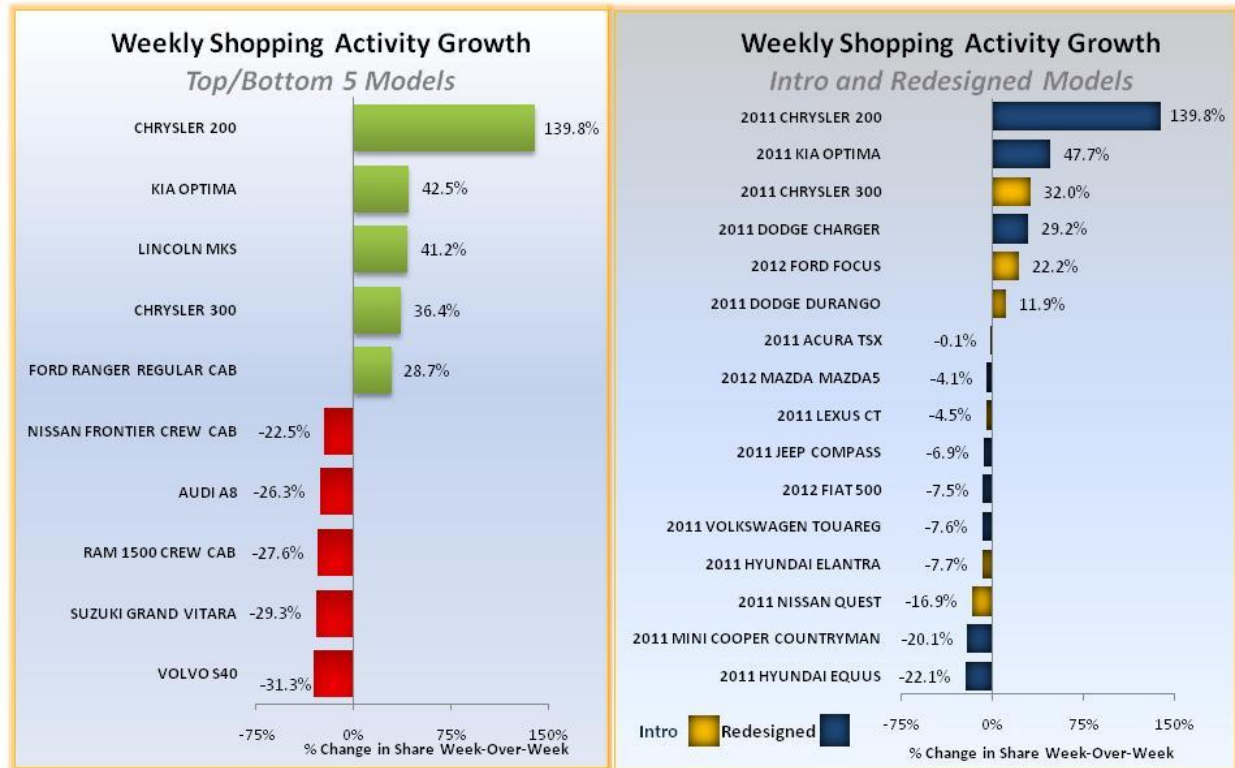




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HOT CAR REPORT

February 17, 2011



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

Summary:

The buzz around Chrysler's "Imported from Detroit" Super Bowl XLV ad continues well after the Big Game, pushing the newly introduced Chrysler 200 up 139.8 percent in new-car shopping activity during the past week. The Kia Optima, also featured in an ad during the game, increased its share of new-car shopper activity by 42.5 percent week-over-week.

Commentary:

Who would have ever imagined that the once lowly Chrysler Sebring (200) and Kia Optima would be sitting triumphantly on top of kbb.com's Hot Car Report? Las Vegas would have given you huge odds if you wanted to take that bet, as both of these vehicles have become perfect examples of when a big internal risk can pay a huge public dividend. When Chrysler announced that the old Sebring was going to be renamed the 200, plenty of critics scoffed that it was going to take more than a facelift and new identity to put this vehicle back on shopping lists. What no one saw coming was a powerful social and cultural advertisement powered by the image of music's reigning "bad boy," Eminem. Even if actual sales of the 200 do not follow the incredible trend seen in our early shopping behavior, this car is being set up as the vehicle to help drive Chrysler's resurgence like its big brother, the 300, did in Spring 2004. In regard to the Optima, it was a completely overlooked and sedate sedan until Kia transformed it into one of the most striking cars in its segment, and some would say, even in the near-luxury segment. Creating an emotional connection with potential owners through brilliant design or innovative technology has proven itself, once again, as a sure-fire way to succeed in the automobile industry.