

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 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 August 2017.

Top New VDP Views by Category - August 2017

Top 5 New Luxury

1. Land Rover Range Rover
2. Mercedes-Benz E-Class
3. Audi Q7
4. Porsche Panamera
5. Land Rover Range Rover Sport

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



Top 5 New Trucks

1. Ford F-150
2. Chevrolet Silverado 1500
3. RAM 1500
4. Ford F-250
5. GMC Sierra 1500

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



Top 5 New Compact Sedans

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

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



Top 5 New Fullsize Sedans

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

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



Top 5 New Luxury SUVs

1. Land Rover Range Rover
2. Audi Q7
3. Land Rover Range Rover Sport
4. Lexus RX 350
5. BMW X5

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



Top Used VDP Views by Category - August 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, August 2017



Top 5 Used Trucks

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

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



Top 5 Used Fullsize Sedans

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

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



Top 5 Used SUVs

1. Jeep Grand Cherokee
2. Jeep Wrangler Unlimited
3. Jeep Wrangler
4. Ford Explorer
5. Chevrolet Tahoe

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



Top 5 Used Luxury SUVs

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

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

