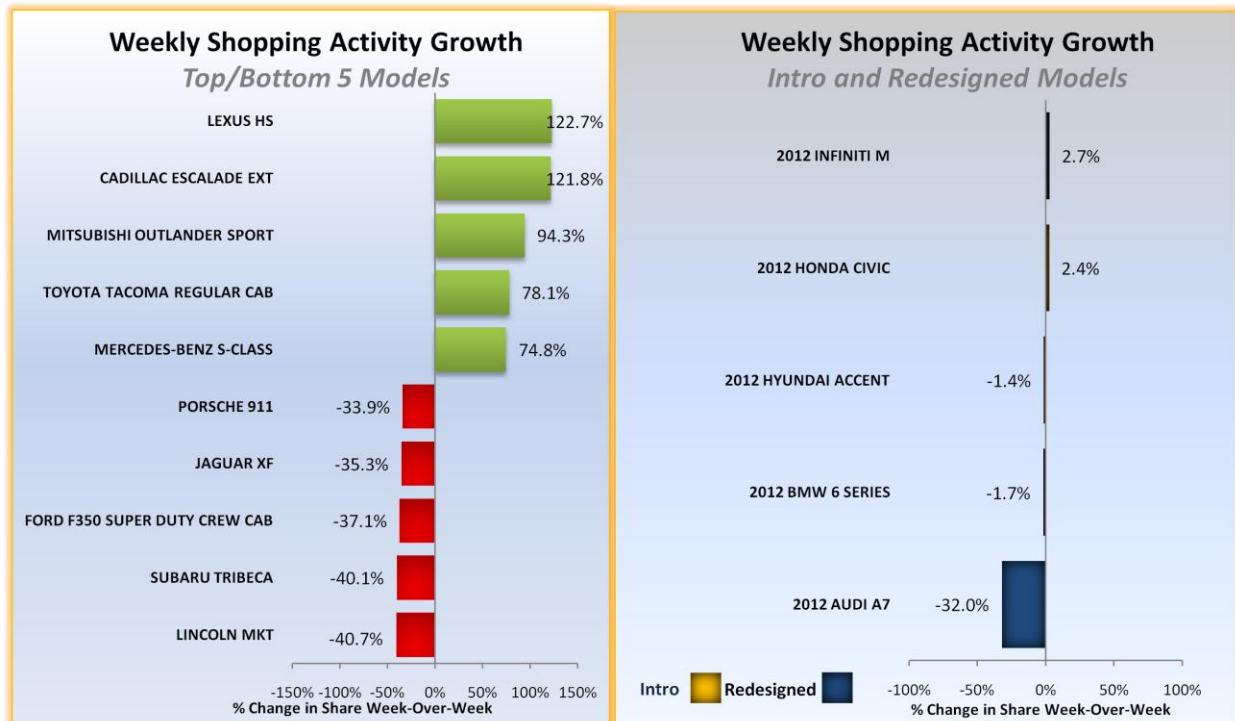




www.kbb.com

# HOT CAR REPORT

June 16, 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.

## Kelley Blue Book Hot Car Report Analysis – June 16, 2011:

In life there is ebb and flow. It is most notable in the tides at the beach. The same can be said for consumer interest in vehicles, as is the case with the Lexus HS and Cadillac Escalade EXT. The Lexus HS increased its share of kbb.com shopper activity by 122.7 percent, while the Cadillac Escalade EXT increased 121.8 percent week-over-week. Both vehicles are returning to normal traffic levels after a month-long recession of interest.

What contributed to renewed interest in these two vehicles? Neither one is a redesign or being peppered with incentives. However, in beginning of the year, there was huge spike in gas prices that caused interest in luxury vehicles to cool. Now that the surges in petrol prices have slowed consumers are slowly returning to luxury models.

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