



USED/CPO CAR INSIGHTS REPORT

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The Used/CPO Car Insights Report, brought to you by the AutoTrader.com Trend Engine, provides analysis of used and certified pre-owned (CPO) car shopping activity on AutoTrader.com each month.

The report takes an in-depth look at which used and CPO models are gaining significant interest from shoppers, what's driving segment level changes and which used and CPO models are the most viewed.

As a top site for car shoppers with millions of unique visitors each month, AutoTrader.com and its site activity offer a unique, nationwide snapshot of the vehicles shoppers are considering.

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Top Trends: Big Moves for Fuel-Efficient Cars and Jeep Jumps Again

In the February edition of the Used/CPO Car Insights Report, two predominant trends emerged: shoppers have begun to turn their attention to more fuel-efficient compact and midsize cars, and two popular models from the Chrysler Group are generating significant consumer interest. Continue reading for more in-depth information on each of these trends.

Gas Prices Spike; Interest in Fuel-Efficient Cars Quickly Follows

Echoing the trend seen in the recently released [New Car Insights Report](#), the notable increase in gas prices in January quickly sent shoppers searching for fuel-efficient cars on AutoTrader.com. In January, the national average for a gallon of fuel rose to nearly \$3.40 per gallon, a 30 cent increase over the same time last year. With that increase in gas prices came a jump in interest for more fuel-efficient compact and midsize sedans from December 2011 to January 2012, in both the certified pre-owned (CPO) and used (non-CPO) arenas.

This trend was most evident in the lists of Big Movers, which include vehicles that have generated significantly more interest in one month compared to the month prior. Analysts at AutoTrader.com keep a close watch on the big movers, as they illuminate interesting early trends in consumer shopping behavior.

In the CPO arena, the following occurred on the list of Big Movers:

- Kia Optima moved up 35 spots to No. 155
- Chevrolet Cruze moved up 19 spots to No. 85
- Ford Focus up 15 moved spots to No. 115
- Hyundai Elantra moved up 14 spots to No. 89
- Volkswagen Eos moved up 11 spots to No. 142



For Used (non-CPO) vehicles, the following occurred on the list of Big Movers:

- Kia Optima moved up 19 spots to No. 113
- Chevrolet Cruze moved up 17 spots to No. 160
- Volkswagen Beetle moved up 17 spots to No. 201
- Toyota Prius moved up 10 spots to No. 78
- Dodge Caliber moved up 10 spots to No. 106

Figure 1: CPO Big Movers by Share of Interest

Make	Model	Jan 2012 Rank	Dec 2011 Rank	MOM Rank Change
Kia	Optima	155	190	35
Dodge	Durango	120	150	30
Volvo	S40	169	199	30
GMC	Terrain	77	106	29
Volkswagen	Routan	158	181	23
Buick	Regal	172	195	23
Chevrolet	Cruze	85	104	19
GMC	Sierra C/K2500	106	125	19
Dodge	Avenger	164	180	16
Nissan	Rogue	90	105	15
BMW	1 Series	102	117	15
Ford	Focus	115	130	15
Dodge	Journey	124	139	15
Hyundai	Elantra	89	103	14
Nissan	Frontier	110	124	14
Audi	A3	113	127	14
BMW	Z Series	116	129	13
Chevrolet	Silverado 3500	191	204	13
Volkswagen	Eos	142	153	11
Jeep	Compass	153	164	11

Figure 2: Late Model Used (non-CPO) Big Movers by Share of Interest

Make	Model	Jan 2012 Rank	Dec 2011 Rank	MOM Rank Change
GMC	Terrain	157	182	25
Dodge	Avenger	132	155	23
Dodge	Durango	134	156	22
Pontiac	Solstice	192	212	20
Kia	Optima	113	132	19
Chevrolet	Cruze	160	177	17
Volkswagen	Beetle	201	218	17
Dodge	Journey	127	143	16
Acura	TSX	101	114	13
Dodge	Nitro	114	127	13
Porsche	Cayenne	108	120	12
Chrysler	Sebring	148	160	12
Mitsubishi	Eclipse	158	170	12
Mitsubishi	Outlander	223	235	12
Pontiac	G6	83	94	11
Mazda	CX-9	162	173	11
Toyota	Prius	78	88	10
Dodge	Caliber	106	116	10
Kia	Sportage	161	171	10
Pontiac	Grand Prix	184	194	10

Segment Tracker: Compact and Midsize Car Segments Show Growth in Interest

The increasing interest in fuel-efficient vehicles was enough to buoy both the compact and midsize car segments from December to January—for both CPO and late model used (non-CPO). Month-over-month, the CPO compact car segment experienced an increase of 0.7 share points, while the CPO midsize car segment experienced an increase of 0.5 share points. These were the two biggest increases in share for segments.

On the late model used (non-CPO) side, the compact car segment increased 0.5 share points month-over-month, and the midsize car segment increased the same. Again, these were the two biggest increases in share for any of the 13 segments.



Figure 3: Segment Tracker: All Segments by Share of CPO Vehicle Interest

CPO Jan 2012 Rank	Segment	Share Point Change from Dec '11	Share Point Change from Jan '11	Share Point Change from Jan '10	Trend of Share (prev 13 mo)
1	Luxury Car	↓ -1.0	↑ 0.4	↓ -1.4	
2	Midsize SUV	↑ 0.4	↓ -0.1	↑ 1.4	
3	Midsize Car	↑ 0.5	↓ -0.3	↑ 0.3	
4	Full-size Truck	↓ -0.1	↓ -1.3	↓ -1.6	
5	Luxury SUV	↓ -0.8	→ 0.0	↑ 0.2	
6	Compact Car	↑ 0.7	↑ 0.7	↑ 1.7	
7	Sports Car	↓ -0.3	↑ 0.5	↑ 0.4	
8	Full-size SUV	↑ 0.2	↓ -0.3	↓ -1.6	
9	Compact SUV	↑ 0.1	↑ 0.3	↑ 0.8	
10	Full-size Car	↑ 0.1	→ 0.0	↓ -0.2	
11	Compact Truck	↑ 0.1	↓ -0.2	→ 0.0	
12	Van	→ 0.0	↑ 0.1	↓ -0.1	
13	Exotic	→ 0.0	→ 0.0	→ 0.0	

Figure 4: Segment Tracker: All Segments by Share of Late Model Used (non-CPO) Vehicle Interest

Late Used Jan 2012 Rank	Segment	Share Point Change from Dec '11	Share Point Change from Jan '11	Share Point Change from Jan '10	Trend of Share (prev 13 mo)
1	Luxury Car	↓ -0.4	↑ 0.7	↓ -2.4	
2	Full-size Truck	↓ -0.5	↑ 0.4	↓ -0.1	
3	Midsize SUV	↑ 0.3	↑ 0.3	↓ -0.4	
4	Compact Car	↑ 0.5	↓ -0.6	↑ 0.3	
5	Midsize Car	↑ 0.5	↓ -0.1	↑ 0.8	
6	Sports Car	↑ 0.1	↑ 0.4	→ 0.0	
7	Luxury SUV	↓ -0.4	↓ -0.7	→ 0.0	
8	Full-size SUV	↓ -0.1	↓ -0.3	↑ 0.9	
9	Full-size Car	↑ 0.1	↓ -0.1	↑ 0.7	
10	Compact SUV	↑ 0.1	→ 0.0	↓ -0.2	
11	Compact Truck	→ 0.0	→ 0.0	↓ -0.1	
12	Van	↑ 0.1	→ 0.0	↑ 0.2	
13	Exotic	↓ -0.3	↓ -0.1	↑ 0.3	

Jeep Wrangler and Jeep Grand Cherokee Pique Shoppers' Interest

The second major trend noted by AutoTrader.com analysts was the significant increases in interest for two popular models from the Chrysler Group: the Jeep Wrangler and Jeep Grand Cherokee. This is the second month that these vehicles have experienced increases in shopper interest.

The Chrysler resurgence has been nothing short of spectacular, according to AutoTrader.com analysts. Seeing sustained and growing interest in vehicles from a company that was bankrupt just a few short years ago is



certainly a positive sign for the automaker. Although Chrysler has banked its future on the Fiat brand and compact cars, these SUVs have been key elements in the brand’s recent success, proving that the Chrysler’s appeal is much wider with shoppers.

As shown in Figure 5, the CPO Jeep Grand Cherokee is currently the No. 14 most-viewed CPO vehicle on AutoTrader.com, which is 15 spots higher than January 2011. Its position in January is two spots higher than the month prior. The CPO Jeep Wrangler, while flat month-over-month at the No. 20 spot, is up seven spots from its position in January 2011.

Figure 5: Top 20 Most-Viewed CPO Vehicles by Share of Interest

CPO Jan 2012 Rank	Make	Model	CPO Rank Change from Dec '11		CPO Rank Change from Jan '11		Late Used Jan '12 Rank	Trend of Share (prev 13 mo)
1	BMW	3 Series	→	0	→	0	4	
2	Honda	Accord	→	0	→	0	7	
3	Chevrolet	Silverado 1500	→	0	→	0	2	
4	Toyota	Tacoma	↑	2	↑	1	17	
5	Ford	F-150	→	0	↑	1	1	
6	Toyota	Tundra	↓	2	↓	2	14	
7	Audi	A4	↑	3	↑	3	26	
8	Toyota	Camry	↓	1	↓	1	13	
9	Chevrolet	Tahoe	↓	1	↓	1	6	
10	Honda	Civic	↑	3	↓	1	12	
11	Volkswagen	Jetta	→	0	↑	5	40	
12	BMW	X Series	↑	2	↓	1	27	
13	Mercedes-Benz	E Class	↓	4	↑	5	41	
14	Jeep	Grand Cherokee	↑	2	↑	15	15	
15	BMW	5 Series	→	0	↓	2	22	
16	Mercedes-Benz	C Class	↓	4	↑	4	28	
17	Toyota	Highlander	↑	1	↓	5	65	
18	Honda	Pilot	↑	1	↓	4	69	
19	Porsche	911/911Turbo	↓	2	↑	4	49	
20	Jeep	Wrangler	→	0	↑	7	5	

* N/A - Vehicle was not available in reported month

While both of these vehicles were flat month-over-month on the list of Most-Viewed Used (non-CPO) Vehicles, they are both ranked higher than one year ago. The non-CPO Wrangler is up one spot from January 2011, currently sitting at No. 5 on the list, and the non-CPO Grand Cherokee is up 11 spots year over year, currently sitting at No. 15 on the list.



Figure 6: Top 20 Most-Viewed Late Model Used (non-CPO) Vehicles by Share of Interest

Late Used Jan 2012 Rank	Make	Model	Late Used Rank Change from Dec '11	Late Used Rank Change from Jan '11	CPO Jan '12 Rank	Trend of Share (prev 13 mo)
1	Ford	F-150	→ 0	→ 0	5	
2	Chevrolet	Silverado 1500	→ 0	→ 0	3	
3	Ford	Mustang	↑ 1	↑ 1	25	
4	BMW	3 Series	↓ 1	↓ 1	1	
5	Jeep	Wrangler	→ 0	↑ 1	20	
6	Chevrolet	Tahoe	→ 0	↓ 1	9	
7	Honda	Accord	↑ 2	→ 0	2	
8	Infiniti	G35/37	↓ 1	↑ 2	64	
9	Ford	F-250	↓ 1	→ 0	94	
10	Ram	1500	→ 0	↑ 2	33	
11	Nissan	Altima	→ 0	→ 0	26	
12	Honda	Civic	↑ 1	↓ 4	10	
13	Toyota	Camry	↑ 1	↑ 1	8	
14	Toyota	Tundra	↓ 2	↓ 1	6	
15	Jeep	Grand Cherokee	→ 0	↑ 11	14	
16	Chevrolet	Silverado 2500	→ 0	↓ 1	51	
17	Toyota	Tacoma	↑ 1	↑ 1	4	
18	Cadillac	CTS	↑ 1	↓ 1	41	
19	Dodge	Charger	↑ 4	→ 0	52	
20	Chevrolet	Camaro	↑ 1	↑ 9	22	

* N/A - Vehicle was not available in reported month

Price Tracker: Jeep Grand Cherokee Shows Biggest Increase in Median Asking Price

Asking prices for these pre-owned favorites from the Chrysler Group are also quite telling, particularly in regard to the Jeep Grand Cherokee. The CPO model posted a 19% increase in its median asking price year-over-year, and the used (non-CPO) model experienced an increase of 15% in the same timeframe. While these increases in asking price are likely attributable to the influx of the redesigned model hitting the pre-owned arena, the vehicle’s continued popularity is also a contributing factor.



Figure 7: Price Tracker - Top 20 Most-Viewed CPO Models

CPO Jan 2012 Rank	Make	Model	CPO Median Inventory Listing Price	CPO Price Change from Jan '11	Late Model Median Inventory Listing Price Jan '12	CPO to Late Model Price Difference	CPO to Late Model % Price Difference
1	BMW	3 Series	\$28,997	↑ 3.2%	\$26,995	\$2,002	6.9%
2	Honda	Accord	\$18,200	↓ -3.4%	\$16,998	\$1,202	6.6%
3	Chevrolet	Silverado 1500	\$25,000	↑ 0.4%	\$22,977	\$2,023	8.1%
4	Toyota	Tacoma	\$24,891	↑ 8.3%	\$22,912	\$1,979	8.0%
5	Ford	F-150	\$26,995	↑ 8.0%	\$24,678	\$2,317	8.6%
6	Toyota	Tundra	\$27,454	↑ 5.7%	\$24,526	\$2,928	10.7%
7	Audi	A4	\$28,500	↑ 11.7%	\$24,588	\$3,912	13.7%
8	Toyota	Camry	\$17,642	↑ 3.8%	\$15,995	\$1,647	9.3%
9	Chevrolet	Tahoe	\$34,779	↑ 5.4%	\$28,995	\$5,784	16.6%
10	Honda	Civic	\$15,995	↑ 4.6%	\$14,995	\$1,000	6.3%
11	Volkswagen	Jetta	\$16,910	↑ 5.8%	\$15,851	\$1,059	6.3%
12	BMW	X Series	\$37,995	↓ -1.5%	\$34,525	\$3,470	9.1%
13	Mercedes-Benz	E Class	\$37,991	↑ 5.8%	\$31,995	\$5,996	15.8%
14	Jeep	Grand Cherokee	\$24,987	↑ 19.0%	\$22,995	\$1,992	8.0%
15	BMW	5 Series	\$33,995	↓ -2.6%	\$29,850	\$4,145	12.2%
16	Mercedes-Benz	C Class	\$29,810	↓ -0.6%	\$25,998	\$3,812	12.8%
17	Toyota	Highlander	\$27,000	↑ 8.0%	\$24,990	\$2,010	7.4%
18	Honda	Pilot	\$27,000	↑ 12.5%	\$24,990	\$2,010	7.4%
19	Porsche	911/911Turbo	\$72,900	↑ 7.3%	\$79,500	-\$6,600	-9.1%
20	Jeep	Wrangler	\$23,995	↑ 5.7%	\$22,988	\$1,007	4.2%

* N/A - Vehicle was not available in reported month

Figure 8: Price Tracker - Top 20 Most-Viewed Late Model Used (non-CPO) Models

Late Used Jan 2012 Rank	Make	Model	Late Used Median Inventory Listing Price	Late Used Price Change from Jan '11	CPO Median Inventory Listing Price Jan '12	Late Model to CPO Price Difference	Late Model to CPO Price Difference
1	Ford	F-150	\$24,678	↑ 2.9%	\$26,995	-\$2,317	-9.4%
2	Chevrolet	Silverado 1500	\$22,977	↓ -0.1%	\$25,000	-\$2,023	-8.8%
3	Ford	Mustang	\$19,990	↑ 0.7%	\$21,717	-\$1,727	-8.6%
4	BMW	3 Series	\$26,995	↑ 0.4%	\$28,997	-\$2,002	-7.4%
5	Jeep	Wrangler	\$22,988	↑ 4.5%	\$23,995	-\$1,007	-4.4%
6	Chevrolet	Tahoe	\$28,995	↓ -3.0%	\$34,779	-\$5,784	-19.9%
7	Honda	Accord	\$16,998	↓ -2.4%	\$18,200	-\$1,202	-7.1%
8	Infiniti	G35/37	\$24,900	↓ -0.4%	\$27,995	-\$3,095	-12.4%
9	Ford	F-250	\$30,995	↓ -3.1%	\$35,988	-\$4,993	-16.1%
10	Ram	1500	\$21,550	↑ 0.3%	\$23,995	-\$2,445	-11.3%
11	Nissan	Altima	\$15,995	→ 0.0%	\$17,413	-\$1,418	-8.9%
12	Honda	Civic	\$14,995	↑ 3.4%	\$15,995	-\$1,000	-6.7%
13	Toyota	Camry	\$15,995	→ 0.0%	\$17,642	-\$1,647	-10.3%
14	Toyota	Tundra	\$24,526	↑ 0.1%	\$27,454	-\$2,928	-11.9%
15	Jeep	Grand Cherokee	\$22,995	↑ 15.0%	\$24,987	-\$1,992	-8.7%
16	Chevrolet	Silverado 2500	\$28,995	↓ -3.3%	\$33,950	-\$4,955	-17.1%
17	Toyota	Tacoma	\$22,912	↑ 7.4%	\$24,891	-\$1,979	-8.6%
18	Cadillac	CTS	\$24,995	→ 0.0%	\$29,991	-\$4,996	-20.0%
19	Dodge	Charger	\$16,951	↑ 0.9%	\$17,995	-\$1,044	-6.2%
20	Chevrolet	Camaro	\$28,922	↓ -3.6%	\$28,988	-\$66	-0.2%

* N/A - Vehicle was not available in reported month



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