

## **BMW Dominates Swapalease.com January Searches; Luxury Vehicles Strong Despite Economy**

(Cincinnati, Feb. 9, 2009) --

Swapalease.com, the pioneer of online automotive lease transferring, released a list of the top 10 most searched vehicles during January 2009. BMW models took the top three spots and held five positions overall dominating other manufacturers. Import vehicles, more specifically European luxury vehicles, rounded out the list with the Cadillac Escalade and the GMC Acadia being the only domestic entries, according to Swapalease.com user data.

1. BMW 3 Series
2. BMW 5 Series
3. BMW X5 Series
4. GMC Acadia
5. Mercedes-Benz E Class
6. BMW 7 Series
7. Cadillac Escalade
8. Mercedes-Benz S Class
9. BMW 6 Series
10. Mercedes M Class

Not only is it surprising to see the strong demand for expensive luxury vehicles in a sagging economy, but also noteworthy that four of the ten are classified as SUVs.

As recently as fourth quarter 2008, SUV demand was soft as evidenced by both sluggish sales and dropping trade-in values commonly being reported. Swapalease.com speculates this resurgence in SUV demand is the result of a combination of lower fuel prices and inclement weather favoring all and four wheel drive vehicles.

With the present state of the economy, leasing remains a popular option for money savvy consumers on luxury and non-luxury vehicles alike. Consumers are also looking for simple and inexpensive way to get into and out of leases as their financial situation changes, and lease transfers between one another continue to be a convenient option. Swapalease.com provides the marketplace for lessees looking to **exit** cost effectively and on the other side of the equation, those looking for **lease deals** to benefit greatly from little or no upfront costs a shorter term commitment associated with taking a lease over midstream.

For more information about Swapalease.com, call 866-SWAPNOW (866-792-7669) or visit [www.swapalease.com](http://www.swapalease.com).

### **About Swapalease.com:**

Headquartered in Cincinnati, Ohio, Swapalease.com is the world's largest automotive lease marketplace and the pioneer in facilitating lease transfers online. First conceptualized in 1997, Swapalease 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. For more information, please call 866-SWAPNOW (866-792-7669) or visit [www.swapalease.com](http://www.swapalease.com).

