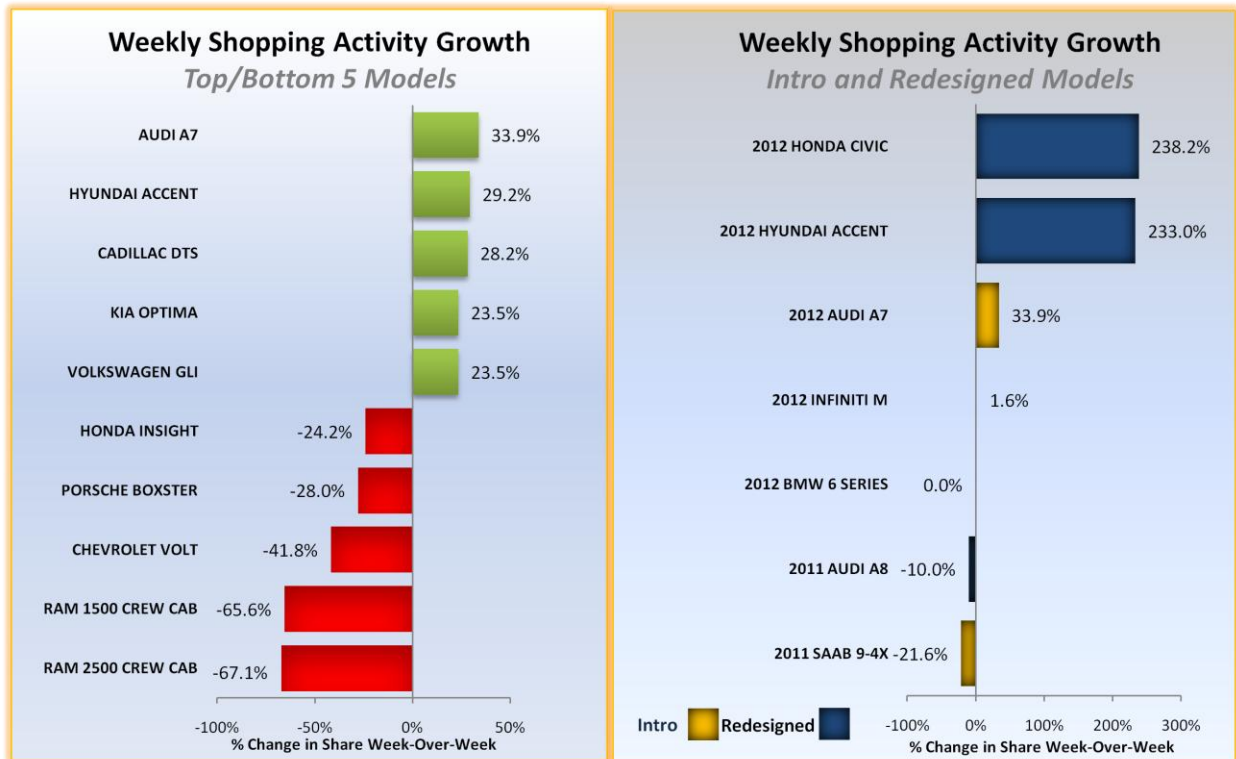




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HOT CAR REPORT

May 19, 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 19, 2011:

The two vehicles that currently top Kbb.com's Hot Car Report for Intro and Redesigned Models may not come as a surprise to anyone. The Honda Civic has been a staple in American car culture for the past twenty years, and the Hyundai Accent is shaping up to become another success in Hyundai's recent string of redesigned models. The redesigned 2012 Honda Civic has ventured onto kbb.com with great fanfare, experiencing a 238.2 percent increase in share week-over-week. Slightly behind the Civic is the redesigned 2012 Hyundai Accent, which has increased its share in new-car shopping activity by 233 percent week-over-week.

While both vehicles have achieved success in capturing the attention new-car shoppers, they have taken divergent paths to accomplish their goals. The 2012 Honda Civic has rested on its laurels in terms of design, which hasn't deviated too far from the styling of the last generation Civic, but Honda is banking on the diversity of its model line-up. The general message that Honda has been driving home with its recent ad campaign is "We're all different. That's why there are five new Civics. To each their own." On the other hand, the 2012 Hyundai Accent has made major changes in appearance. The redesigned Accent has inherited the family styling that started with the new Sonata and has passed through to the rest of Hyundai's recently launched car models. Its motto is "Easy to own. Easy on the eyes."

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