

## Consumer Preferences Shift As Gas Prices Rise

**(Cincinnati, January 25, 2011):** Mid month reports from the U.S. Energy Information Association confirm what your wallet already knows .....that gas prices are on the rise across the United States. In fact, there is not a region across the country where prices were not up from the same period a year ago. Additionally, this rise put the price per gallon of gasoline above the \$3 threshold in every region across the US with the exception of one.

In mid January, Ford Motor Company CEO, Alan Mulally, was quoted as saying, "As fuel prices go up, people put more emphasis on fuel economy. We saw previously that as gas prices get above \$3, people start making different decisions." Unlike a couple of years ago the automotive industry is better prepared as prices increase. This is especially true for the domestic automakers that are much better positioned this time around with more fuel efficient offerings. For instance, Chevrolet is introducing 3 new fuel efficient entrants including the Cruze, Sonic, and the much anticipated Volt plug-in hybrid electric.

Recent search requests at Swapalease.com indicate that the \$3 per gallon barrier may cause a shift in consumer attitudes toward the importance of fuel efficiency when selecting their next vehicle. Company officials noted that search requests for higher mile per gallon vehicles have increased notably over the last several months. Clients looking to transfer out of leases as a result of fuel economy concerns is trending upward, too.

Company President and Co-Founder, Richard Joseph stated, "More of our clients were searching for cars that require less fill ups as 2010 came to a close and so far into 2011." He added, "Swapalease.com listened to customer feedback regarding the request for a way to easily search for more fuel efficient vehicles by incorporating a Green/Hybrid category search option." Customers can now search hybrid vehicles on Swapalease.com with a simple click of a button.

For more information about Swapalease.com or how to exit your lease early, call 866-SWAPNOW or visit [www.swapalease.com](http://www.swapalease.com).

### **About Swapalease.com:**

Headquartered in Cincinnati, Ohio, Swapalease.com is the world's largest automotive lease marketplace and the pioneer in facilitating lease transfers online. First conceptualized in 1997, Swapalease has evolved into a leading automotive consumer online destination servicing all aspects of the automotive leasing lifecycle including education, research, pricing, acquisition and lease transfer. For more information, please call 866-SWAPNOW (866-792-7669) or visit [www.swapalease.com](http://www.swapalease.com).