

Big Game Cities' Car Buying Habits According to Cars.com

F-150 is the Top Selling Model, Subaru is the Most Popular Brand in Both Denver and Seattle

CHICAGO, Jan. 31, 2014 /PRNewswire/ -- Cars.com, the leading online resource for buying and selling new and used cars, conducted a study to evaluate the car buying preferences of the cities home to the teams playing in the Big Game, the Seattle Seahawks and the Denver Broncos. The study reviewed the new car purchasing preferences of more than 300,000 car buyers over the past year in Seattle and Denver, as well as an analysis of most searched models by the shoppers in both cities at Cars.com in the fourth quarter of 2013.

Some of the key findings of the Cars.com study include:

Sales ranking highlights (based on 2013 sales):

- The most popular selling vehicle in America, the Ford F-150 is also the top selling model in both Seattle and Denver
- Subaru was the most popular brand in the list of top 10 cars in Denver, and also held the number two and three spots in Seattle's top 10
- Denver car shoppers split their loyalties between domestic and import brands, while Seattle shoppers prefer import brands, with eight of the top 10 purchases coming from outside of the Detroit Three
- Denver shoppers prefer the utility of SUVs/trucks with eight of the top 10 sales leaders in those categories, while in Seattle the top ten is split evenly between truck/SUVs and cars
- Denver and Seattle have relatively younger car buyers. The industry average age of car buyers is 52 and Denver is the younger of the two cities at 50 and Seattle at 51
- The model most often bought by women in Seattle was the Honda CR-V, while men there preferred the Ford F-150. Denver shoppers must think alike: The Mile High City shoppers mirrored Seattle in gender rankings

Cars.com search data ranking highlights (based on the numbers of visitors that searched dealer inventory in Q4 2013):

- Jeep Grand Cherokee was the top searched vehicle in both cities
- Mercedes-Benz CLA-Class was the only luxury model to rank in the top 10 in each city
- Of the top 10 most searched models, eight were SUVs/trucks in Denver and six in Seattle

"Even though they are more than one thousand miles apart, Seattle and Denver are similar in their demographic composition, which is reflected directly in how close the car buying preferences are in each city," said Jesse Toprak, Chief Analyst at Cars.com. "Adverse climate is also clearly influencing buyer preferences, with SUVs and trucks dominating the rankings.

Top Purchased Vehicles			
Rank	Denver	Seattle	Nationwide
1	Ford F-150	Ford F-150	Ford F-150
2	Subaru Outback	Subaru Forester	Chevrolet Silverado
3	Honda CR-V	Subaru Outback	Toyota Camry
4	Subaru Forester	Honda CR-V	Honda Accord
5	Jeep Grand Cherokee	Honda Civic	Honda Civic
6	Jeep Wrangler	Toyota Camry	Nissan Altima
7	Chevrolet Silverado	Honda Accord	Honda CR-V
8	Ram 1500	Toyota RAV4	Toyota Corolla
9	Subaru Impreza	Chevrolet Silverado	Ford Escape
10	Toyota RAV4	Toyota Prius	Ford Fusion

Top Searched Models at Cars.com (Q4 2013)		
Rank	Denver	Seattle
1	Jeep Grand Cherokee	Jeep Grand Cherokee
2	Ford F-150	Ford F-150
3	Toyota 4Runner	Mercedes-Benz CLA-Class
4	Toyota Tundra	Ford Mustang

5	Mercedes-Benz CLA-Class	Chevrolet Camaro
6	Jeep Cherokee	Honda Accord
7	Toyota Tacoma	Subaru Forester
8	Jeep Wrangler Unlimited	Toyota Tacoma
9	Chevrolet Silverado 1500	Jeep Cherokee
10	Chevrolet Corvette Stingray	Toyota Tacoma

More detailed analysis and interview opportunities are available.

Cars.com shares industry news, insights and dealership best practices to help dealers and manufacturers better understand the automotive landscape, automotive shopping trends and new consumer behavior. For more information, visit <http://dealeradvantage.cars.com/>.

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