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Swapalease.com Site Traffic Up 200% in Top Markets in June 2009 from Last Year; Buyer Searches Strong

(CINCINNATI, Ohio July 27, 2009): Swapalease.com, the world's largest auto lease marketplace, is reporting a 203% increase in site traffic from Los Angeles and a 171% increase in site traffic from New York City in June 2009 compared to June of last year. Overall site visits also increased from June 2008 to June 2009.

[Top vehicle searches](#) have increased since June of 2008, as well, including searches for most BMW models. The BMW 3 Series, 5 Series and 7 Series models in particular have maintained top five spots in the search lists both years.

June 2009 Top Vehicle Searches

1. BMW 3 Series
2. BMW 5 Series
3. Mercedes-Benz E Class
4. BMW X5 Series
5. BMW 7 Series
6. Cadillac CTS
7. BMW M3
8. Porsche 911
9. BMW 6 Series
10. Mercedes-Benz C Class

June 2008 Top Vehicle Searches

1. BMW 3 Series
2. Mercedes-Benz E Class
3. BMW 5 Series
4. GMC Sierra C/K 1500 Pick up
5. BMW 7 Series
6. Ford Escape
7. BMW X5 Series
8. Porsche 911
9. BMW 6 Series
10. Ford F150 Pickup

Swapalease.com officials attribute the increase in traffic to a number of factors including job loss and the economy, greater awareness about lease transfers as an option, and a greater number of vehicle leases available for transfer in the Swapalease.com online marketplace.

Pioneered in the late 1990s, Swapalease.com's patented process helps consumers get into and [out of car leases online](#). The company works closely with major leasing companies to ensure that consumers have a safe and fun experience using the service.

“We attribute much of our success over the past ten years to our repeat customers and word-of-mouth referrals,” says Scot Hall, EVP of Operations for Swapalease.com. “Our customers come back again for a second or third vehicle and let their friends know when they’ve had a good experience. Our goal is to continue to exceed the expectations of our customers for years to come.”

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.

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