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Swapalease.com Releases Top 2009 Vehicle Searches List; American Cars Increasing, German Cars Dominate

(CINCINNATI, Jan.13, 2010): Swapalease.com, the world's largest auto lease marketplace, released its list of the 2009 top vehicle searches. While the Germans dominated as they have in years past, this year domestic vehicles had a strong showing, accounting for nearly half of the top 20 searches overall.

Top 10 Import Vehicles in 2009

1. BMW 3 Series
2. BMW 5 Series
3. Mercedes-Benz E Class
4. BMW X5 Series
5. BMW 7 Series
6. BMW M3
7. Porsche 911
8. Audi A4
9. BMW 6 Series
10. Mercedes-Benz S Class

Top 10 Domestic Vehicles in 2009

1. Cadillac Escalade
2. Chevrolet Tahoe
3. Chevrolet Corvette
4. Cadillac CTS
5. GMC Yukon
6. GMC Sierra Pickup
7. Jeep Wrangler
8. GMC Acadia
9. Chevrolet Traverse
10. Chevrolet Suburban

2009 proved to be a tumultuous economy, one that the auto industry is still rebounding from in 2010. Swapalease.com bucked the trend, though, by continuing to grow and even reported increases in site traffic and lead generation. Traffic of consumers picking up leases, in particular, was on the rise last year due to the many benefits of taking over a lease on Swapalease: low monthly payments, short term commitment, and no money down.

“Our unique marketplace experienced a boost in 2009 partly because the economy was struggling and people needed a way out of their lease obligations without damaging their credit,” explains Scot Hall, EVP of Operations for Swapalease.com. “We helped three times as many consumers out of their car leases in 2009 as we did in 2008 and helped eight times as many consumers to get into short term car leases, resulting in a win-win. Next year, as credit improves and repossessions decrease, Swapalease.com will have even more opportunities to help consumers.”

Company officials point to improved social media integration and consumer engagement as a factor in improving awareness about Swapalease.com and stated that providing even greater customer satisfaction is the number one goal in 2010.

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.

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