

NEWS



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Fast Tracks from The Washington Auto Show®:

Crossover Vehicles Spark 2004 Auto Sales

WASHINGTON, D. C. (Nov. xx, 2004) – Crossover vehicles, the fastest growing category in new auto sales, will be out in force at The Washington Auto Show®, Dec. 26, 2004 – Jan. 2, 2005 at the Washington Convention Center. Perfect testimony to the show theme of “Driven by Design,” these vehicles are based on car platforms and drivetrains, feature a host of body types and are finding ever-growing favor with buyers.

Through the first-half of 2004, crossover vehicle (CUV) sales have increased 16.2 percent over the first six months of last year, reports the National Association of Automobile Dealers (NADA), making CUVs the best-selling category of vehicles today. In 2003, crossover sales rose nearly 35 percent over the previous year.

“Double-digit sales growth for CUVs has been underway since 2000, and represents the ‘silent revolution’ in the sales market of late,” says NADA Chief Economist Paul Taylor. “That trend is expected to continue.”

Best selling, for sure; easy to describe, not exactly. The vehicle that’s a “little bit station wagon, a little bit SUV” can be up to 1,000 pounds lighter than a sport utility. A CUV can cost considerably less than the traditional SUV, while still offering the amenities that buyers love in the SUV category, including three-row seating, additional cargo space and a high ride.

Manufacturers have taken serious note of the public’s response to CUVs. In the late 90’s, a handful of crossover models made their debut, then best-described as “small SUVs.” Now, there are 31 vehicles that fit the CUV category, as defined by Ward’s Automotive Reports, the industry’s primary tracker of sales.

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Consumers who believe a CUV is the perfect match for their lifestyle will be able to research their options at The Washington Auto Show, previewing models such as the:

- Acura MDX
- BMW X3 & X5
- Buick Rendezvous
- Cadillac SRX
- Chevrolet Equinox
- Chrysler Pacifica
- Ford Freestyle: New for 2005
- Honda Pilot
- Infiniti FX 35/34
- Lexus RX 330
- Mazda Tribute
- Mercury Mariner: New for 2005
- Mitsubishi Outlander
- Nissan Murano
- Pontiac Aztek
- Saturn Vue
- Subaru Forester
- Toyota Highlander
- Toyota RAV4
- Volvo XC90
- VW Toureg

The 2005 Washington Auto Show: "Driven by Design" will bring more than 700 new cars, trucks, mini-vans and sport utility vehicles from over 37 domestic and import automakers to the Washington Convention Center from Dec. 26, 2004 through Jan. 2, 2005. For auto show operating hours, ticket information and discounted "e-tickets," visit the Washington Auto Show online at www.washingtonautoshow.com or contact WANADA at 1-866-WASH-AUTO or 202.237.7200.

Now entering its 88th year of existence, WANADA represents dealerships throughout the Washington, D.C., Maryland and Virginia area.

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