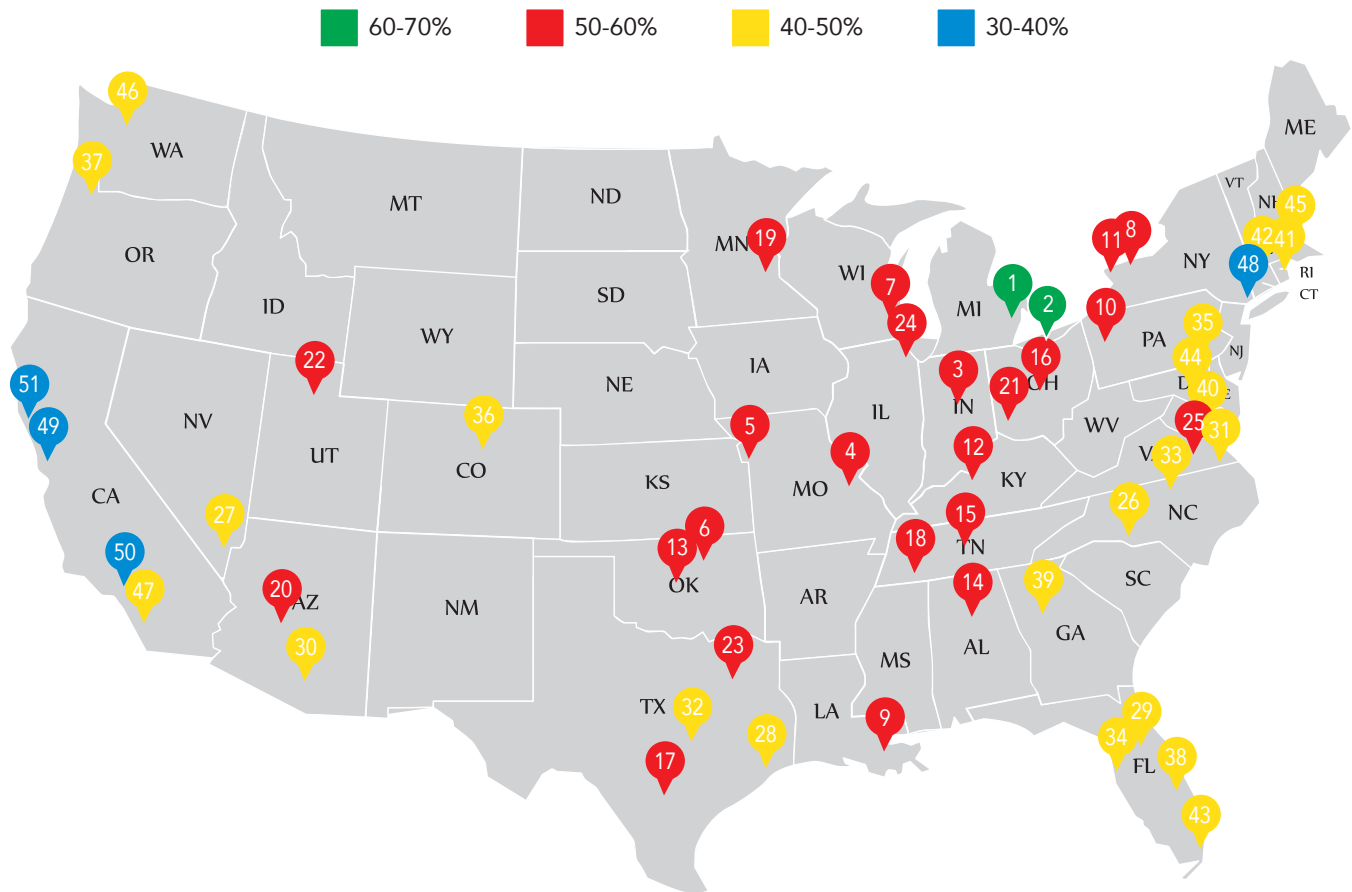


Does Your City “Shop American”? Major U.S. Metro Areas that Show the Highest Interest in American Brand Cars



For this study, CarGurus analyzed inquiries submitted to dealers on car listings for sale in top metro areas in the continental U.S. over the past month, comparing share of interest by brand (American, European and Asian) in each metro area. Metro areas were ranked according to the percentage of total inquiries submitted on listings of American brand cars versus non-American brand cars.

Percent Share of Interest by Brand Origin

	METRO	American Brand	Asian Brand	European Brand
1	Detroit	67.80%	10.97%	21.23%
2	Cleveland	60.93%	20.10%	18.97%
3	Indianapolis	58.97%	20.52%	20.50%
4	Saint Louis	58.59%	20.15%	21.26%
5	Kansas City	58.37%	17.75%	23.88%
6	Tulsa	58.10%	20.18%	21.72%
7	Milwaukee	57.98%	22.12%	19.90%
8	Rochester	57.07%	26.32%	16.61%
9	New Orleans	56.12%	25.41%	18.46%
10	Pittsburgh	55.76%	24.11%	20.13%

Percent Share of Interest by Brand Origin

	METRO	American Brand	Asian Brand	European Brand
11	Buffalo	55.57%	20.87%	23.56%
12	Louisville	55.18%	22.39%	22.42%
13	Oklahoma City	55.16%	23.40%	21.44%
14	Birmingham	54.43%	27.56%	18.00%
15	Nashville	53.67%	25.02%	21.31%
16	Cincinnati	53.25%	24.80%	21.95%
17	San Antonio	53.15%	22.73%	24.12%
18	Memphis	53.13%	25.35%	21.53%
19	Minneapolis	52.87%	26.46%	20.67%
20	Phoenix	52.77%	25.17%	22.07%
21	Columbus	52.73%	28.64%	18.63%
22	Salt Lake City	51.14%	25.90%	22.96%
23	Dallas	51.07%	25.47%	23.46%
24	Chicago	50.94%	25.08%	23.98%
25	Richmond	50.86%	28.96%	20.17%
26	Charlotte	49.86%	27.46%	22.67%
27	Las Vegas	49.59%	20.94%	29.48%
28	Houston	49.40%	28.05%	22.55%
29	Jacksonville	49.23%	27.47%	23.30%
30	Tucson	49.18%	27.87%	22.95%
31	Virginia Beach	48.89%	26.93%	24.18%
32	Austin	48.25%	29.04%	22.71%
33	Raleigh	48.23%	28.39%	23.38%
34	Tampa	48.08%	27.85%	24.07%
35	Philadelphia	47.66%	29.41%	22.92%
36	Denver	47.48%	29.81%	22.71%
37	Portland	46.85%	31.38%	21.76%
38	Orlando	46.38%	29.13%	24.49%
39	Atlanta	46.01%	30.49%	23.50%
40	Baltimore	45.41%	31.91%	22.67%
41	Providence	44.81%	29.76%	25.43%
42	Hartford	44.57%	30.53%	24.90%
43	Miami	43.79%	26.25%	29.96%
44	Washington	43.59%	33.55%	22.86%
45	Boston	43.42%	32.09%	24.49%
46	Seattle	43.33%	32.04%	24.63%
47	San Diego	40.79%	32.53%	26.68%
48	New York	39.80%	30.70%	29.50%
49	San Jose	39.78%	32.69%	27.53%
50	Los Angeles	38.90%	32.07%	29.03%
51	San Francisco	37.45%	32.10%	30.45%

Source: CarGurus (www.cargurus.com) is a leading online automotive destination focused on bringing transparency to the car research and shopping experience. Located in Cambridge, MA, CarGurus was founded in 2006 by Langley Steinert, co-founder and former Chairman of TripAdvisor. More than 6 million users visit CarGurus each month to research and shop for new and used cars.