



FOR IMMEDIATE RELEASE

Media Contact:

Kristin Doidge

(513) 381-0100 x 1007

kdoidge@swapalease.com

Cash for Clunkers Helps Improve Consumer Confidence; Swapalease.com's Buyer Searches Increase in August

(CINCINNATI, Sept. 14, 2009): Consumer confidence is coming back, says Swapalease.com, the world's largest auto lease marketplace. Auto shoppers in particular, with the success of the government-aided Cash for Clunkers program, are in the market for a new ride again.

Buyer vehicle searches rose steadily in the months of July and August on Swapalease.com, according to user data. Every single car model on the top ten list of searches increased in August, including the ever-popular BMW 3, 5, X5 and 7 Series, respectively. Others that also saw an increase in searches include the Mercedes-Benz E Class and S Class models, as well as Porsche 911 and the Audi A4.

Top Vehicle Searches in August

1. BMW 3 Series
2. BMW 5 Series
3. Mercedes-Benz E Class
4. BMW X5 Series
5. BMW 7 Series
6. BMW M3
7. Porsche 911
8. Audi A4
9. BMW 6 Series
10. Mercedes-Benz S Class

"What makes our online marketplace so unique is that we allow consumers a secondary market for their leases in which all of the rules of the 'free market' space apply," says Scot Hall, EVP of Operations at Swapalease.com. "Consumers can use our patented process to incentivize their leases by offering cash up front, which generates even more interest among buyers."

Consumers are able to take advantage of these deals on the company's web site by taking over a [short term lease](#) and benefiting from the original lessee's down payment and low monthly payments that were based on a longer term at initiation.

People who grow tired of their vehicles quickly or who, for example, are looking for something more efficient in line with the Clunkers initiative, are able to [walk away from their lease before the term is up without penalty](#).

"There are great deals out there on all kinds of vehicles if consumers know where to look to find them," adds Hall. "A dream car may be closer than you think, even in this economy."

About Swapalease.com:

Swapalease.com is the world's largest automotive lease marketplace and the pioneer in facilitating lease transfers online. First conceptualized in 1997, Swapalease.com has evolved into a leading automotive consumer online destination servicing all aspects of the [automotive leasing](#) lifecycle. The company is headquartered in Cincinnati, Ohio. For more information, call 866-SWAPNOW or visit www.swapalease.com.

###