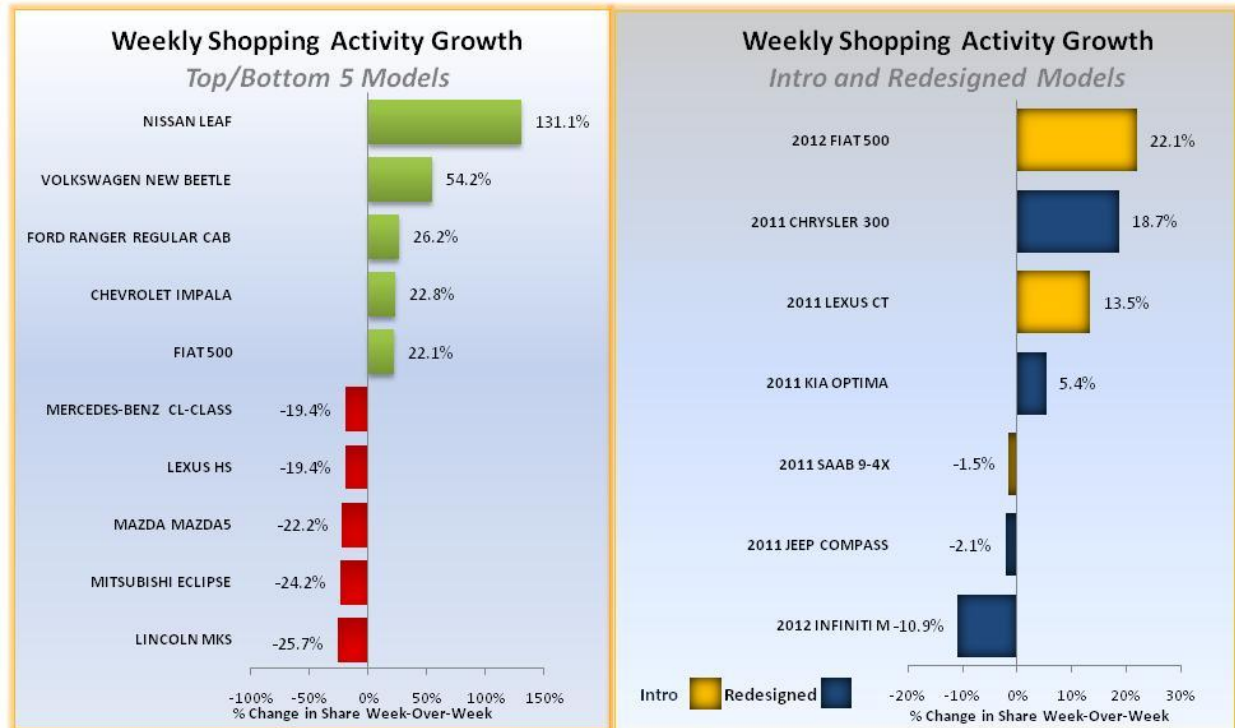




www.kbb.com

# HOT CAR REPORT

April 28, 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:

The Nissan Leaf leads the pack this week in shopping activity increases, with a healthy 131.1 percent jump over the previous week. The Leaf and Volt saw very similar traffic patterns upon their initial releases in Q3 2010; however, traffic for the Volt has remained steady in contrast to the Leaf. Interest in the Volkswagen New Beetle also saw significant gains over the previous week, with a 54.2 percent traffic increase. Interest in the Fiat 500 continues to grow, with the vehicle now appearing on the Hot Car Report for the seventh week running.

## Commentary:

The Nissan Leaf has seen increases in shopping activity since the beginning of April, no doubt spurred by the continued increases in fuel prices across the nation. The Nissan Leaf Nismo RC's introduction at the New York International Auto Show also generated a wave of buzz for the car, which most likely contributed to overall increased interest. The redesigned 2012 Volkswagen New Beetle was one of the most anticipated introductions at the New York Auto Show this year, and it shows in the car's increased week-over-week traffic. The Fiat 500's availability to the public has caused it to be a very popular vehicle as of late, and its respectable 38 highway miles per gallon doesn't hurt either in these times.