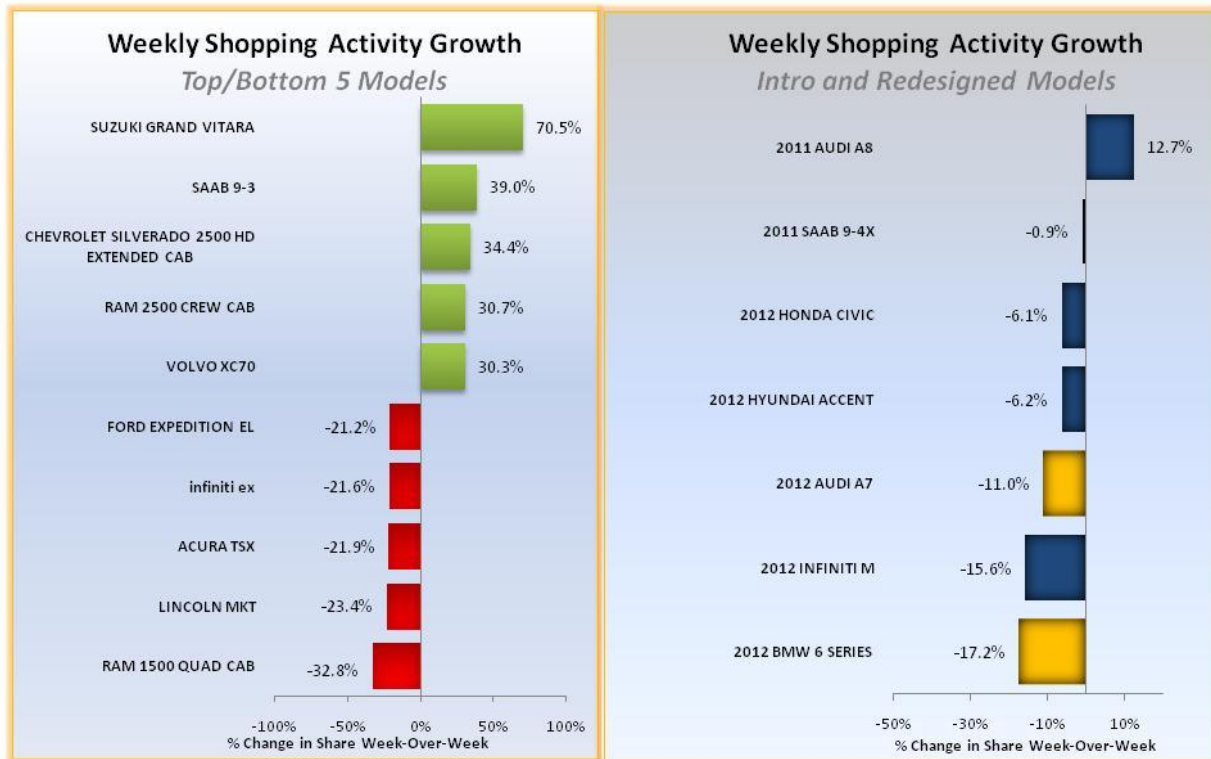




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HOT CAR REPORT

May 26, 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 26, 2011:

Increasing 70.5 percent last week, the Suzuki Grand Vitara had the greatest positive change in share of any vehicle on kbb.com. This upswing of shopper activity can be attributed primarily to the current laundry-list of vehicle incentives, rebates and lease options being offered. Following the Grand Vitara is the Saab 9-3, which has experienced a moderate gain of 39 percent in share. The 9-3 also is gaining attention due to its attractive lease offerings.

The growing interest for the Suzuki Grand Vitara and Saab 9-3, a couple of highly incentivized, low-volume carryover models, highlights what is going on in today's marketplace. The economy is recovering and gas prices are at their peak, causing the current car shopper to scrutinize every penny that they spend. In addition, with used-vehicle prices nearly equaling new-car prices these days, typical used-car bargain shoppers are now dabbling in the new-car market. In this ever-changing economic environment, incentives are playing a greater role in shaping the decisions of shoppers who have placed a solid emphasis on the "deal" more than ever.

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