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## **January Buyer Searches on Swaplease.com Reveals Strong Interest in Toyota and Lexus Models Despite Recall Crisis**

**(CINCINNATI, Feb. 9, 2010):** Swaplease.com, the world's largest auto lease marketplace, has released its list of the top vehicle searches for January 2010. Despite the recall crisis, Toyota and Lexus models fared well across the luxury sedan and crossover SUV categories respectively. In the SUV segment, GM's Cadillac Escalade and Chevrolet Tahoe also saw a boost as consumers dig in for the last few months of winter weather this year.

Top Searched Vehicles (all categories) in January 2010

1. BMW 3 Series
2. BMW 5 Series
3. Cadillac Escalade
4. Chevrolet Tahoe
5. Lexus RX 350
6. Audi Q7
7. Cadillac CTS
8. Toyota Camry
9. Lexus IS 250
10. Lexus LS 460

"Increased demand in the end of 2009 reassured automakers that the economy is slowly recovering and people are slowly starting to return to leasing and making big purchase decisions," says Richard Joseph, co-founder of Swaplease.com. "Our web site data and our experience in the industry tell us that safety recalls and financial crises can and will be overcome."

Swaplease.com co-founders Ron and Richard Joseph created and patented the online lease transfer process in the late nineties to help consumers quickly and easily step into and out of car leases with no hassles. Since then, more than fifty thousand people have taken advantage of the program and were able to [walk away from their car leases without paying penalties.](#)

Buyer demand on the lease transfer Web site has surged in the past six months as still-skeptic consumers look to [get into a short term lease](#) with no money down and low payments. The shorter commitment is an attractive option for both single professionals and families alike during times of uncertainty.

“We’ve found that our customers like the idea of ‘people helping people.’ It’s a true win-win, which is rare to find,” adds Joseph.

For information about how lease transfers work, visit [www.swapalease.com](http://www.swapalease.com) or call (866) 792-7669.

**About Swapalease.com:**

Swapalease.com is the world’s largest automotive lease marketplace and the pioneer in facilitating lease transfers online. Conceptualized in 1997, Swapalease.com is the leading automotive consumer online destination providing programs (including new leases and for sale vehicles) for both consumers and dealers in the U.S. and Canada. For more information, call 866-SWAP-NOW or visit [www.swapalease.com](http://www.swapalease.com).

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