

New Muscle Cars Duke it Out at Nos. 1 and 2 on AutoTrader.com in May

Appearance of Big Truck in Top 20 New-Car List May Be Another Sign of Economic Recovery

ATLANTA, June 8 [PRNewswire](#)/ -- Americans' love affair with muscle cars continued on AutoTrader.com as the new Ford Mustang claimed the No. 1 spot on AutoTrader.com's most-viewed new vehicles list in May, followed at No. 2 by the new Chevy Camaro. The new Ford F-150 pickup truck slipped to the No. 3 most viewed spot in May from No. 2 in April of this year, but average asking prices for new F-150s listed for sale on AutoTrader.com continued to climb, up more than 8% compared to the average listed prices in May of 2009.

A big surprise came with the appearance of the new Ford F-350 pickup truck on the most-viewed new car list at No. 16. This heavy duty truck was the No. 28 most-viewed new car in April of this year and No. 41 back in May of 2009. The appearance of a heavy duty work truck like the F-350 on AutoTrader.com's top 20 new vehicle list may be another sign that economic recovery is continuing.

"The F-350 is a powerful, versatile vehicle," said Chip Perry. "That people are starting to look at this vehicle more – people who need this kind of size and power in a work truck – may mean that we're seeing signs of a rebound in construction and other industries that have been hurt in the recent recession."

Trucks continue to be popular on AutoTrader.com's Top 20 most-viewed used car list as well. The Ford F-150 and F-250, the Chevy Silverado 1500 and 2500, the Dodge Ram 1500 and 2500, and Toyota Tundra and Tacoma all held steady on the most-viewed used car list in May and all saw average asking price increases of between 6% and 13%.

New Designs Continue to Inspire Interest

New designs and features and strong marketing continue to drive interest in the revamped Hyundai Sonata and Chevy Equinox. The new Sonata held onto the No. 9 spot it enjoyed in April of 2010 on AutoTrader.com's most-viewed new car list, up from No. 75 in May of 2009. The Chevy Equinox moved up three places to No. 15 in May, from No. 18 in April of 2010 and No. 107 in May of 2009.

"These two cars recently have shown that manufacturers can take great cars and with effective marketing really drive interest among consumers for putting those new cars into their consideration set," said Perry. "We've seen repeatedly on our site that cars marketed effectively jump in our rankings as consumers are influenced to take a look."

Price Trends Still Up

Average asking prices for new, used and certified pre-owned (CPO) vehicles listed for sale on AutoTrader.com in May continued the upward trend that began several months ago as auto inventories tightened and the auto market improved. Fifteen of the top 20 most-viewed new vehicles on the site logged price increases compared to May of 2009, 18 of the top 20 most-viewed CPO vehicles saw prices increases compared to May 2009 and all used cars on the most-viewed Top 20 used car list had increased average asking prices.

More Record Traffic to AutoTrader.com

Traffic to AutoTrader.com continued to hit records. In May, AutoTrader.com had its highest traffic month ever, attracting 16.8 million unique monthly visitors, up about 10% compared to May 2009. For the first time ever, AutoTrader.com attracted more than 1 million unique monthly visitors on one day on May 18 when more than 1.02 million unique visitors came to the site. The site attracted more than 1 million unique visitors again on May 19. AutoTrader.com has had several high-profile marketing activities underway in May that exposed the brand to millions, helping drive this traffic record, including the company's "Heart & Mind" advertising campaign, which included broadcast, digital, print and social media elements.

"We're deep into the Spring/Summer car buying season and the continued rise in traffic to our site and recent results announced by automakers indicate that Americans are past just looking and are now ready to buy," said Perry. "After about two years of belt tightening, consumers are ready to make a big purchase like an automobile."

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading automotive 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 sellers. AutoTrader.com attracts more than 15 million unique monthly visitors who utilize the site to view vehicles for sale, research and compare vehicles, review pricing and specials, and read auto-related content like buying and selling tips, auto maintenance tips and coverage of major auto shows and automotive trends. 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 improve 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.

NEW CARS

MAKE	MODEL	VDP Rank 5/10	VDP Rank 4/10	VDP Rank 5/09	Avg. Price 5/10	Avg. Price 5/09	% Change
Ford	Mustang	1	3	2	32,106	33,147	-3.14%
Chevy	Camaro	2	1	1	34,028	32,700	4.06%
Ford	F-150	3	2	4	37,188	34,355	8.25%
Chevy	Silverado	4	4	10	33,863	31,722	6.75%
Ford	F-250	5	8	17	45,046	43,447	3.68%
Chevy	Corvette	6	7	9	70,384	62,596	12.44%
Jeep	Wrangler	7	6	5	29,470	27,861	5.78%
BMW	3-Series	8	5	8	46,689	47,407	-1.51%
Hyundai	Sonata	9	9	75	22,888	21,806	4.96%
Honda	Accord	10	10	7	25,904	25,590	1.23%
Dodge	Challenger	11	15	3	34,733	37,824	-8.17%
Toyota	Camry	12	19	16	24,769	24,420	1.43%

Dodge	Ram 1500	13	12	11	34,652	34,096	1.63%
Honda	Civic	14	17	14	19,962	20,622	-3.20%
Chevy	Equinox	15	18	107	28,144	26,492	6.24%
Ford	F-350	16	28	41	48,715	46,615	4.50%
Ford	Fusion	17	14	6	25,965	23,841	8.91%
Volkswagen	Jetta	18	16	21	23,528	22,931	2.60%
Nissan	Altima	19	13	22	24,441	24,502	-0.25%
Nissan	350/370Z	20	26	15	39,272	36,534	7.49%

USED CARS

MAKE	MODEL	VDP Rank 5/10	VDP Rank 4/10	VDP Rank 5/09	Avg. Price 5/10	Avg. Price 5/09	% Change
Ford	F-150	1	1	2	20,737	18,462	12.32%
BMW	3-Series	2	2	1	25,396	25,160	0.94%
Chevy	Silverado 1500	3	3	4	19,979	18,170	9.96%
Ford	Mustang	4	4	3	18,242	17,385	4.93%
Ford	F-250	5	5	8	24,679	21,832	13.04%
Honda	Accord	6	6	5	15,779	15,258	3.41%
Jeep	Wrangler	7	8	10	20,576	17,509	17.52%
Dodge	Ram 1500	8	7	9	18,645	16,624	12.16%
Honda	Civic	9	9	6	13,621	13,366	1.91%
Chevy	Tahoe	10	11	11	25,536	23,358	9.32%
Infiniti	G35/37	11	10	7	23,174	22,266	4.08%
Toyota	Tacoma	12	13	15	19,038	17,962	5.99%
Chevy	Silverado 2500	13	12	17	23,317	21,289	9.53%
Dodge	Ram 2500	14	15	19	24,974	22,746	9.80%
BMW	5-Series	15	14	14	30,203	30,114	0.30%
Nissan	Altima	16	16	13	15,289	14,307	6.86%
Toyota	Tundra	17	17	22	22,359	20,887	7.05%
Audi	A4	18	18	12	21,665	20,291	6.77%
Jeep	Grand Cherokee	19	19	16	16,831	15,177	10.90%
Volkswagen	Jetta	20	22	18	13,626	12,448	9.46%

CERTIFIED PRE-OWNED

MAKE	MODEL	VDP Rank 5/10	VDP Rank 4/10	VDP Rank 5/09	Avg. Price 5/10	Avg. Price 5/09	% Change
BMW	3-Series	1	1	1	30,608	29,808	2.69%

Honda	Accord	2	2	2	18,065	17,761	1.71%
Chevy	Silverado 1500	3	4	3	24,081	21,677	11.09%
Toyota	Tundra	4	5	5	25,269	23,137	9.22%
Chevy	Tahoe	5	6	4	33,211	29,454	12.76%
Ford	F-150	6	3	9	26,693	22,212	20.17%
BMW	5-Series	7	7	8	36,326	34,935	3.98%
Toyota	Camry	8	9	11	17,632	18,263	-3.45%
Audi	A4	9	12	7	26,743	24,432	9.46%
Honda	Civic	10	10	6	16,130	16,238	-0.67%
Toyota	Tacoma	11	11	10	21,934	20,904	4.92%
Ford	Mustang	12	8	15	21,280	19,092	11.46%
Volkswagen	Jetta	13	14	14	16,372	14,840	10.33%
Acura	TL	14	13	12	26,124	24,583	6.27%
Toyota	Highlander	15	17	13	24,537	22,826	7.49%
Honda	Pilot	16	15	20	24,398	21,868	11.57%
Toyota	4Runner	17	21	17	24,601	23,215	5.97%
Chevy	Suburban	18	20	23	34,876	30,730	13.49%
GMC	Sierra 1500	19	19	33	25,206	22,438	12.34%
Honda	Odyssey	20	24	26	23,888	22,216	7.53%

TOP BRANDS

MAKE	Rank 5/10	Rank 5/09
Ford	1	2
Chevy	2	1
Toyota	3	3
Nissan	4	5
Dodge	5	4
Honda	6	6
BMW	7	8
Hyundai	8	12
GMC	9	10
Mercedes-Benz	10	7

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