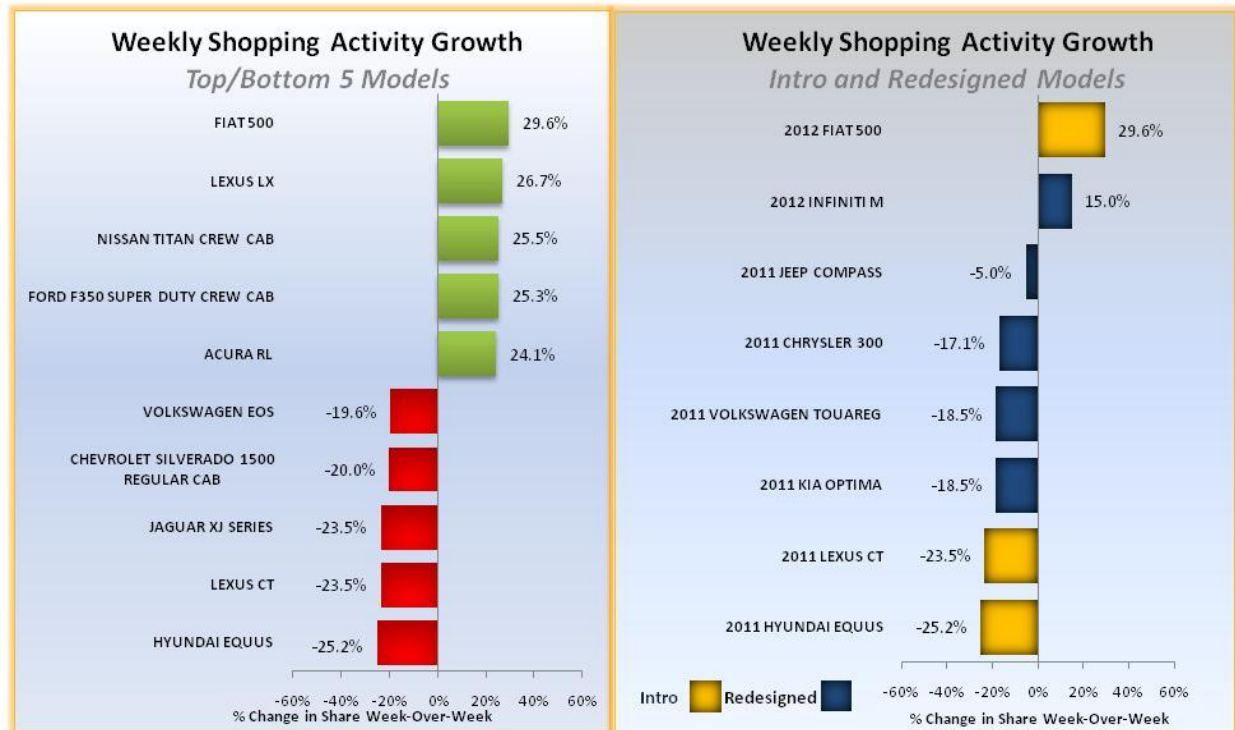




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# HOT CAR REPORT

April 7, 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 all-new 2012 Fiat 500 experienced a 29.6 percent increase in share week-over-week. This can be attributed to the fact that Fiat is now taking pre-sale orders for its 500 model. Another vehicle increasing in share this week is the 2012 Infiniti M, due to the release of its hybrid variant and the beginning of a new advertising campaign. However, the majority of recently launched and redesigned models have seen decreases in share this week as a natural result of being on the market for some time.

## Commentary:

'Right place, right time' is the over-used phrase that can describe the 2012 Fiat 500. With gas prices continually increasing with no apparent end in sight, Americans are looking toward their European counterparts to see how they deal with outrageous fuel costs. Today's answer are vehicles like the gas-sipping Fiat sub-compact from across the pond, which is now accepting pre-sale orders from the American public. If gas continues to climb unchecked, it could help provide the perfect introduction of a new face to the North American market.