

Cars.com On-the-Lot Trend Report



According to DrivingSales' Consumer Shopper Study, 61% of consumers don't contact a dealership before visiting a lot. Understanding what consumers are researching before their visit and while on-the-lot will help you beat the competition and grow your business...for every turn.

Based on Cars.com's patented On-the-Lot technology, these are the most viewed vehicle details pages in July 2017.

Top New VDP Views by Category - July 2017

Top 5 New Luxury

1. Land Rover Range Rover
2. Alfa Romeo Giulia
3. Mercedes-Benz E-Class
4. Land Rover Range Rover Sport
5. BMW M4

Source: Cars.com On-the-Lot VDPs, July 2017



Top 5 New Trucks

1. Ford F-150
2. Chevrolet Silverado 1500
3. RAM 1500
4. Toyota Tacoma
5. Ford F-250

Source: Cars.com On-the-Lot VDPs, July 2017



Top Used VDP Views by Category - July 2017

Top 5 Used Luxury

1. Mercedes-Benz C-Class
2. Mercedes-Benz E-Class
3. BMW 328
4. BMW X5
5. Mercedes-Benz S-Class

Source: Cars.com On-the-Lot VDPs, July 2017



Top 5 Used Trucks

1. Ford F-150
2. Chevrolet Silverado 1500
3. Ford F-250
4. Toyota Tacoma
5. RAM 1500

Source: Cars.com On-the-Lot VDPs, July 2017



Top 5 New Compact Sedans

1. Honda Civic
2. Volkswagen Jetta
3. Subaru WRX
4. Hyundai Elantra
5. Chevrolet Cruze

Source: Cars.com On-the-Lot VDPs, July 2017



Top 5 New Midsize Sedans

1. Dodge Charger
2. Toyota Camry
3. Honda Accord
4. Hyundai Sonata
5. Ford Fusion

Source: Cars.com On-the-Lot VDPs, July 2017



Top 5 Used Compact Sedans

1. Honda Civic
2. Volkswagen Jetta
3. Toyota Corolla
4. Mazda Mazda3
5. Subaru Impreza

Source: Cars.com On-the-Lot VDPs, July 2017



Top 5 Used Midsize Sedans

1. Honda Accord
2. Dodge Charger
3. Toyota Camry
4. Nissan Altima
5. Ford Fusion

Source: Cars.com On-the-Lot VDPs, July 2017



Top 5 New Fullsize Sedans

1. Nissan Maxima
2. Chrysler 300
3. Chevrolet SS
4. Ford Taurus
5. Chevrolet Impala

Source: Cars.com On-the-Lot VDPs, July 2017



Top 5 New SUVs

1. Jeep Grand Cherokee
2. Jeep Wrangler Unlimited
3. Ford Explorer
4. Toyota 4Runner
5. Dodge Durango

Source: Cars.com On-the-Lot VDPs, July 2017



Top 5 Used Fullsize Sedans

1. Nissan Maxima
2. Chevrolet Impala
3. Chrysler 300
4. Toyota Avalon
5. Ford Taurus

Source: Cars.com On-the-Lot VDPs, July 2017



Top 5 Used SUVs

1. Jeep Grand Cherokee
2. Jeep Wrangler
3. Jeep Wrangler Unlimited
4. BMW X5
5. Chevrolet Tahoe

Source: Cars.com On-the-Lot VDPs, July 2017



Top 5 New Luxury SUVs

1. Land Rover Range Rover
2. Land Rover Range Rover Sport
3. Jaguar F-PACE
4. Volvo XC90
5. BMW X5

Source: Cars.com On-the-Lot VDPs, July 2017



Top 5 Used Luxury SUVs

1. BMW X5
2. Acura MDX
3. Land Rover Range Rover Sport
4. Cadillac Escalade
5. Lexus RX 350

Source: Cars.com On-the-Lot VDPs, July 2017

