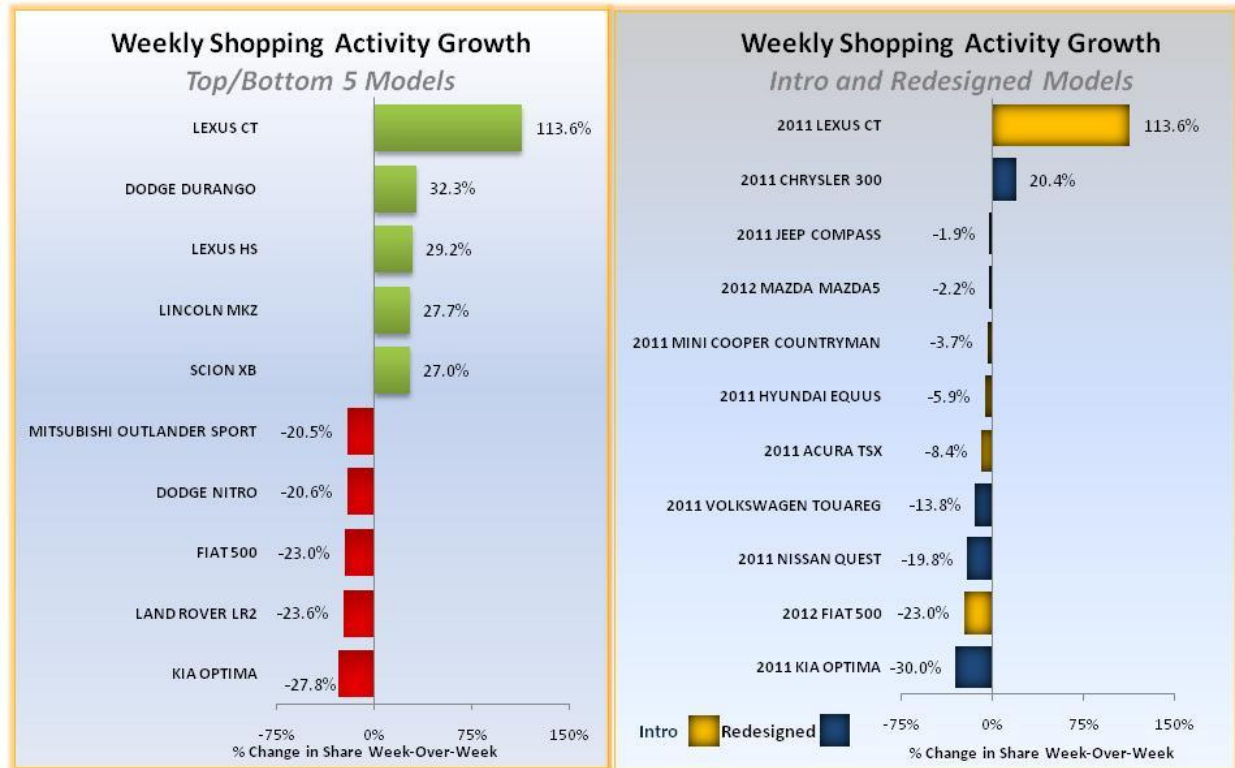




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# HOT CAR REPORT

March 10, 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:

Today's auto buyer is not only concerned by fuel economy but also with amenities, as evidenced by this week's Hot Car Report. The all-new Lexus CT tops all cars this week with a 113.6 percent growth in share. Another Lexus hybrid experiencing increased interest is the Lexus HS, growing 29.2 percent in share week-over-week.

## Commentary:

Timing might not be everything, but it certainly is something as witnessed by the rapid surge experienced by the Lexus CT 200h hybrid hatchback, Lexus' take on the Toyota Prius, which benefited from the recent rapid increase in gasoline prices. Another Lexus hybrid model, the HS 250h sedan, also enjoyed a spurt of interest for largely the same reason. Interesting anomalies are the increase in activity on the large Dodge Durango crossover SUV and the drop-off in activity on the fuel-sipping Fiat 500.