

# Big 3 Dominate 'Most Popular' Web Site

2013 was the year of the full-size truck, according to new car shoppers on AutoTrader.com.

In a year-end statement to the media, AutoTrader.com stated that trucks made up nearly half of the top 20 most popular new vehicles on the site this year, including three of the top five spots.

Aligning with its longstanding status as the best-selling vehicle in the U.S., the Ford F-150 retained its place as the most popular new vehicle on AutoTrader.com in 2013, followed by the Jeep Wrangler, Ram 1500, Ford Mustang and Chevrolet Silverado 1500.

"The full-size truck segment is historically the most popular vehicle segment on our site, but it grew this year to garner more than a 20 percent share of shopper interest," said Isabelle Helms, vice president of Research and Market Intelligence, at AutoTrader.com.

"We believe this is due to a combination of growth in the housing and construction sectors and the number of models that were all-new for the 2013 and 2014 model years."

From a brand perspective, Ford had the most vehicles in the top 20 with six, including the year's biggest mover, the Ford Fusion, which moved up 16 spots compared with 2012 to be the 16th most popular vehicle on the site, Helms said.

Chevrolet was next with four, including the all-new Silverado and Corvette. The Honda Accord and GMC Sierra also saw solid growth compared with 2012, up six and four spots in rank, respectively.

"The Ford Fusion was particularly dominant earlier in the year

because the 2013 model was all-new," Helms explained.

"Corvette's place on the list is a bit deceiving, because interest declined through most of the year as shoppers waited for the 2014 model, but once listings for the all-new vehicle were posted on the site, interest skyrocketed, and it was among the top three most popular vehicles on the site for the last three months of the year."

The most popular vehicles are determined by analyzing the number of car shoppers who click on a listing for a new car for sale on AutoTrader.com, Helms said.

This methodology goes beyond search to illustrate which cars shoppers are actively interested in learning more about, and is reflective of the new vehicles dealers are offering for sale.

More than 16 million car shoppers visit AutoTrader.com each month.

The top 20 vehicles for 2013 on AutoTrader.com were:

- Ford F-150
- Jeep Wrangler
- Ram 1500
- Ford Mustang
- Chevy Silverado 1500
- Chevy Camaro
- Jeep Grand Cherokee
- Ford F-250
- Chevy Corvette
- Ram 2500
- Toyota Tacoma
- Dodge Challenger
- GMC Sierra C/K 1500
- Honda Accord
- Chevy Silverado 2500
- Ford Fusion
- Toyota Tundra
- Ford F-350
- Dodge Charger
- Ford Focus

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LEASE A 2014 <b>\$173*</b> W/\$1999 DOWN		EQUINOX LS PURCHASE A 2013 FOR <b>\$20,856*</b>
LEASE A 2014 <b>\$211*</b> W/\$1999 DOWN		TRAVERSE LS PURCHASE A 2014 FOR <b>\$27,640*</b>
LEASE A 2014 <b>\$239*</b> W/\$1999 DOWN		SILVERADO DBL CAB 2WD PURCHASE A 2014 FOR <b>\$27,879*</b>
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2014 	LEASE FOR <b>\$240*</b> \$1,999 DOWN 39 MONTHS	<b>\$293*</b> \$0 DOWN 39 MONTHS	GM EMPLOYEE PRICE <b>\$34,055*</b>
2014 	LEASE FOR <b>\$137*</b> \$1,999 DOWN 39 MONTHS	<b>\$190*</b> \$0 DOWN 39 MONTHS	GM EMPLOYEE PRICE <b>\$23,606*</b>
2014 	LEASE FOR <b>\$202*</b> \$1,999 DOWN 39 MONTHS	<b>\$255*</b> \$0 DOWN 39 MONTHS	GM EMPLOYEE PRICE <b>\$29,784*</b>
2014 DBL CAB 	LEASE FOR <b>\$211*</b> \$1,999 DOWN 39 MONTHS	<b>\$265*</b> \$0 DOWN 39 MONTHS	GM EMPLOYEE PRICE <b>\$30,291*</b>
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## Auto Suppliers to Invest \$28.6M In Michigan, Adding 112 Jobs

LANSING (AP) - Two companies planning to invest up to \$28.6 million in Michigan will get support for expansion efforts from the state, officials announced.

The Michigan Economic Development Corp. said Circuit Controls Corp. and North American Lighting Inc. are getting incentives approved by the Michigan Strategic Fund. According to the state, the expansions could mean 112 new Michigan jobs.

"These expansions in our automotive and IT sectors highlight Michigan's leadership in making things and making things work better," said MEDC president and CEO Michael Finney in a statement. "These projects all mean more jobs and greater economic opportunities for people across Michigan."

Circuit Controls makes automotive electrical terminals and is a subsidiary of Tokyo-based Yazaki Corp. The company is planning to expand its manufacturing facility in Emmet County's Bear Creek Township in Michigan's northwestern Lower Peninsula, as part of an effort to support new business.

Because of its plans, the company is expected to get \$180,000 in a Michigan Business Development Program performance-based grant. Bear Creek Township also offered the company a tax abatement. Circuit Controls plans to invest up to nearly \$22 million, creating 36 jobs.

Illinois-based North American Lighting makes automotive lighting equipment. The company has an engineering and sales facility in Michigan, and it plans to lease a larger facility and expand engineering and sales operations in the Detroit suburb of Farmington Hills.

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