

## **Ford Takes Four of Top Five Spots in AutoTrader.com's June Most-Viewed New Vehicles List**

**June AutoTrader.com Traffic Hits Record 16.12 Million Unique Visitors as New, Used and CPO Shoppers Look For Value, Quality**

PRNewswire  
ATLANTA

ATLANTA, July 2 [/PRNewswire/](#) -- A record 16.12 million unique monthly visitors to AutoTrader.com in June pushed Ford vehicles to claim four of the top 5 slots on the site's list of top 20 most-viewed new cars in June of this year. The Ford F-150 claimed the No. 2 spot, followed by the Mustang at No. 3, the Focus at No. 4 and the Escape at No. 5. The recently redesigned Ford Fusion, riding a wave of good reviews, ranked as the No. 8 most-viewed new vehicle on AutoTrader.com in June, down from No. 7 in May of this year but up a whopping 22 spots from No. 30 in June of last year. All this activity with Ford vehicles pushed Ford to the top-ranked position among all automotive nameplates viewed on AutoTrader.com in June.

"Without the worries of a bankruptcy filing, Ford has been able to focus on telling its product story and promoting individual vehicles," said AutoTrader.com President and CEO Chip Perry.

For a second consecutive month, the Chevrolet Camaro took the top spot on AutoTrader.com's list of most-viewed new vehicles in June. The redesigned Camaro continues to benefit from enormous buzz and, with the first models now hitting the streets, should continue to enjoy interest from car shoppers for some time.

Another big story in new vehicles is the dramatic rise in views of some larger automobiles in June compared to June of last year, including the new Chevrolet Tahoe (up 60.77%), the new Ford F-150 (up 44.93%) and the new Jeep Wrangler (up 42.05%). These vehicles were hit hard by high gas prices around this time last year. While prices remain largely stable on new larger vehicles, this increase in views suggests more of these larger automobiles may be moving off dealer lots soon.

New car shopping activity and price stabilization on AutoTrader.com correspond with the new vehicle sales decline in June of 28% compared to a year earlier, the smallest decline since 2009 began, and may indicate that the new-car market has hit bottom.

On the used car list, the Ford F-150 came in at No. 1 in June, up from No. 2 in May of this year and up from No. 5 in June of last year. Views of the Ford F-150 were up almost 45% compared to June of last year and the average price has increased 9% compared to last year. Other large used vehicles saw similar increases in views and prices, including the Chevy Silverado, which saw a 43% increase in views and a 5% increase in price compared to June of last year, and the Dodge Ram 1500, which saw a 36% increase in views and a 7% increase in price compared to June of last year. Similar to the experience in new cars, interest in and prices of larger vehicles like these plunged last year when gas prices spiked but continue to rebound this year.

"With interest in these larger used vehicles growing, I think you'll continue to see these price increases as these vehicles get more scarce," said Perry. "If you're considering purchasing a used truck or SUV, you may want to jump on the deals while there are still well-priced models on the lots."

In Certified Pre-Owned (CPO) views during June, the BMW 3 series retained the No. 1 spot, a position it also held in May of this year and in June of 2008. The Honda Accord retained the No. 2 spot in CPO views in June, a spot it held in May of this year and last June. These perennial favorites and other CPO vehicles listed for sale on AutoTrader.com continue to benefit from consumers' growing interest in CPO vehicles as an avenue for acquitting a newer, high-quality car at a price lower than a similar new car.

"As price-conscious consumers concerned about the state of the economy cross-shop new, used and CPO vehicles against each other, we continue to see record traffic," said Perry. "AutoTrader.com distinguishes itself among automotive inventory sites by being the only one where consumers can opt to shop all three categories of vehicles simultaneously. I get a sense looking at shopping activity on our site, and our record site traffic that consumers are looking for quality, reliability and affordability as they get ready to make their next new or used car purchase. Given the state of the economy, it's understandable that many consumers are sitting on the fence, researching [cars](#), doing the math and waiting for the right piece of news or the right economic figure to get them off the fence and onto the dealer lot to make a purchase."

### 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](http://www.autotrader.com).

MAKE	MODEL	Rank 06/09	Rank 05/09	Rank 06/08	Rank % Change from 06/08	Avg Price 06/09	Avg Price 06/08	Price Change %
New Cars								
Chevy	Camaro	1	1	#N/A	N/A	\$34,746.01	N/A	N/A
Ford	F-150	2	4	5	28.22%	\$34,502.40	\$31,197.95	10.59%
Ford	Mustang	3	2	8	31.37%	\$33,341.95	\$31,012.48	7.51%
Ford	Focus	4	50	13	-2.55%	\$18,104.60	\$17,272.39	4.82%
Ford	Escape	5	15	20	6.44%	\$26,371.46	\$24,627.35	7.08%
Chevy	Silverado							
	1500	6	10	2	-53.87%	\$31,610.52	\$30,440.81	3.84%
Jeep	Wrangler	7	5	19	-0.74%	\$28,177.49	\$27,811.67	1.32%
Ford	Fusion	8	7	30	25.43%	\$24,457.83	\$22,005.55	11.14%
Honda	Accord	9	6	1	-59.75%	\$25,373.96	\$25,435.31	-0.24%
Toyota	Camry	10	16	3	-55.52%	\$24,506.78	\$24,040.04	1.94%
Volks-	wagen Jetta	11	22	35	25.14%	\$23,014.33	\$21,423.88	7.42%
Dodge	Challenger	12	3	51	52.24%	\$37,731.53	\$46,366.44	-18.62%
BMW	3-Series	13	8	24	-2.27%	\$46,275.43	\$43,682.53	5.94%
Dodge	Ram 1500	14	11	9	-27.86%	\$34,183.37	\$31,565.64	8.29%
Ford	F-250	15	17	40	21.81%	\$42,924.62	\$42,783.66	0.33%
Nissan	Altima	16	21	6	-52.62%	\$24,556.09	\$24,344.40	0.87%
Chevy	Corvette	17	9	23	-8.63%	\$61,718.00	\$61,053.82	1.09%

Honda Civic	18	13	4	-61.32%	\$20,450.52	\$19,797.85	3.30%
Toyota Tacoma	19	20	12	-33.33%	\$26,252.04	\$25,644.55	2.37%
Chevy Malibu	20	26	17	-29.03%	\$24,642.96	\$24,130.24	2.12%

#### Used Cars

Ford F-150	1	2	5	44.93%	\$18,344.75	\$16,827.92	9.01%
BMW 3-Series	2	1	2	4.94%	\$24,964.00	\$26,296.11	-5.07%
Ford Mustang	3	3	3	10.75%	\$16,954.65	\$17,524.06	-3.25%
Chevy Silverado							
1500	4	4	6	43.81%	\$17,996.35	\$17,127.17	5.07%
Honda Accord	5	5	4	-8.83%	\$15,142.25	\$16,615.95	-8.87%
Honda Civic	6	6	1	-28.57%	\$13,211.12	\$14,749.60	-10.43%
Ford F-250	7	8	20	79.57%	\$21,976.02	\$22,279.03	-1.36%
Jeep Wrangler	8	10	14	42.05%	\$17,773.84	\$17,700.94	0.41%
Dodge Ram 1500	9	9	13	35.55%	\$16,522.32	\$15,321.85	7.84%
Infin-							
iti G35/G37	10	7	8	3.86%	\$22,571.16	\$22,899.99	-1.44%
Chevy Tahoe	11	11	22	60.77%	\$23,358.87	\$20,368.33	14.68%
Nissan Altima	12	13	7	-16.42%	\$14,104.54	\$15,121.77	-6.73%
Audi A4	13	12	11	7.92%	\$20,181.97	\$21,779.63	-7.34%
Jeep Grand							
Cherokee	14	16	17	24.48%	\$15,174.88	\$15,192.40	-0.12%
Toyota Tacoma	15	15	12	4.17%	\$18,218.13	\$18,854.73	-3.38%
Chevy Silverado							
2500	16	17	35	74.03%	\$21,310.56	\$21,395.79	-0.40%
Volks-							
wagen Jetta	17	18	9	-5.15%	\$12,376.71	\$14,252.67	-13.16%
Dodge Ram 2500	18	19	36	59.06%	\$22,336.03	\$22,486.97	-0.67%
BMW 5-Series	19	14	16	-1.27%	\$28,300.67	\$30,011.96	-5.70%
Ford Explorer	20	20	23	19.30%	\$15,066.66	\$14,136.65	6.58%

MAKE	MODEL	Rank	Rank	Rank	% Change	Avg Price	Avg Price	Change
		05/09	04/09	05/08	from	- 05/09	- 05/08	from
				05/08			05/08	

#### Certified Pre-Owned

BMW 3-Series	1	1	1	N/A	\$31,121.04	\$32,876.31	N/A
Honda Accord	2	2	2	-17.83%	\$17,551.09	\$18,695.52	-6.12%
Chevy Silverado							
1500	3	3	5	27.84%	\$21,928.68	\$20,475.21	7.10%
Chevy Tahoe	4	4	12	52.80%	\$29,637.97	\$27,168.90	9.09%
Audi A4	5	7	6	3.93%	\$24,470.18	\$26,129.85	-6.35%
Toyota Tundra	6	5	25	72.76%	\$23,576.53	\$22,624.61	4.21%
Honda Civic	7	6	3	-46.45%	\$16,190.13	\$16,989.85	-4.71%
Toyota Camry	8	11	4	-28.04%	\$18,429.36	\$18,910.93	-2.55%
Toyota Tacoma	9	10	9	8.78%	\$21,232.96	\$21,624.98	-1.81%
BMW 5-Series	10	8	7	-11.28%	\$36,446.17	\$37,321.66	-2.35%
Ford F-150	11	9	10	7.75%	\$22,390.40	\$20,521.03	9.11%
Acura TL	12	12	15	4.64%	\$25,037.89	\$26,107.59	-4.10%
Toyota Highlander	13	13	22	25.09%	\$22,936.47	\$22,136.43	3.61%
Volks-							
wagen Jetta	14	14	11	-5.00%	\$14,936.82	\$16,602.67	-10.03%
Toyota 4Runner	15	17	37	59.13%	\$23,323.79	\$22,672.21	2.87%
Chevy Impala	16	16	8	-28.86%	\$16,022.01	\$16,718.49	-4.17%
Ford Mustang	17	15	16	-8.88%	\$19,169.80	\$19,948.07	-3.90%
Honda Pilot	18	21	28	12.34%	\$22,055.37	\$21,580.55	2.20%
Mercedes							

-Benz C-Class	19	19	23	2.95%	\$27,641.64	\$27,157.05	1.78%
Acura MDX	20	20	31	28.83%	\$27,744.91	\$28,220.90	-1.69%

#### Top 10 Most Viewed New Vehicle Manufacturers

MAKE	Rank 06/09	Rank 06/08	Change from 06/08
Ford	1	3	17.27%
Chevy	2	2	-2.61%
Toyota	3	1	-38.13%
Nissan	4	6	-19.57%
Honda	5	4	-51.68%
Dodge	6	5	-32.98%
BMW	7	7	-4.80%
Hyundai	8	9	-8.56%
Jeep	9	8	-19.47%
Pontiac	10	13	-4.67%

SOURCE: AutoTrader.com

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

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