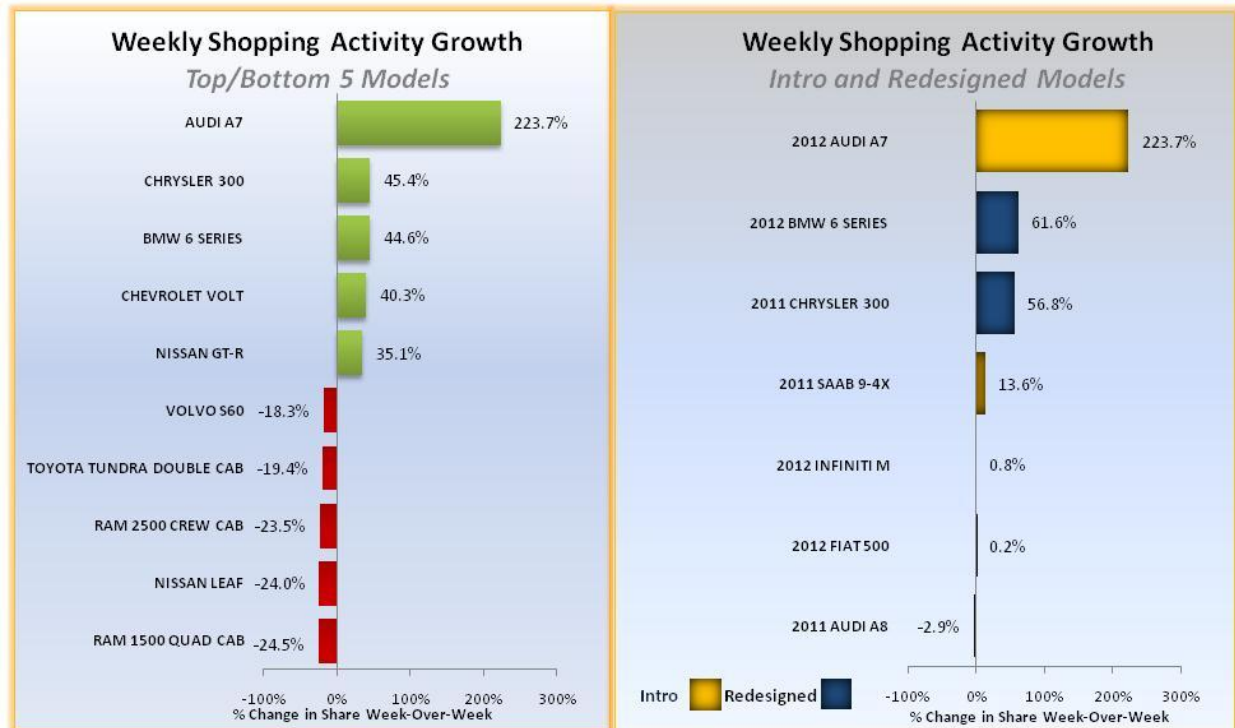




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HOT CAR REPORT

May 12, 2011



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

Kelley Blue Book Hot Car Report Analysis – May 12, 2011:

News stations continue to report on the effects of high gas prices in the lives of Americans across the country, and Kelley Blue Book has reported how gas prices are affecting car shoppers. Undoubtedly, the recent steady climb of fuel prices is taking its toll on people's purchase decisions and budgeting. However, while high gas prices may temporarily slow down the auto industry, there still remains interest from car shoppers and enthusiasts in attractive luxury models, as evidenced by the release of the 2012 Audi A7.

In this economic climate, one would think that a five-door luxury sports coupe would be highly unlikely to draw large amounts of interest in its introduction period on kbb.com, yet it did. Traffic to the all-new 2012 Audi A7 is soaring, experiencing a 223.7 percent increase in share week-over-week, which is the largest increase of any vehicle on kbb.com. Is this proof that the economy is making a comeback? Probably not, but what this may prove is that Audi has captured the attention of car shoppers and continues to build on the success of the A5, Q5, R8 and now the A7. Audi has been making its bid to become the first choice of luxury new-car shoppers, and thus far the brand has been successful regardless of the poor economy or high gas prices.

- Arthur Henry, market intelligence manager and market analyst, Kelley Blue Book's kbb.com