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HOT CAR REPORT

January 13, 2011



Note: For Top/Bottom 5 Models, only vehicles where the weekly page views fall above the 30th percentile are used for analysis.

Summary:

The 2011 Jeep Compass continues to draw attention as it is the hottest intro/redesign for the second consecutive week. The new Compass has increased its share of shopper activity 112.7 percent week-over-week. However, the Kia Optima wins in terms of hottest car overall this week. With the all-new 2011 Kia Optima recently added to Kelley Blue Book's kbb.com, its share of interest increased 162.3 percent week-over-week.

Commentary:

As we look to the one-year anniversary of Toyota's recall problems and the resulting "reshuffled deck" of consumer preconceptions and expectations, there may be no better evidence than this week's Hot Car Report. The Kia Optima, a previous doormat of the midsize sedan segment, is riding high with a 162 percent growth in shopping activity. The 2011 Jeep Compass, Dodge Charger and Chrysler 200 are all part of an 11-model phalanx recently revealed by the new Chrysler/Fiat company and are designed to regain lost space on consumer's consideration lists after a very quiet 2009 and 2010. And the Hyundai Equus, an almost \$60,000 luxury sedan that would not have been dreamed possible just a few years ago, is making a strong showing on this week's report. With the 2011 North American International Auto Show opening to the public this weekend in Detroit, it will be interesting to monitor shopper interest in these upstart models and brands to see if they have the ability to redefine the segments in which they compete and increase the heat on existing market leaders.