



Top Makes by Price Calculator Usage

Top 5 Non-Luxury Used

1. Ford
2. Chevrolet
3. Toyota
4. Jeep
5. Honda

Top 5 Non-Luxury New

1. Chevrolet
2. Ford
3. Honda
4. Jeep
5. Toyota

Top 5 Luxury Used

1. Mercedes-Benz
2. Audi
3. Lexus
4. Acura
5. INFINITI

Top 5 Luxury New

1. BMW
2. Land Rover
3. Mercedes-Benz
4. Audi
5. INFINITI

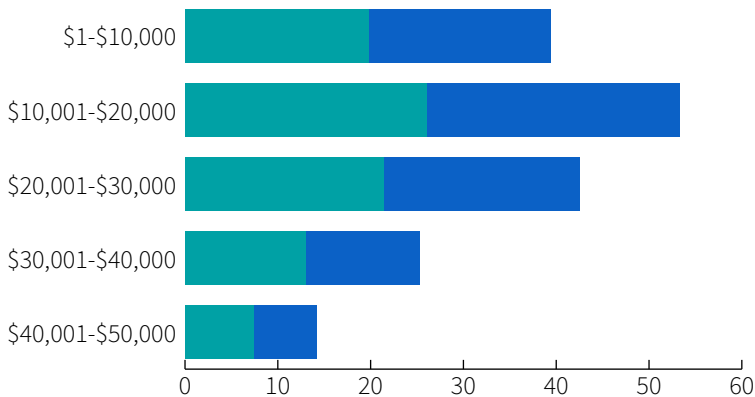
THE 4Ps OF AUTOMOTIVE MARKETING™





Narrowing down the PRICE range before purchasing a new or used car will affect the makes and models consumers are considering and whether or not they will finance the vehicle or pay in full at the time of purchase. Utilizing our patented Lot Insights technology we took a look at the top makes for on-the-lot price calculator usage. We also looked at various price ranges for on-the-lot VDP views vs VDP views that did not occur on a dealer's lot. Even after the shopper reaches the lot, the usage of a mobile device allows Cars.com to collect insightful pricing data.

VDP Views by Price Range



Key:  non-OTL VDPs  OTL VDPs