

## **Ford and Chevrolet Claim Top Five Spots on AutoTrader.com's Monthly New Car Top 20, Four of Top Five Spots on Used Top 20**

### **Market Demand Pushed Searches, Average Prices for New and Used Trucks in October**

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ATLANTA, Nov. 4 [/PRNewswire/](#) -- Ford and Chevrolet were the big winners in activity on AutoTrader.com in October. Models from the two brands captured all of the top 5 spots on AutoTrader.com's monthly Trend Engine report of the 20 most-viewed new vehicles on the site. Chevrolet and Ford were also the No. 1 and No. 2 most-viewed brands of new cars, respectively, on AutoTrader.com for the month.

"Both Ford and Chevy are riding waves of great publicity fueled by high reliability rankings, innovative marketing campaigns, incentives like the GM 60-day guarantee program and strong products," said AutoTrader.com President and CEO Chip Perry. "Consumers are responding to these messages and giving these cars a good look on our site, which should result in continued positive results for these brands."

### **New and Used Trucks Continue Rebound**

The Ford F-150 nabbed the No. 1 spots on both the new and used most-viewed lists on AutoTrader.com in October, marking a continued resurgence for both new and used trucks and SUVs that has resulted in rising prices and tight inventories of these vehicles. All trucks and SUVs in both the Top 20 new and used lists saw average price increases month over month.

On the new vehicle list, average prices for trucks and SUVs in October increased by mostly single digit percentages compared to September, except for the new Ford F-150, which saw an almost 20% average price increase month over month, and the new Chevrolet Silverado, which saw almost a 14% average price increase month over month.

On the used vehicle list, almost every truck and SUV registered double digit price increases in October compared to September, with the used Chevrolet Tahoe leading the used-vehicle average price increases, up 27% month over month. Used Ford F-150s and used Dodge Rams also saw month over month average price increases of more than 20%.

"There continues to be renewed interest in these larger vehicles from consumers who need these vehicles for their work, because they have large families or some other true utility reason," said Perry. "In the past two years, record gas prices and a challenged economy caused many of these people to put off purchase of a new or used truck or SUV. But for car buyers who really need large vehicles, they can only put off the purchase for so long. This rising demand coupled with low inventories could lead to continued price increases on these vehicles over the coming months."

### **New Muscle Cars Remain Hot**

On AutoTrader.com's most-viewed new car list, muscle cars remained popular, with some clocking big jumps in views month over month. In October, the new Chevrolet Camaro dropped from the No. 1 most-viewed spot, which it had held since April of this year, to No. 2. The new Ford Mustang came in at No. 3 in October, down from No. 2 in September.

Other muscle cars saw big jumps in views. The new Chevrolet Corvette grabbed the No. 5 most-viewed spot in October, up from No. 13 in September of this year. The new Dodge Challenger also saw a big gain, entering the new-vehicle top 20 list at No. 11, up from No. 25 in September.

"Manufacturers have really hit on something with these vehicles," said Perry. "Perhaps they are a throw back to simpler times and people are reacting to that or there's a segment of the population that's tired of denying themselves fun and exciting things due to the recession. Whatever the reason, people are looking at these cars on our site and sales have been correspondingly strong."

### Another Jump in AutoTrader.com Traffic

Renewed interest in both new and used cars among consumers, coupled with strong marketing campaigns promoting the AutoTrader.com brand, have resulted in another year-over-year traffic increase to the site. In October, AutoTrader.com logged 13.6 million unique monthly visitors, up 6% from the 12.9 million unique monthly visitors to the site in October of 2008. Also in October, two of the MLB teams that AutoTrader.com sponsors - the New York Yankees and the Philadelphia Phillies - made it to the World Series, which generated more than 75M additional consumer impressions.

"Our site traffic has continued to increase compared to last year and we believe that trend will continue as car shoppers migrate to the internet to shop for and compare vehicles," said Perry. "Consumers tell us over and over that the internet is the No. 1 medium from which they get information about vehicles and find dealers they want to do business with. We'll continue to work on solutions that make the vehicle shopping process easy for consumers while also making it easier and more efficient for dealers and private sellers to market their vehicles to the millions of people visiting our site every month."

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

MAKE	MODEL	Rank 10/09	Rank 9/09	Rank 10/08	Rank - 10/09	Avg Price - 10/08	Avg Price 10/08	Change from
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### NEW

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FORD	F-150	1	4	3	\$36,135	\$30,150	19.85%
CHEVROLET	CAMARO	2	1	N/A	\$35,029	N/A	N/A
FORD	MUSTANG	3	2	15	\$32,657	\$31,473	3.76%
CHEVROLET	SILVERADO						
	1500	4	5	5	\$33,436	\$29,341	13.96%

CHEVROLET	CORVETTE	5	13	41	\$62,178	\$61,127	1.72%
HONDA	ACCORD	6	3	1	\$25,790	\$26,330	-2.05%
TOYOTA	CAMRY	7	9	2	\$24,588	\$24,060	2.19%
DODGE	RAM 1500	8	14	4	\$34,790	\$32,689	6.43%
FORD	F-250	9	17	37	\$45,281	\$42,290	7.07%
CHEVROLET	TAHOE	10	26	34	\$47,992	\$47,586	0.85%
DODGE	CHALLENGER						
	-GER	11	25	8	\$37,176	\$35,308	5.29%
HONDA	CIVIC	12	6	7	\$20,103	\$20,635	-2.58%
JEEP	WRANGLER	13	10	11	\$28,591	\$27,813	2.80%
NISSAN	ALTIMA	14	8	6	\$24,512	\$24,781	-1.09%
CHEVROLET	EQUINOX	15	22	82	\$27,603	\$26,016	6.10%
TOYOTA	TACOMA	16	19	13	\$26,613	\$25,874	2.86%
TOYOTA	COROLLA	17	16	10	\$18,237	\$18,961	-3.82%
CHEVROLET	MALIBU	18	20	18	\$24,766	\$24,339	1.76%
MERCEDES							
	-BENZ E Class	19	37	111	\$69,099	\$63,828	8.26%
VOLKSWAGEN	JETTA	20	12	25	\$22,614	\$22,120	2.23%

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MAKE	MODEL	Rank 10/09	Rank 9/09	Rank 10/08	Rank - 10/09	Avg Price - 10/08	Avg Price 10/08	Change from 10/08
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#### USED

FORD	F-150	1	1	1	\$19,487	\$16,024	21.61%
CHEVROLET	SILVERADO						
	1500	2	3	4	\$18,976	\$16,111	17.78%
BMW	3 Series	3	2	3	\$25,041	\$26,182	-4.36%
FORD	MUSTANG	4	4	2	\$17,297	\$16,748	3.27%
FORD	F-250	5	5	9	\$23,509	\$20,080	17.08%
HONDA	ACCORD	6	6	5	\$15,813	\$16,452	-3.89%
DODGE	RAM 1500	7	7	7	\$17,604	\$14,413	22.13%
CHEVROLET	TAHOE	8	10	12	\$24,444	\$19,238	27.06%
HONDA	CIVIC	9	8	6	\$13,674	\$15,026	-9.00%
INFINITI	G35/37	10	9	8	\$22,939	\$22,069	3.94%
CHEVROLET	SILVERADO						
	2500	11	12	21	\$22,507	\$19,341	16.37%
DODGE	RAM 2500	12	13	20	\$23,788	\$20,482	16.14%
JEEP	WRANGLER	13	11	13	\$19,565	\$16,862	16.03%
NISSAN	ALTIMA	14	14	11	\$14,512	\$15,087	-3.81%
TOYOTA	TACOMA	15	16	15	\$19,392	\$18,284	6.06%
JEEP	GRAND CHEROKEE	16	17	10	\$16,021	\$14,276	12.23%
AUDI	A4	17	18	17	\$20,487	\$21,784	-5.96%
BMW	5 Series	18	15	16	\$29,193	\$29,267	-0.26%
FORD	EXPLORER	19	19	14	\$15,411	\$13,632	13.05%
TOYOTA	CAMRY	20	23	18	\$16,366	\$17,045	-3.98%

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#### CPO

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BMW	3 Series	1	1	1	\$31,595	\$32,396	-2.47%
HONDA	ACCORD	2	2	2	\$18,601	\$18,795	-1.03%
CHEVROLET SILVERADO							
	1500	3	3	3	\$23,360	\$19,322	20.90%
CHEVROLET	TAHOE	4	6	5	\$31,524	\$25,790	22.23%
TOYOTA	TUNDRA	5	5	13	\$25,289	\$21,718	16.44%
FORD	F-150	6	4	8	\$23,663	\$19,701	20.11%
TOYOTA	CAMRY	7	9	7	\$19,011	\$19,284	-1.42%
BMW	5 Series	8	8	6	\$36,708	\$36,225	1.33%
AUDI	A4	9	7	9	\$26,058	\$26,262	-0.77%
TOYOTA	TACOMA	10	11	10	\$22,689	\$21,089	7.59%
HONDA	CIVIC	11	10	4	\$16,830	\$17,690	-4.86%
ACURA	TL	12	12	12	\$26,458	\$25,324	4.48%
TOYOTA HIGH							
	-LANDER	13	14	20	\$23,940	\$22,104	8.31%
MERCEDES							
-BENZ	E Class	14	16	14	\$37,150	\$36,500	1.78%
MERCEDES							
-BENZ	C Class	15	15	21	\$29,366	\$27,796	5.65%
TOYOTA	4RUNNER	16	17	27	\$24,854	\$21,532	15.42%
FORD	MUSTANG	17	13	16	\$20,233	\$19,132	5.76%
HONDA	PILOT	18	22	28	\$24,301	\$20,361	19.35%
GMC	SIERRA	19	18	29	\$24,290	\$19,865	22.28%
CHEVROLET	IMPALA	20	26	11	\$16,288	\$16,201	0.53%

NEW

CAR	Rank	Rank
BRAND	10/09	10/08
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CHEVROLET	1	3
FORD	2	2
TOYOTA	3	1
NISSAN	4	6
HONDA	5	5
DODGE	6	4
GMC	7	8
MERCEDES-BENZ	8	12
BMW	9	9
AUDI	10	17

SOURCE: AutoTrader.com

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

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