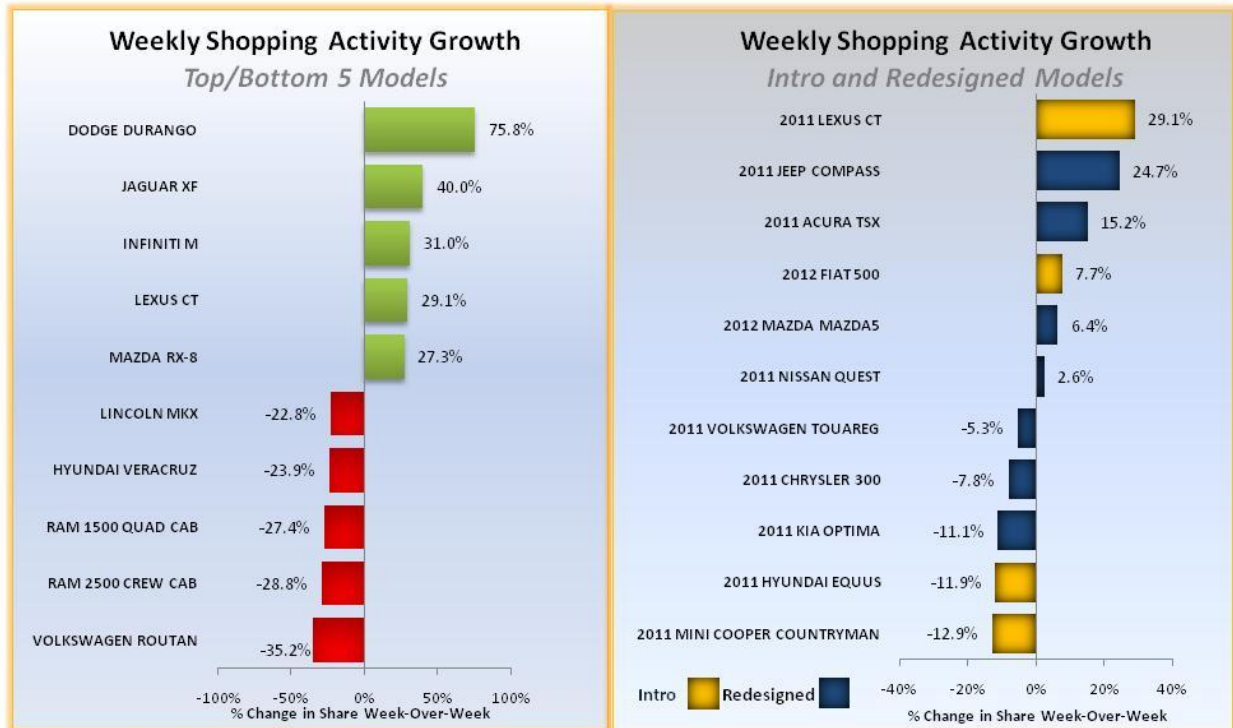




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HOT CAR REPORT

March 17, 2011



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

Summary:

The North American car shopper is an odd duck. One would assume that hybrids, small sedans and hatchbacks would govern their attentions as gas prices skyrocket with no apparent end in sight. However, the all-new full-sized Dodge Durango SUV gains top honors as the model drawing the biggest increase in attention on Kelley Blue Book's kbb.com this past week. Its 75.8 percent increase in share of new-car shopping activity can be credited to the release of vehicle pricing and a slew of independent first drive reviews. It goes to show that oftentimes, lifestyle is more of a motivator for the U.S car buyer than the price at the pump.

Commentary:

Despite the fact that the U.S. economy is in doldrums and it has been blind-sided by a sharp increase in fuel prices, car buyers sometimes go their own way despite the macro trends. Even in the midst of a fuel-cost spike, four of the top five gainers in shopping activity – Dodge Durango, Jaguar XF, Infiniti M and Mazda RX-8 – can hardly be called fuel-sippers. On the other hand, the Lexus CT 200h is both a fuel-sipping hybrid and the subject of a substantial launch advertising campaign, an obvious example of right place, right time. The redesigned Jeep Compass also is the subject of a current media campaign that is boosting its shopping activity.