

# INDUSTRYNEWS

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## **Cars Most Popular With Young Drivers**

Is your target customer between the ages of 18 and 34? Do you know what cars they are buying these days?

A new study recently completed by TrueCar.com, showed that Mitsubishi, Mazda and Volkswagen have the highest concentration of younger buyers. The study was completed in May 2010 and looked at the last full year of available data. TrueCar also identified the best deals on models for this demographic based on current actual transactions.



The list, which shows the brands with the highest percentage of buyers that are 18 to 34, is topped by Mitsubishi (18.3%), with its young skewing list of models that includes the Lancer and the Eclipse. Mazda (18%), with the popular Mazda3 and Mazda6, and Volkswagen (17.6%), which features the list topping GTI and Jetta, were next with Nissan (15.6%) and Mini (15%) rounding out the top 5. The industry average was 10.8%.

"Even though customer loyalty is not what it used to be, capturing young buyers is still critical to the longevity of the automakers," said Jesse Toprak, VP of Industry Trends and Insights at TrueCar. "Not only do these younger consumers buy cars for themselves but they also often influence purchase decisions made by their families and friends."

On the flipside, the brands that have the lowest percentage of buyers in that age range are Detroit mainstays Buick (3.6%), Lincoln (4%) and Cadillac (5.1%). Those three makes manufacture eight of the 10 vehicles with the lowest percentage of buyers under 34 in the study, with the Cadillac DTS (1.1%) at the very bottom of a list that includes two Cadillacs, two Buicks and four Lincolns.

Making this information more valuable for consumers is TrueCar.com's list of the Top 10 Models for Young Drivers that includes the potential discount from MSRP. Topping the list - which is made up of models with the highest percentage of 18- to 34-year-olds within the make - is the Mitsubishi Lancer, which shows a possible discount of 25%. Both the Nissan Titan and the Jeep Commander are showing potential discounts over 30%.

<b>Make</b>	<b>Model</b>	<b>Trim</b>	<b>% of 18 to 34 Y/O</b>	<b>Discount off MSRP</b>
Mitsubishi	Lancer	Sedan Manual	18.3%	-25%
Mazda	3	4dr Sedan Man	18.0%	-5%
Volkswagen	GTI	2dr HB Man	17.6%	-3%
Nissan	Titan	2WD King Cab	15.6%	-37%
Mini	Cooper	2dr Coupe	15.0%	-3%
Audi	A3	4dr HB MT	14.9%	-3%
Jeep	Commander	RWD 4dr Sport	14.0%	-30%
Honda	Fit	5dr HB Man	13.9%	-1%
Subaru	Impreza	Sedan 4dr Man	13.5%	-5%
Acura	TSX	4dr Sedan I4Auto	13.4%	-6%

The full list, as well as the full list of brands by age, can be viewed at the TrueCar Truth Blog.

The results are based on actual transaction data and deliver a price that reflects the average price paid on a local, regional or national basis. TrueCar recently launched their upfront pricing program that matches consumers with dealers willing to sell the chosen car for the average paid(3) price, or better.

#### About TrueCar Data

TrueCar obtains data directly from car dealers, respected dealer management system (DMS) providers, and well-known data aggregators within the automotive space. We also acquire vehicle configuration data, customer and dealer incentives data, financing and loan data, vehicle registration and insurance data, and much, much more. TrueCar is insatiable about data with our goal to find 100% of all purchase transactions, even if that means finding the same transaction multiple times from multiple sources within the car-buying ecosystem. Our data is among the most timely and comprehensive in the industry, as we are able to process most car sales within a week of the actual sales date, and have a substantial fraction on the site within 48 hours of the actual sale. TrueCar believes the greater our informational accuracy, the greater benefit we provide to both dealers and consumers.

(1) "Best deals" refers to vehicles identified by TrueCar as having the highest projected discount from MSRP including all applicable incentives.

(2) Discount is national average from MSRP including incentives.

(3) "Average paid" refers to the national average price paid for a vehicle, based on the most recent transactional data.

Source: TrueCar

## **Most Powerful, Street Legal Porsche Ever**

The time: seven minutes, 18 seconds on the Nurburgring-Nordschleife. The power: 620 hp from 3.6 liters. The weight: 3,020 lb in road trim with all fluids on board. The car: the new 2011 Porsche 911 GT2 RS.

The latest 911 is the fastest and most powerful road-going sports car ever built in the history of Porsche. With horsepower (hp) up by 90 and weight down by 154 lbs in comparison with the previous 911 GT2, the new 911 GT2 RS has a power-to-weight ratio of just 4.9 lbs (2.21 kg) per horsepower, by far the best power/weight ratio in its class. These are

the ideal ingredients for an ultra-high-performance sports car with supreme agility and truly blistering performance on the road. Perfectly illustrating Porsche Intelligent Performance, the 2011 GT2 RS achieves a reduction of approximately 5 percent for both fuel consumption and CO2 emissions when compared with the previous 911 GT2.



The 3.6 liter six-cylinder boxer engine features two variable turbine geometry turbochargers and provides power to the rear wheels exclusively through a six-speed manual gearbox. Equally impressive stopping power comes from Porsche Composite Ceramic Brakes (PCCB).

New tires were specifically developed for the 911 GT2 RS and measure 245/35 ZR 19 at the front and 325/30 ZR 19 at the rear, delivering cornering performance to match the straight-line speed. Extreme cornering dynamics are ensured by the setup of the springs, Porsche Adaptive Suspension Management (PASM), unique anti-roll bars, specific engine mounts and recalibrated Porsche Stability Management (PSM), whose stability and traction control functions can be switched off individually.

The combined effect of these developments is evident on the racetrack. In fact, the ultimate 911 accelerates from 0-60 in 3.4 seconds, boasts a top-track speed of 205 mph and laps the famed Nurburgring-Nordschleife racetrack in just 7 minutes and 18 seconds.

Limited to just 500 units worldwide, the 911 GT2 RS will be available in the U.S. October 2010 and will have a MSRP of \$245,000. The GT2 RS is making its world debut at the Moscow Auto Show on August 25th, 2010.

Press Database at <http://press.porsche.com/>.

Photo: <http://www.newscom.com/cgi-bin/prnh/20100512/CL03357-b>

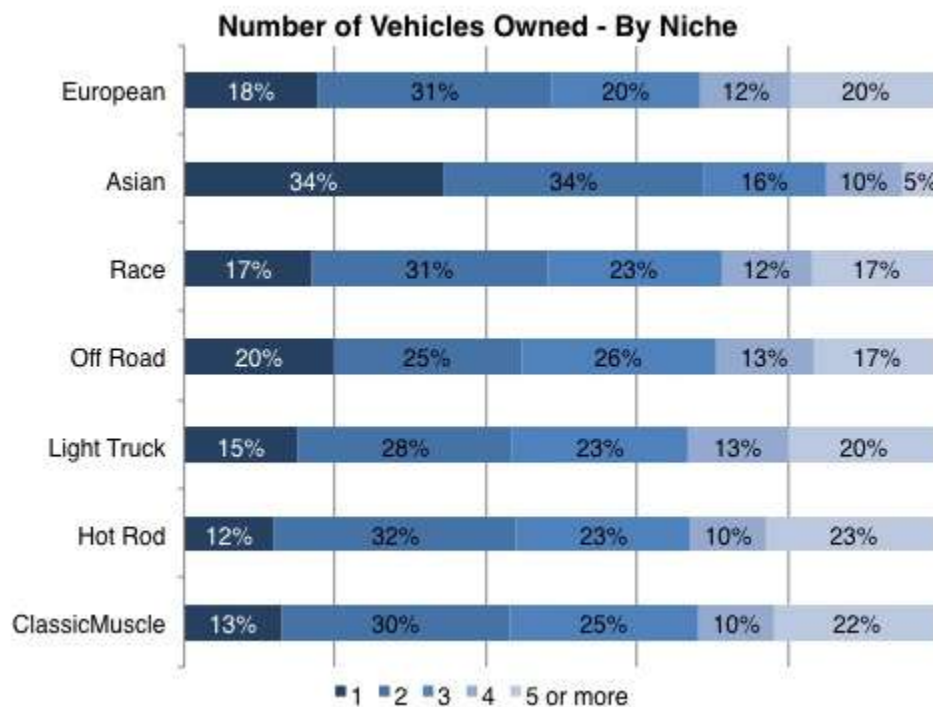
<http://www.newscom.com/cgi-bin/prnh/20100512/CL03357-a>

AP Archive: <http://photoarchive.ap.org/>

Source: Porsche Cars North America, Inc.

## Nearly 25% of Hot Rodders Own 5 or More Vehicles

Most automotive enthusiasts rarely settle on a single vehicle to satiate their hobby. In fact, many of them build collections over time, store multiple unfinished projects throughout their property, invest in sizeable collections or simply obtain a few copies of imperfect examples to patch together for a single restoration. In basic terms, hobbyists are prone to allocate their resources into many vehicles, not just one.



In the United States most institutions peg the vehicle number per capita around 0.7-0.8, with households averaging 2.2-2.3 vehicles per family. Die-hard enthusiasts, on-the-other-hand do not mimic the characteristics of the typical consumer and their consumption is much higher. One caveat of this comparison is that some enthusiasts do not have vehicles, so the overall chart would look slightly different if those few were factored in. For this study only vehicle-owners were included.

When illustrated by market niche, the difference in vehicle ownership between the various groups does not indicate many significant discrepancies; with one exception. The single group with the largest deviation was those interest mostly in Asian imports. From numerous past studies it should be apparent why this group is less likely to own a fleet of vehicles. Members of this group tend to be younger, less established in their careers and often attending school. In essence, they have less disposable income to spend.

Overall, the purpose of this study was to illustrate not just that enthusiasts are vehicle collectors, but that the numbers of vehicles in their collections do vary slightly between market niches.

Source: Fast Lane Research

## Car Prices Continue To Rise

Prices for new, used and certified pre-owned (CPO) vehicles listed for sale on AutoTrader.com continue to rise as car shoppers increasingly turn into car buyers, according to AutoTrader.com's Trend Engine Report for May, covering the month of April.

In April, used and CPO prices on AutoTrader.com rose most dramatically, with many models showing double digit average price increases compared to April 2009. For instance, the average listing price for CPO Ford F-150 pick-up trucks jumped 35% in April 2010 compared to April 2009 and the average price for a CPO Ford Fusion was up 31% in April 2010 compared to April a year ago.



### Certified Pre-Owned

		Search	Avg Price	Avg Price	Change
Make	Model	Rank	April 2010	April 2009	From LY
BMW	3-Series	1	\$30,243.00	\$29,889.00	1.18%
Honda	Accord	2	\$18,147.00	\$17,819.00	1.84%
Ford	F-150	3	\$29,863.00	\$22,006.00	35.70%
Chevrolet	Silverado 1500	4	\$23,900.00	\$21,389.00	11.74%
Toyota	Tundra	5	\$24,983.00	\$22,668.00	10.21%
Chevrolet	Tahoe	6	\$32,761.00	\$29,341.00	11.66%
BMW	5-Series	7	\$35,315.00	\$35,498.00	-0.52%
Ford	Mustang	8	\$21,055.00	\$18,926.00	11.25%
Toyota	Camry	9	\$17,701.00	\$18,323.00	-3.39%
Honda	Civic	10	\$16,173.00	\$16,244.00	-0.44%

Toyota	Tacoma	11	\$21,863.00	\$20,654.00	5.85%
Audi	A4	12	\$26,491.00	\$24,584.00	7.76%
Acura	TL	13	\$26,499.00	\$24,325.00	8.94%
Volkswagen	Jetta	14	\$16,402.00	\$14,890.00	10.15%
Honda	Pilot	15	\$24,585.00	\$21,675.00	13.43%
Ford	Escape	16	\$19,906.00	\$18,127.00	9.81%
Toyota	Highlander	17	\$24,722.00	\$22,932.00	7.81%
Ford	Fusion	18	\$20,397.00	\$15,513.00	31.48%
GMC	Sierra 1500	19	\$24,967.00	\$21,967.00	13.66%
Chevrolet	Suburban	20	\$34,372.00	\$30,630.00	12.22%

Inventories of CPO Ford Fusions may get exceptionally tight in the near future as views of Ford's popular sedan among AutoTrader.com's CPO inventory skyrocketed 109% in April 2010 compared to April 2009. The Fusion was the No. 66 most-viewed CPO vehicle on AutoTrader.com in April of last year and the No. 45-most viewed CPO vehicle on the site in March of this year. In April of this year, the car jumped into the top 20 most-viewed CPO list at No. 18.

"The Fusion is riding a great wave of publicity and good reviews and shoppers are giving this car a good looking over," said Perry. "If inventory of CPO Fusions does tighten as more consumers look at and purchase the vehicles, this gives Ford an opportunity to reach out and influence those CPO shoppers to consider a new Fusion with marketing, specials and pricing. Other brands and dealerships have an opportunity to work to influence consumers who may not find a CPO Fusion and get those shoppers to consider other new or used mid-sized, four-door sedans."

In used cars, the big average price-gainers were the used Ford F-150 and the used Jeep Wrangler, both up 18% in April 2010 compared to April of last year.

"While the used car market has been improving for several months, recovery in the new car arena is newer and that is reflected in the moderate increase in average prices for new vehicles listed for sale on AutoTrader.com that we're seeing on the site," said company President and CEO Chip Perry.

#### Used Cars

Make	Model	Search Rank	Avg Price April 2010	Avg Price April 2009	Change From LY
Ford	F-150	1	\$21,161.00	\$17,879.00	18.36%
BMW	3-Series	2	\$25,171.00	\$25,041.00	0.52%
Chevrolet	Silverado 1500	3	\$19,919.00	\$17,554.00	13.47%
Ford	Mustang	4	\$18,049.00	\$16,767.00	7.65%
Ford	F-250	5	\$25,177.00	\$21,451.00	17.37%
Honda	Accord	6	\$15,787.00	\$15,360.00	2.78%
Dodge	Ram 1500	7	\$18,836.00	\$16,528.00	13.96%
Jeep	Wrangler	8	\$20,152.00	\$16,986.00	18.64%
Honda	Civic	9	\$13,665.00	\$13,391.00	2.05%
Infiniti	G35/G37	10	\$22,724.00	\$21,522.00	5.58%

Chevrolet	Tahoe	11	\$25,535.00	\$23,290.00	9.64%
Chevrolet	Silverado 2500	12	\$23,274.00	\$21,004.00	10.81%
Toyota	Tacoma	13	\$19,414.00	\$17,797.00	9.09%
BMW	5-Series	14	\$29,781.00	\$29,838.00	-0.19%
Dodge	Ram 2500	15	\$24,934.00	\$22,258.00	12.02%
Nissan	Altima	16	\$15,278.00	\$14,793.00	3.28%
Toyota	Tundra	17	\$22,088.00	\$20,504.00	7.73%
Audi	A4	18	\$21,447.00	\$20,280.00	5.75%
Jeep	Grand Cherokee	19	\$17,099.00	\$15,128.00	13.03%
Chevrolet	Corvette	20	\$35,811.00	\$35,756.00	0.15%

New car prices were on the rise, as well, but more moderately, reflecting the slower pace of improvement in the new car market.

The big new-car price winners in April on AutoTrader.com were the new Ford Fusion, with the average price for the four-door sedan up 10% compared to April 2009 and the new Chevrolet Corvette, with the average price up just under 10% compared to April 2009. Other models from Jeep, Honda, Toyota, Dodge, Nissan and Volkswagen also saw modest average price increases year over year in April.

#### New Cars

Make	Model	Search Rank	Avg Price April 2010	Avg Price April 2009	Change From LY
Chevrolet	Camaro	1	\$34,029.00	\$31,659.00	7.49%
Ford	F-150	2	\$37,102.00	\$34,227.00	8.40%
Ford	Mustang	3	\$31,672.00	\$33,127.00	-4.39%
Chevrolet	Silverado 1500	4	\$33,746.00	\$31,741.00	6.32%
BMW	3-Series	5	\$46,160.00	\$48,058.00	-3.95%
Jeep	Wrangler	6	\$29,403.00	\$27,664.00	6.29%
Chevrolet	Corvette	7	\$67,974.00	\$61,869.00	9.87%
Ford	F-250	8	\$44,585.00	\$43,282.00	3.01%
Hyundai	Sonata	9	\$22,414.00	\$24,349.00	-7.95%
Honda	Accord	10	\$26,080.00	\$25,901.00	0.69%
Toyota	Tacoma	11	\$26,278.00	\$25,680.00	2.33%
Dodge	Ram 1500	12	\$34,739.00	\$34,081.00	1.93%
Nissan	Altima	13	\$24,693.00	\$24,557.00	0.55%
Ford	Fusion	14	\$25,769.00	\$23,270.00	10.74%
Dodge	Challenger	15	\$35,440.00	\$37,123.00	-4.53%
Volkswagen	Jetta	16	\$23,478.00	\$22,787.00	3.03%
Honda	Civic	17	\$19,995.00	\$20,746.00	-3.62%
Chevrolet	Equinox	18	\$28,277.00	\$26,433.00	6.98%
Toyota	Camry	19	\$24,772.00	\$24,395.00	1.55%
Honda	CR-V	20	\$25,932.00	\$25,182.00	2.98%

Traffic Continues to Trend Up



Traffic to AutoTrader.com continued the upward march it has been experiencing for some time as more and more new, used and CPO vehicle shoppers turn to the internet to research and compare vehicles, check prices and see inventory. In April, AutoTrader.com attracted 15.4 million unique monthly visitors, up two percent from the 15.08 million unique visitors AutoTrader.com attracted in April 2009.

"Car shoppers today, coming off two years of a tough economy, want to know that they've made the right purchase when they finally do decide to buy a new or used car," said Chip Perry. "AutoTrader.com offers them the tools, information and inventory that allows shoppers to do their research, compare new and used cars, view pricing and specials and then know they made the right choice."

AutoTrader.com's recently launched "Heart & Mind" advertising campaign communicates that message via high-impact broadcast, digital and social media outreach. Additionally, AutoTrader.com continues to add functionality, like additional research content and the just-launched mobile shopping experience to give car shoppers the information they want where and when they want it.

"This is an exciting time for the auto industry and for AutoTrader.com," said Perry. "We expect to continue to grow our traffic numbers and drive more car buyers to dealer and private seller listings on our site as more people jump back into the car market and utilize AutoTrader.com to find their perfect car."

Source: AutoTrader.com

## **NFIB Joins Lawsuit Challenging Healthcare Law**

Dan Danner, president and CEO of The National Federation of Independent Business (NFIB), America's leading small business association, issued the following statement on May 14, 2010.

"Today the NFIB joined the 20 states in this historic lawsuit challenging the constitutionality of the Patient Protection and Affordable Care Act. The fundamental mission of our organization is to promote and protect the rights of small businesses and the self-employed to own, operate and grow their business, and this healthcare law directly undermines this core value.

"We didn't enter into the decision to join this lawsuit lightly – we have been representing small business owners since 1943 and we take this responsibility extremely seriously. But the outpouring of opposition to this new law was overwhelming and our members urged us to do everything in our power to stop this unconstitutional law.

"Small business owners everywhere are rightfully concerned that the unconstitutional new mandates, countless rules and new taxes in the healthcare law will devastate their business and their ability to create jobs.

"They are also concerned about their personal freedoms. This law is the first time the federal government has required individuals to purchase something simply because they are alive. If



Congress can regulate this type of inactivity, then there are essentially no limits to what they can mandate individuals to do.

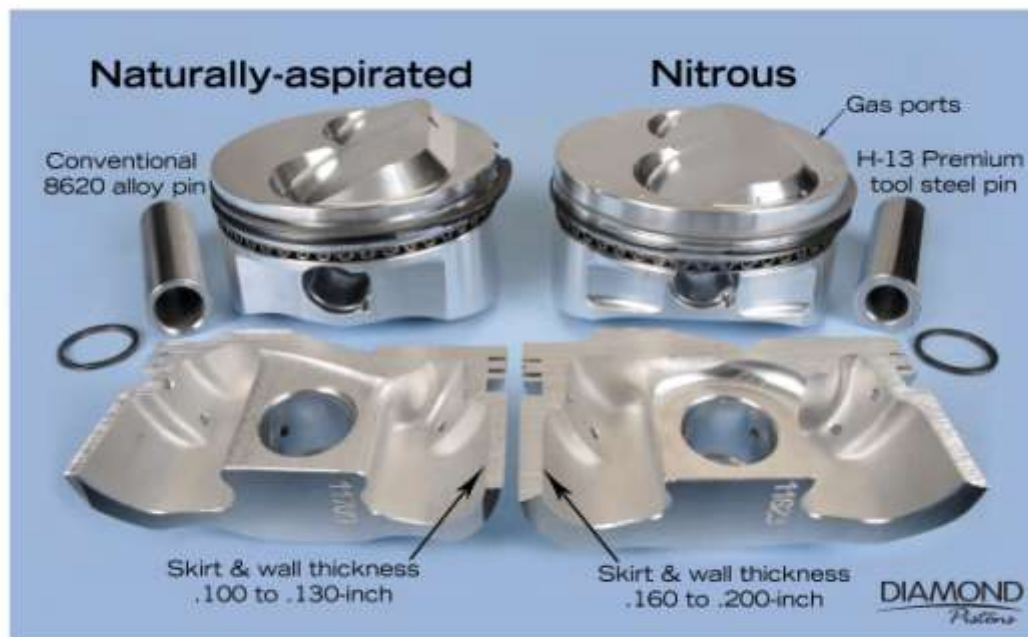
“We want to make it very clear: NFIB has a long history of working on and supporting healthcare reform. We are not part of the ‘Just say no’ crowd. Small businesses DO need reforms that help to reduce costs and increase choices. We have encouraged reforms that cover pre-existing conditions, help to create effective and affordable national exchanges, provide the ability to buy across state lines, and include liability reform. But this new law resulted in more bad than good for our nation’s job creators. And this law is a bridge too far in terms of the future of our constitutional freedoms and liberties.”

For more information visit [www.NFIB.com/hclawsuit](http://www.NFIB.com/hclawsuit).

## Industry Press Releases May 15, 2010

### DIAMOND’S NEW RANGE OF NITROUS PISTONS

Clinton Township, MI: Diamond’s new, comprehensive range of nitrous pistons comes with all the bells and whistles.



Obviously, they are not designed to compete on price with entry-level conventional pistons. However, for those who need an entry-level piston today but may be considering adding nitrous or forced induction later, choosing the right piston now might be the wiser plan.

The essential differences between the two are material type; the thicknesses of the crown, wall, skirt, and piston pin; the provision of gas ports; the depth of the top ringland, and the materials of which the top ring and oil control rings are made.

Though visually indistinguishable, Diamond's conventional piston is made of 4032 aluminum while its nitrous counterpart is forged from 2618, a superior material when subjected to the higher cylinder pressures and temperatures of nitrous oxide. The differences in thickness of piston crowns, walls, skirts, and piston pins is more obvious—often ranging from 33 to 53 percent greater mass for nitrous use. Piston pins destined for nitrous engines are made of premium tool steel, H-13, rather than alloy steel, 8620, a favorite in naturally aspirated engines. Moreover, nitrous pistons are often endowed with a stiffening rib under each pin bore to fortify the skirts.

An important feature of a nitrous piston that doesn't usually appear on a conventional street-strip piston is the adoption of gas ports. Characterized by a circle of small-bore holes, they penetrate to the depths of the first ring groove from the piston crown. Their purpose is to pressurize the inner edge of the top ring, forcing it out and making a tight seal on the cylinder wall.

Like the conventional piston, its nitrous mate uses a three-ring pack, but the top ring on the Diamond nitrous piston is placed further down from the piston crown (typically .300in compared with .200in conventional piston), to protect it from greater heat and higher pressures.

Finally, the top ring of a nitrous piston is often .020in thinner and .020in to .030in narrower and always made of a superior material than that of a naturally aspirated piston. Similarly the oil control ring has greater radial tension to prevent crankcase oil from entering the combustion chamber, particularly harmful to nitrous oxide engines.

For more information contact:

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Telephone (877) 552-2112 or visit [www.DiamondRacing.net](http://www.DiamondRacing.net) or e-mail Ron Beaubien at RBeaubien@diamondracing.net

### **XS Power L925-16 Lithium Powerpack**

XS Power introduces the L925-16 Lithium Powerpack, a lightweight racing battery for drag racing applications. This product joins the award winning Lr48 Lithium Powerpack already in use by top racers in the ADRL, NHRA, and IHRA.

The L925-16 Lithium Powerpack provides an excellent value in a lightweight racing battery solution for total loss (no alternator) drag race applications. This 16V Lithium-Ion battery has 25 minutes of reserve, a total capacity of 11Ah,



and yet weighs only 6.5 lbs. It features very low internal resistance making for faster engine starting when compared to most 16V AGM batteries. It is built around the common 925 case size used by XS Power and others and therefore fits in many of the battery holders already on the market. The battery is 6.25" L x 6.93" W x 4.92" H. This battery features fast cell balancing for long life, maximum capacity, and safety. A unique feature of this battery is the complete MOSFET protection system including automatic low voltage, high voltage, over current, and short circuit protection. Since battery life is so critically affected by charging, XS Power also has available the compatible charger, the 1008 Lithium charger for optimum performance. The MSRP of \$1,360 makes this battery an excellent value at only \$40 per pound saved vs. a lightweight AGM 16V battery. This product is not for use with alternators.

XS Power is a manufacturer and distributor in Knoxville, TN USA of high performance batteries for racing. They offer AGM lead acid batteries featuring lead-tin technology, lithium-ion batteries designed for automotive use, as well as a complimentary line of accessories. Please visit their website at [www.4xspower.com](http://www.4xspower.com) or call 1-888-4xspower for more information.

### **Spectro Introduces Two Premium Break-In Oils**

Brookfield, CT (Intercontinental Lubricants) January 14, 2010 – Intercontinental Lubricants of Brookfield, Connecticut, manufacturers and marketers of premium quality lubricants, breaks the news that it is offering not one, but two super performance break-in oils

Spectro Motor-Guard Premium Flat Tappet Break-In Oil is optimally balanced to provide maximum protection during engine break-in. Most engine oils found in today's market have much lower levels of zinc (zddp) than flat tappet cams were originally designed to be matched with. Spectro has specially formulated their Flat Tappet Break-In Oil with the highest levels of zinc for added wear protection and superior ring sealing. Protect your investment and get the most out of your engine – both in performance and longer life – by using proper lubrication during those first critical hours of operation.



The engineers at Spectro also realize roller cam engines have their own unique needs. They have formulated their Spectro Motor-Guard Premium Roller Cam Break-In Oil to be specifically balanced to protect your high performance roller cam engine during the important first hours of running. Whether racing, cruising, or boating, you have spent time and money choosing your motor and components. Keep that motor running strong with Spectro Motor-Guard Premium Roller Cam Break-In Oil.

For more information, check out [www.goldenmotorguard.com](http://www.goldenmotorguard.com), or call 1-800-243-8645 x111

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