

## Vehicle Searches Increased on Swapalease.com Despite February U.S. Auto Sales Slump

**(CINCINNATI, March 17, 2009):** Swapalease.com, the world's largest lease marketplace, released a list of the top 10 most searched vehicles during February 2009. The Cincinnati-based company reports that overall vehicle searches actually increased and luxury vehicles still topped the list despite the 27 year low in U.S. auto sales last month.

Imported European luxury vehicles continue to be the most searched on the site, according to Swapalease.com user data. BMW dominated the list for the second consecutive month this year with new additions GMC Sierra and Toyota Camry rounding out the list.

1. BMW 3 Series
2. BMW 5 Series
3. Mercedes-Benz E Class
4. GMC Acadia
5. BMW X5 Series
6. BMW 7 Series
7. GMC Sierra C/K 1500 Pickup
8. Toyota Camry
9. Cadillac Escalade
10. Mercedes-Benz S Class

Many consumers are hesitant to make big-ticket purchases, so leasing remains a popular alternative for people who still need to get into a **new car** whether it is for financial reasons or lifestyle changes such as starting a family. Lease transfers, in which car shoppers can **take over a lease** midstream is a particularly attractive option as there is no down payment and a short-term commitment attached to it.

Swapalease.com gives consumers a creative ways to get into a new car. Swapalease.com pioneered lease transfers online 10 years ago and uses a patented process to assist those who want to **exit their lease early** as well as those looking to take over someone else's lease.

"Swapalease.com continues to buck the current trend in the auto industry right now by experiencing steady increases in the number of people searching for new vehicles through our site," says Scot Hall, EVP of Operations. "Consumers do not want long commitments right now and our online marketplace allows them other options, often with financial incentives and no money down."

For more information about Swapalease.com or to learn more about lease transfers, call 866-SWAPNOW 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.com 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).

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