

## Swapalease.com Top 2008 Searches – BMW Takes 5 top spots

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Swapalease.com, the pioneer of online automotive lease transferring announces it's most searched leased vehicles of 2008 as the year draws to a close. Chief Executive Officer, Ronald Joseph Jr. noted that, "The list is based on user search activity through November and then extrapolated through the end of December to complete the picture."

Company officials stated it was not a surprise to see a high concentration of luxury vehicles upon review of the 2008 leased vehicle search results. This is due in large part to a much greater lease penetration amongst luxury brands in contrast to non-luxury name plates. However, a shift was evident in user preferences when comparing the end of year data to earlier 2008 results best illustrated by SUVs. First quarter 2008 results had strong showings by several large SUVs which lost favor as gas prices increased through spring and summer months.

Top leased vehicle searches at Swapalease.com:

1. BMW 3 Series
2. BMW 5 Series
3. Mercedes-Benz E Class
4. BMW X5 Series
5. BMW 7 Series
6. Porsche 911
7. BMW 6 Series
8. Mercedes-Benz S Class
9. Chevrolet Corvette
10. Mercedes-Benz C Class

Moving forward into 2009 Swapalease.com predicts the present trend of luxury vehicles lease searches to continue. Reasons for this include the following:

- Luxury automaker's captive financing arms continuing to push .
- The troubled economy has increased the market for both buyers and sellers of Lease Transfers.
- Troubled credit customers use Swapalease.com to relieve their debt obligations.

Swapalease.com is the world's largest automotive lease marketplace and the pioneer of facilitating lease transfers online as evidenced by the company's patented processes. Conceptualized in 1997 it has evolved into a leading automotive consumer online destination servicing all aspects of the automotive leasing lifecycle including education, research, pricing, acquisition and lease transfer.

Swapalease.com has been featured in stories by CNN, MSNBC, Time and the Wall Street Journal as well as cited by leading search engine provider, Google.com as an online marketing case study.

The company is headquartered in Cincinnati, Ohio, and is privately held. For more information please call 866-SWAPNOW (866-792-7669).