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# HOT CAR REPORT

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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 Chrysler Group has made some big gains this week. The Chrysler 200 experienced the largest increase week-over-week of any vehicle, up 82.5 percent. On the other side of the coin, the 2011 Chrysler 300 had the greatest increase of share of any intro/redesigned vehicle.

## Commentary:

"Imported from Detroit." Every now and then, the advertising industry serves up a delicious way to present a product or service in a new and unexpected fashion, and Chrysler's big jump back onto the national Super Bowl advertising stage provided us with a perfect example. According to shopper activity on Kelley Blue Book's kbb.com, the general public seems to agree. While it is fair to mention that the Chrysler 200's predecessor was the much-unloved Sebring, the fact that this new all-new nameplate seems to be resonating with consumers just as the vehicle is shipping to dealers for test drives is very noteworthy. In addition, its big brother, the 300, also is generating strong interest. This plays well for a company in the midst of completely redefining its overall perception and the image of the vehicles it is producing in 2011 and 2012. The stakes are high for Chrysler, and early risk-taking seems to be paying early benefits as the company prepares for Fiat-based vehicles later this decade. Meanwhile, another risk on behalf of its maker is the 2011 Hyundai Elantra, which continues to delight shoppers looking for style and refinement along with efficiency and value in their next compact car.