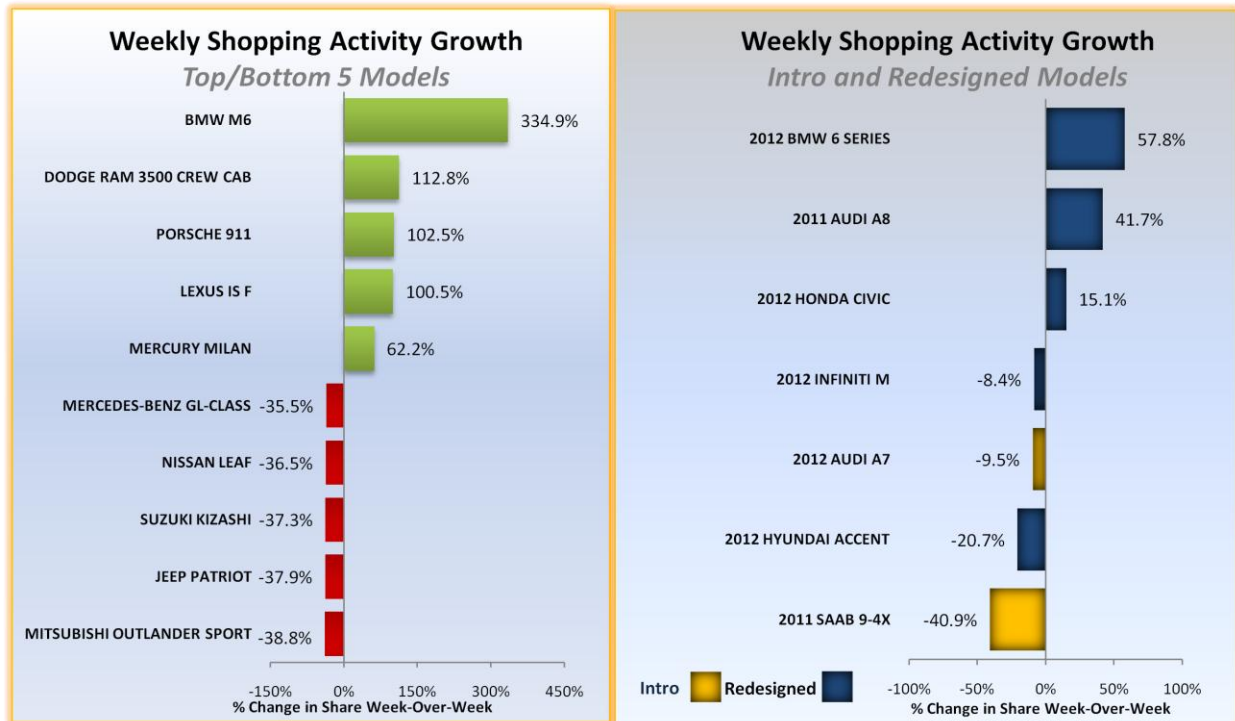




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HOT CAR REPORT

June 30, 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 – June 30, 2011:

Webster's dictionary defines aspiration as a strong desire or ambition. In 'car-speak,' we think aspiration can be defined by the BMW M6 or the Porsche 911. Both of the aforementioned vehicles' price points are north of \$90,000, and therefore these models are not regularly available to the general public. However, this week's Hot Car Report proves that the public is aware of these highly desired vehicles and will search for them as much as possible, even if they can't easily afford one.

Interest in the BMW M6 is rising with the next generation model just around the corner. In fact, the BMW M6 experienced a 334.9 percent increase in share over the past week. Another high-end supercar due for a facelift is the Porsche 911, and with the help of buzz recently generated from magazines and blogs, this model also has seen an increase shopper activity of 102.5 percent week-over-week.

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