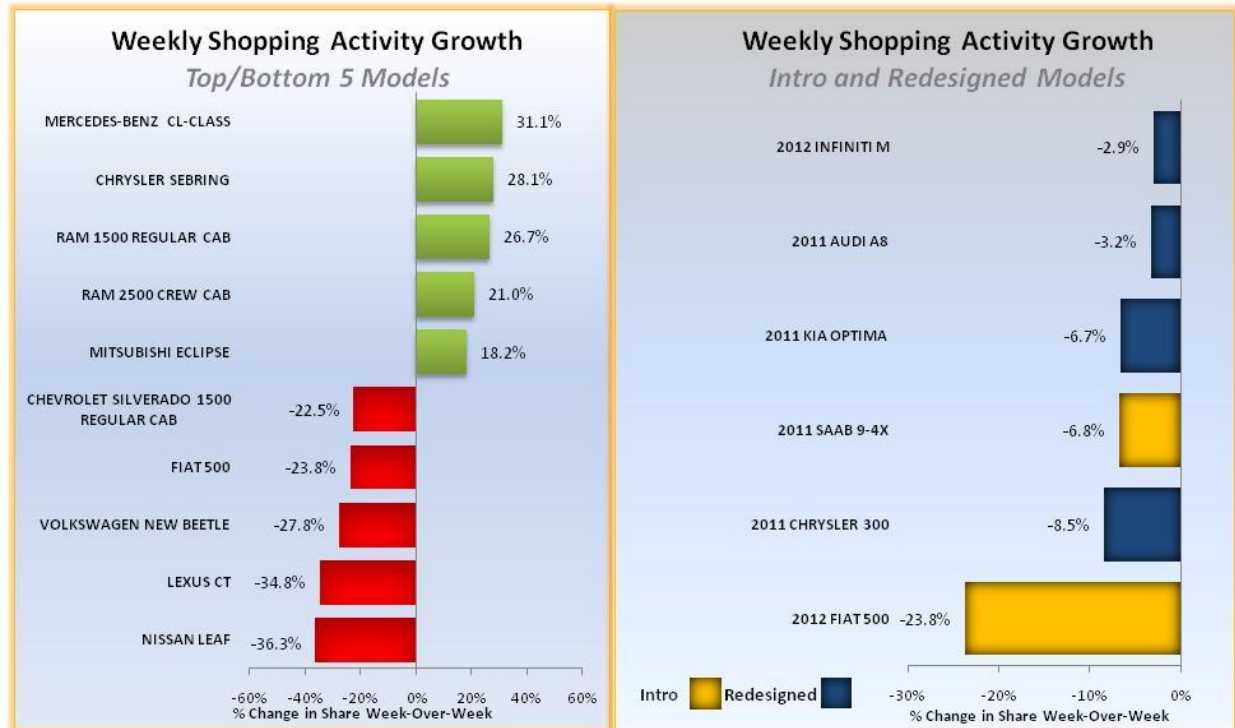




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HOT CAR REPORT

May 5, 2011



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

Summary:

This week's top movers include a mélange of vehicles ranging from luxury coupes to trucks to sports coupes. The Mercedes-Benz CL-Class saw traffic increase by 31 percent over the previous week, followed by the Chrysler Sebring, with a 28 percent week over week increase. Ram trucks took two positions in this week's top mover list, with increases in both the 1500 and 2500 models. The Mitsubishi Eclipse rounded out the top 5.

Commentary:

The Mercedes-Benz CL-Class is the big brother of the newly announced C-Class coupe. A halo of interest around this anticipated introduction may have permeated Mercedes' other coupe offerings. The Ram family stands to add a potential member to its lineup in the future with the recently announced Ram Long-Hauler Concept. Interest in this concept vehicle translated to increased interest in existing Ram models, and surely will help perceptions of ruggedness for the lineup. Last week also saw the announcement of the end of production for the Mitsubishi Eclipse, which will take place later this year. With the timeline to purchase an Eclipse now shortened, potential shoppers flocked to research after hearing the news.