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# HOT CAR REPORT

January 27, 2011



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

## Summary:

The Fiat 500 is not currently on sale in the United States, yet it is gaining popularity on Kelley Blue Book's kbb.com. The little import that could has increased its share of new-car shopping activity 64 percent in a week's span. In addition, there are other models currently experiencing jumps in share such as the Scion tC, which has risen 42.5 percent due to its recent marketing campaign.

## Commentary:

Few vehicles set to be launched in the U.S. market this year are generating as much curiosity as the 2012 Fiat 500. The nation's automotive media are participating in presentations and test drives of this exciting new car this week, but of greater interest is how the general public will respond to a brand (Fiat) that left our market bruised and battered in 1983. We believe that potential buyers of this small yet stylish car, set as a value-driven and highly customizable competitor to the Mini Cooper and Scion line-ups, will bring little if any historical baggage to their consideration of the 500, and this week's report confirms strong initial awareness. Early interest in Mazda's innovative Mazda5 also can be seen as confirmation for Ford as they look to introduce their competitive C-Max vehicle later this year. We believe that here in America, this small and fuel-efficient "people mover" segment of vehicles will follow current popularity in Europe as a smart alternative to larger crossovers and traditional minivans. We look forward to new entries from Dodge, Toyota and others in the near future, even though Chevrolet decided against introduction of its Orlando small van in 2012.