



# Automotive Industry Overview

*Focus: Diesel*

June 2009 Edition

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June 2009

**Most Visited  
Auto Information Sites**

1. eBay Motors
2. Yahoo! Autos
3. Kelley Blue Book

**eBay Motors Visitors  
Most Often Visited  
OEM Sites**

1. Ford
2. Honda
3. Chevrolet

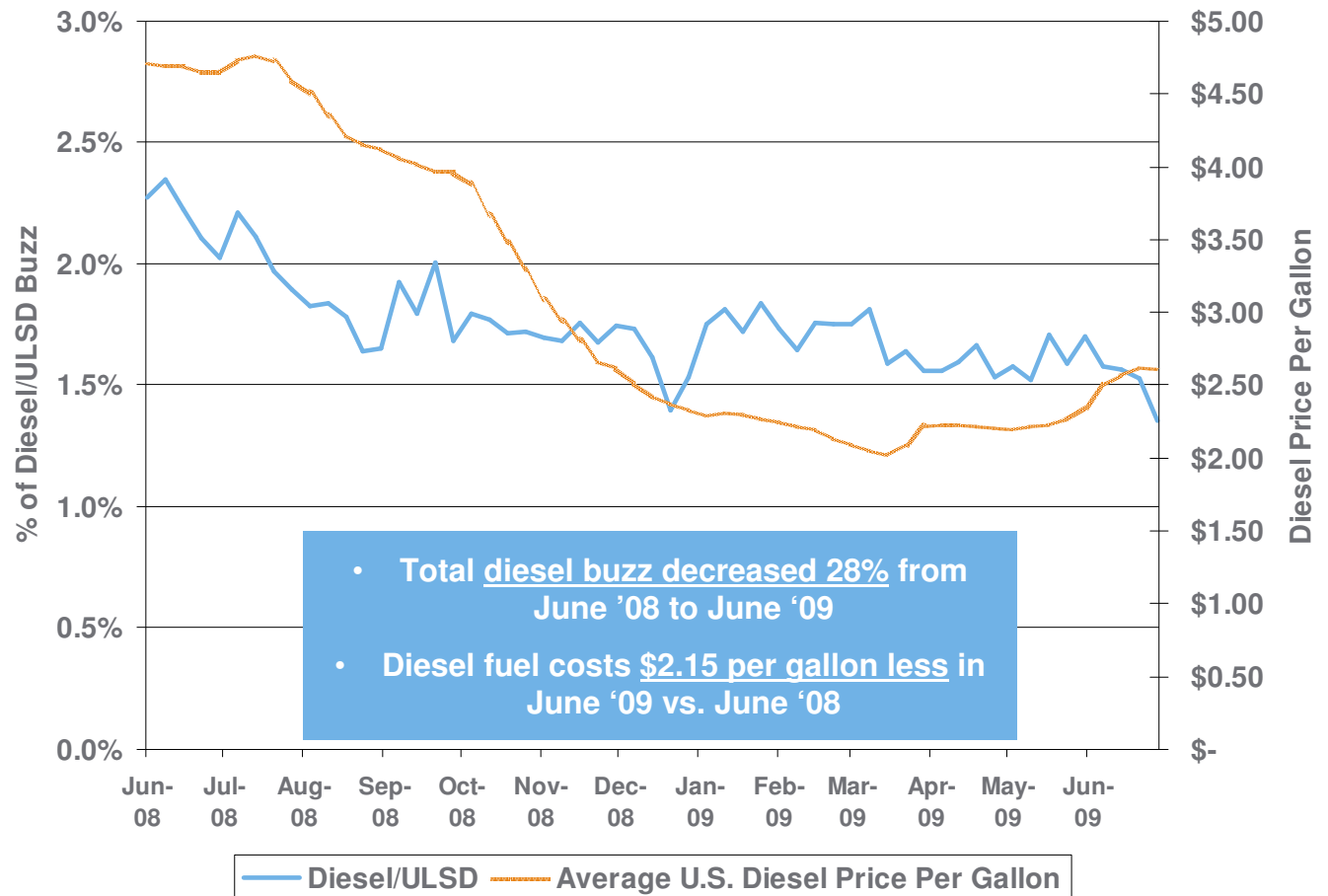
**eBay Motors Visitors  
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1. Edmunds
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3. Kelley Blue Book



# Diesel buzz & price per gallon fall in the past year

Though diesel has been a hot topic within alternative fuel buzz at times, a downward trend in discussion over the past year speaks to a decline in consumer interest.






June 2009

**Consumers who have shopped for a vehicle online (past 30 days):**

- 30.3% Definitely / Probably Will Buy in the next 6 months
- 24.5% Probably Will NOT Buy in the next 6 months

**Top Sites for Auto Ads**

(Impressions)

1. Facebook 
2. Yahoo! 
3. Fox News 

**Top Vehicles**

**Advertised Online**

(Impressions)

1. Lincoln MKZ 
2. Ford Fusion 
3. Ford Mustang 

Note: Arrows indicate change from previous month



# Domestic trucks, German cars most prominent within diesel buzz

## Top 5 OEMs Mentioned in Diesel/ULSD Buzz

June 2008	June 2009
1. Ford	1. Ford
2. Dodge	2. Dodge
3. VW	3. VW
4. Honda	4. Mercedes
5. Mercedes	5. BMW

Some consumers believe there is more potential opportunity for diesel in the U.S. market, particularly if OEMs repurpose their small, fuel-efficient European offerings.

“Bring us over some of Ford or Chevy's UK offerings, or the new Fiat 500, or some small Opel's fitted with diesels, some nice Peugeot-Nissan designs...Then you are talking about high fuel efficiency, mass-market vehicles that most people could actually afford.”

**Topix.net, July 8, 2008**

“I really honestly believe Honda and the others are shooting themselves by leaving the Germans to monopolize the diesel market for the time being.”

**Clublexus.com, June 30, 2009**