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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 30th percentile are used for analysis.

Summary:

The Chrysler group has ended the first month of the New Year on a high note. Four of the company's new launches/redesigns grace the top of the most actively shopped Intro/Redesign list. Leading the charge is the yet-to-be-sold 2012 Fiat 500, which rose 19.2 percent in share of new-car shopper activity this week.

Commentary:

What a difference a year can make! During the same week that Chrysler announced an operating profit for the final three months of 2010, shopper interest on Kelley Blue Book's kbb.com is projecting even better days ahead for this beleaguered company. In the months since Fiat took control, the entire organization has been in "all hands on deck" mode in an effort to refresh a model line-up that had grown stagnant due to lack of previous owner (Daimler and Cerberus) investment. Early kbb.com interest in the Chrysler 300 is very confidence-inspiring, as this sedan is considered by many to be the "flagship" of the company's overall chance for a profitable recovery. To see Chrysler, Dodge or Fiat vehicles sitting in the top four positions based on shopping activity growth in the last week is truly amazing, considering how far down the table many of these vehicles were during this time last year. Another vehicle worth mentioning is the all-new Hyundai Elantra, built alongside the equally hot Sonata sedan, which may force the company's factory in Alabama to add an additional shift in order to meet overall market demand. In its first month on the market, the Elantra already has more than doubled the sales total for this model in January of 2010.