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# HOT CAR REPORT

March 3, 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:

Fuel sippers dominate this week's Hot Car Report, with the Toyota Prius leading the way after it posted a 48 percent week-over-week spike in shopper activity on kbb.com. The 2011 Lexus CT projected upward as it claimed hottest car of all Intro/Redesigned Vehicles. The foreign brands known for fuel economy such as Toyota, Honda and Volkswagen all saw increases to their smaller vehicles as today's shoppers become more concerned with the price at the pump.

## Commentary:

This week's Hot Car Report highlights the volatility of the automotive industry. One moment we are celebrating Motown and its American muscle, and the next we praise imports and their fuel-economy. With the influx of prices at the gas pump, today's car shopper has reacted by flocking to the tried-and-true names of gas savers such as Honda, Toyota and Volkswagen. It is no surprise that the pinch at the pump has created a buzz toward the ever-popular Toyota Prius, which is synonymous with hybrid technology and fuel economy. Other brands to see this increase in buzz are Honda, which also produces hybrids and popular small gasoline-powered cars like the Civic and Fit, and Volkswagen, which highlights European diesel technology. These same brands were atop consumers' minds a few years ago during the last gas hike. It will be interesting to see how this will play out in the next few months. Are we destined for a repeat of 2008? Only time will tell.