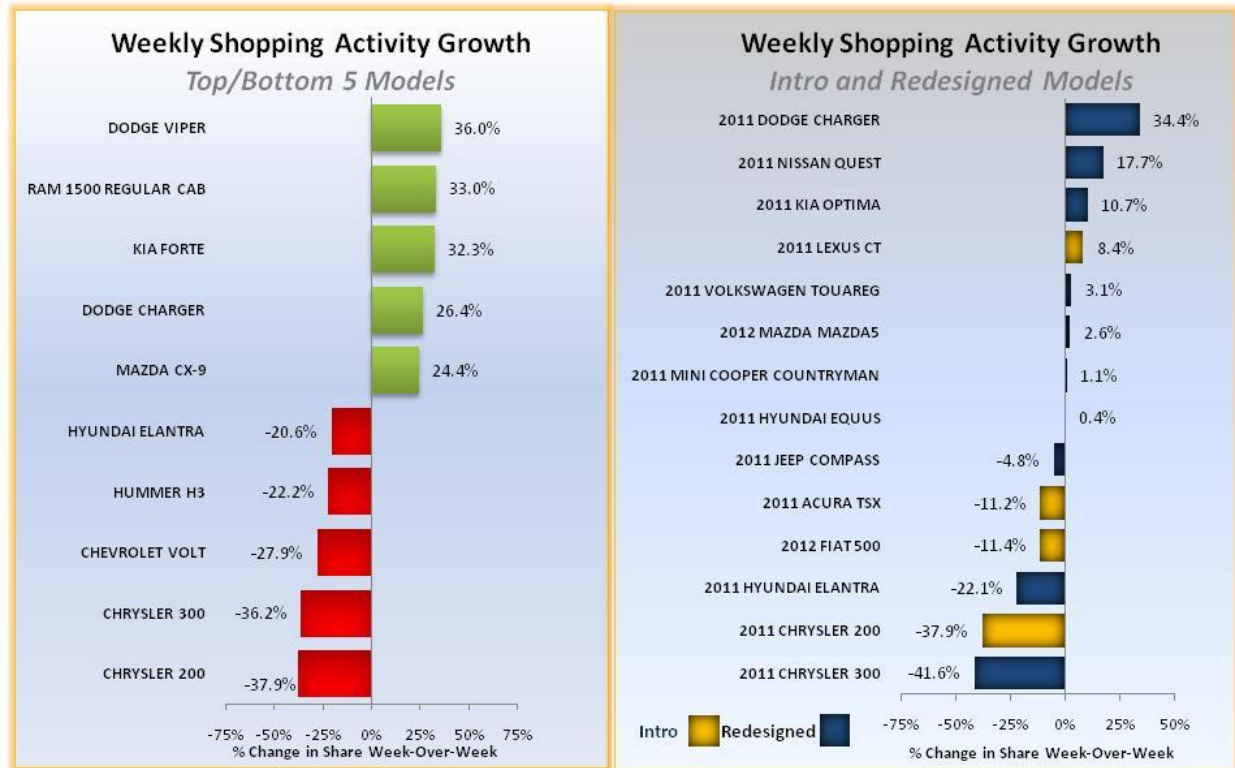


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# HOT CAR REPORT

February 24, 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:

Domestic brands dominated this week's Hot Car Report, with the redesigned Dodge Charger leading the way after it posted a 34.4 percent week-over-week spike in shopper activity on kbb.com. The Dodge Viper projected upward as it claimed hottest car of all high-trafficked vehicles. Chrysler not only saw a boost in the its Dodge brand but also the Ram, as the Ram 1500 Regular Cab experienced a significant bump in shopper activity.

## Commentary:

This week's Hot Car Report highlights the dynamic and cyclical nature of the automobile industry, as the vehicles occupying the top spots today were stuck in the cellar just a short time ago. The recent resurgence of the Dodge brand, thanks in part to recent buzz created by several well-received advertising campaigns, should not come as a complete surprise. The Dodge brand is well placed to resonate with younger buyers looking for a bold yet rational option to the imported vehicles in Dodge's segment. Now that the Ram truck line has been given its own leadership and division, Dodge can focus on reigniting a passion for driving without breaking buyer's budgets. Nissan also will be pleased to see early interest in its completely redesigned and reengineered Quest minivan, as this was a segment where it simply was uncompetitive the last several years compared to the leading Honda Odyssey, Toyota Sienna and Chrysler/Dodge minivans. This is a market that is not forecasted to grow, but still is very important to these companies as a compelling "step up" from sedans or small SUVs for brand-loyal families.