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HOT CAR REPORT

January 6, 2011



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

Summary:

Now that winter is in full swing, consumers are more engaged with utility and less enthused with sporty. This week, the vehicle that highlights this change in attitude is the Jeep Compass. The Compass increased its share of shopper activity 45.5 percent in a week's span, in large part due to the 2011 redesign. Another vehicle experiencing renewed interest is the Nissan Leaf, rebounding from last week's 30 percent decrease.

Commentary:

This week's Hot Car Report is a fine example of the weekly ebb and flow of shopper attention at kbb.com. Last week, the Hyundai Equus and Volkswagen Touareg topped the charts, and a week later they both land on the other side of the line. This year is a big one for Chrysler, but kbb.com activity around the 2011 Dodge Durango, 2011 Dodge Charger and 2011 Chrysler 200 continues to slide. This likely will prove only a lull between the Los Angeles Auto Show, at which Chrysler made a big push in revealing all three of those important models, and the marketing campaigns that will ramp up when these vehicles become widely available at dealerships.