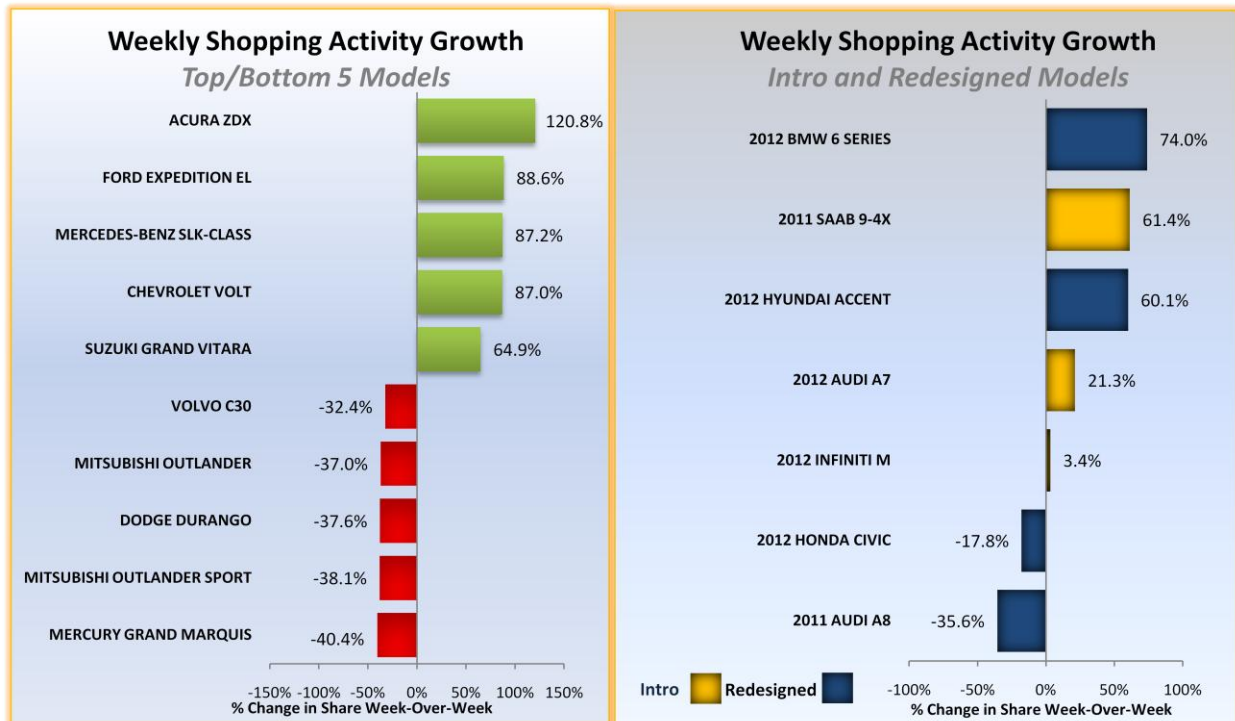




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HOT CAR REPORT

June 9, 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 9, 2011:

What do the Audi R8, Chevrolet Camaro and Volvo XC60 all have in common? They all were featured vehicles in a summer blockbuster film, and all experienced increases in shopper interest because of it. The latest vehicle to increase its share of shopper activity due to a movie cameo is the Acura ZDX, which is prominently featured in Marvel's latest film Thor. The Acura ZDX had the largest gain in share of any new vehicle on kbb.com, improving 120 percent week-over-week.

However, the silver screen isn't the only thing to sway shopper interest. Shiny new sheet metal can always do the trick, as evidenced by the 2012 BMW 6 Series. The 2012 BMW 6 Series has increased its share of new-car traffic by 74 percent week-over-week, the largest gain of any Intro/Redesigned vehicle. The spark of interest to the all-new 650i convertible can be attributed to BMW's careful planning, as it becomes available to consumers just in time for the official summer driving season.

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