20 [new cars](#) in the April Trend Engine report, seven were sporty, powerful models. In addition to the Camaro, the Nissan GT-R came out of nowhere to hit No. 19 on the top 20 list and the new Nissan 370Z landed at No. 7. The new Dodge Challenger came in at No. 3 and the new Pontiac G8 at No. 14, the same positions they held last month on the top 20 list. The Chevy Corvette reached No. 6 on the list of most searched cars in April, up from No. 32 in April of 2008 and up from No. 9 last month. The new Ford Mustang took the No. 1 spot in April, up from No. 4 in April of 2008 and up from No. 2 last month.

"The drum beat of negative economic news seems to be spurring some fantasy or escapist shopping among the general public," said AutoTrader.com President and CEO Chip Perry. "Manufacturers have done a great job designing, building and marketing some very exciting cars and are getting attention from shoppers on our site. These shoppers will turn into buyers when the economy recovers and, after hunkering down and cutting back for so long, some of them may be more willing to indulge with a sporty car they may not have considered in the past."

The well-publicized challenges of the domestic auto manufacturers have not dented their vehicles' popularity among new or used car shoppers on AutoTrader.com. On the top 20 lists of both new and used cars searched for on the site, domestic manufacturers claimed 12 of the top 20 spots, with foreign manufacturers holding the other eight spots on both lists.

Of particular interest, Chrysler brands Jeep and Dodge showed continued strength on both the new and used Trend Engine top 20 lists. Although Chrysler's challenges are well known and the company recently declared Chapter 11 bankruptcy, the new Jeep Wrangler hit No. 8 on the April Trend Engine Top 20 list, up from No. 9 in April of 2008 and up from No. 10 last month. On the used car list, the Dodge Ram 1500 ranked No. 8 in searches in April, up from No. 11 in April of 2008 but down a bit from No. 7 last month.

"The good news for Chrysler is that they have some very loyal customers as demonstrated in this month's Trend Engine report," said Perry. "Dodge and Jeep are both iconic brands and it apparently takes more than financial troubles to get shoppers to stop looking at their vehicles. If Chrysler is able

to reorganize in a way that makes financial sense, there is a strong base of shoppers still interested in their vehicles."

In the used car market, trucks and SUVs continue to dominate the Trend Engine report, taking 11 of the top 20 spaces. Average prices for used trucks and SUVs remain down compared to April 2008, reflecting the continued glut in inventory, but searches for most of these vehicles continue to increase, meaning that glut may not last long if more people start buying.

In April, AutoTrader.com had about 15.1 million unique monthly visitors, the site's fifth month in a row with unique visitor traffic north of 15 million.

"More and more consumers are finding the internet to be the best source for information on inventory, features, dealer specials and more in their car shopping process," said Perry. "With a depth of information unavailable anywhere else, sites like AutoTrader.com are becoming the first - and sometimes the only stop - for car buyers looking for information and inventory."

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 about 3 million [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	Rank	Rank	Change	Avg Price	Avg Price	Change
		04/09	04/08	from 04/08 - 04/09	- 04/08	from 04/08	

New Cars

Ford	Mustang	1	4	-31.34%	\$32,631.61	\$31,043.36	5.12%
Ford	F-150	2	3	-60.03%	\$34,041.37	\$31,437.38	8.28%
Dodge	Challenger	3	194	510.48%	\$37,085.95	\$51,934.33	-28.59%
Chevrolet	Camaro	4	N/A	N/A	\$31,397.14	N/A	N/A
Chevrolet	Silverado						
	1500	5	7	-55.13%	\$31,710.58	\$30,154.33	5.16%
Chevrolet	Corvette	6	32	-9.89%	\$61,031.32	\$60,748.09	0.47%
Nissan	350Z/370Z	7	101	108.75%	\$36,497.86	\$34,724.95	5.11%
Jeep	Wrangler	8	9	-55.20%	\$27,640.12	\$27,619.36	0.08%
Dodge	Ram 1500	9	19	-35.36%	\$34,024.27	\$31,309.52	8.67%
Honda	Accord	10	1	-79.39%	\$25,670.20	\$25,319.02	1.39%
Honda	Civic	11	5	-70.75%	\$20,734.22	\$19,789.62	4.77%
Ford	F-250	12	44	-15.00%	\$42,666.03	\$42,949.31	-0.66%
Ford	Fusion	13	14	-53.60%	\$23,198.62	\$21,779.24	6.52%
Pontiac	G8	14	43	-24.80%	\$32,533.64	\$30,983.07	5.00%
Nissan	Altima	15	8	-68.50%	\$24,442.70	\$24,381.30	0.25%
Toyota	Tundra	16	10	-70.08%	\$33,636.31	\$33,996.39	-1.06%
Toyota	Camry	17	2	-82.26%	\$24,358.71	\$24,500.94	-0.58%
Toyota	Tacoma	18	11	-70.04%	\$25,590.98	\$25,399.35	0.75%
Nissan	GT-R	19	N/A	N/A	\$84,568.89	N/A	N/A
Chevrolet	Tahoe	20	31	-49.88%	\$47,938.84	\$45,398.37	5.60%

Used Cars

Ford	F-150	1	3	16.02%	\$17,735.23	\$17,974.80	-1.33%
Ford	Mustang	2	1	-4.50%	\$16,660.35	\$17,859.76	-6.72%
BMW	3-Series	3	2	-9.02%	\$24,705.91	\$26,208.91	-5.73%
Chevrolet Silverado							
	1500	4	6	15.53%	\$17,494.17	\$18,203.88	-3.90%
Honda	Accord	5	5	-22.70%	\$15,250.46	\$16,495.39	-7.55%
Honda	Civic	6	4	-27.58%	\$13,363.65	\$14,489.83	-7.77%
Infiniti	G35/G37	7	7	-1.03%	\$21,665.29	\$22,636.61	-4.29%
Dodge	Ram 1500	8	11	14.44%	\$16,103.96	\$16,463.73	-2.19%
Ford	F-250	9	17	38.83%	\$21,362.65	\$23,974.57	-10.89%
Jeep	Wrangler	10	15	19.36%	\$16,897.42	\$18,156.49	-6.93%
Chevrolet	Tahoe	11	16	20.93%	\$23,021.56	\$21,903.69	5.10%
Audi	A4	12	13	-5.88%	\$20,289.79	\$21,620.40	-6.15%
Nissan	Altima	13	8	-21.80%	\$14,195.08	\$15,076.57	-5.85%
Toyota	Tacoma	14	10	-14.97%	\$17,755.83	\$18,961.78	-6.36%
Jeep Grand Cherokee							
	Cherokee	15	14	-5.12%	\$15,056.11	\$16,298.78	-7.62%
Chevrolet Silverado							
	2500	16	25	32.34%	\$20,988.85	\$23,015.10	-8.80%
Dodge	Ram 2500	17	31	36.01%	\$21,973.11	\$23,927.29	-8.17%
Chevrolet	Corvette	18	22	9.21%	\$35,272.02	\$39,006.31	-9.57%
Ford	Explorer	19	19	-10.11%	\$14,905.11	\$15,457.07	-3.57%
Volkswagen	Jetta	20	9	-32.11%	\$12,467.24	\$14,135.17	-11.80%

MAKE	MODEL	Rank	Rank	Change	Avg Price	Avg Price	Change
		04/09	04/08	from 04/08 - 04/09	- 04/08	from 04/08	

Certified Pre-Owned

BMW	3-Series	1	1	-15.56%	\$31,238.99	\$32,373.13	-3.50%
Honda	Accord	2	2	-30.55%	\$17,815.32	\$18,577.10	-4.10%
Chevrolet	Silverado	3	5	5.84%	\$21,370.44	\$21,465.25	-0.44%
Chevrolet	Tahoe	4	9	12.59%	\$29,332.47	\$28,471.04	3.03%
Honda	Civic	5	3	-48.88%	\$16,254.01	\$16,787.07	-3.18%
Toyota	Tundra	6	16	23.80%	\$22,677.50	\$23,732.58	-4.45%
Ford	F-150	7	10	-0.85%	\$22,019.75	\$21,846.33	0.79%
Audi	A4	8	6	-13.87%	\$24,584.50	\$25,981.18	-5.38%
Toyota	Tacoma	9	7	-19.69%	\$20,656.76	\$21,605.81	-4.39%
Toyota	Camry	10	4	-43.85%	\$18,335.14	\$18,792.90	-2.44%
Acura	TL	11	13	-9.06%	\$24,314.63	\$26,510.87	-8.28%
Ford	Mustang	12	12	-21.22%	\$18,927.16	\$20,573.46	-8.00%
Toyota	Highlander	13	17	-10.60%	\$22,932.02	\$22,895.84	0.16%
Mercedes	E-Class	14	20	-4.44%	\$35,058.35	\$92,973.22	-62.29%
Toyota	4Runner	15	26	4.24%	\$23,256.64	\$23,911.59	-2.74%
Chevrolet	Impala	16	11	-35.03%	\$15,759.44	\$16,805.07	-6.22%
Chevrolet	TrailBlazer	17	14	-30.17%	\$17,871.18	\$19,266.69	-7.24%
Honda	Pilot	18	24	-13.93%	\$21,652.09	\$22,661.86	-4.46%
Acura	MDX	19	32	3.62%	\$26,824.71	\$29,134.10	-7.93%
Chevrolet	Malibu	20	25	-13.65%	\$14,745.98	\$14,274.60	3.30%

TOP BRANDS: Rank Rank
MAKE 04/09 04/08

Ford	1	2
Chevrolet	2	3
Toyota	3	1
Dodge	4	5
Nissan	5	6
Honda	6	4
BMW	7	9
GMC	8	11
Audi	9	16
Jeep	10	7

SOURCE: AutoTrader.com

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

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