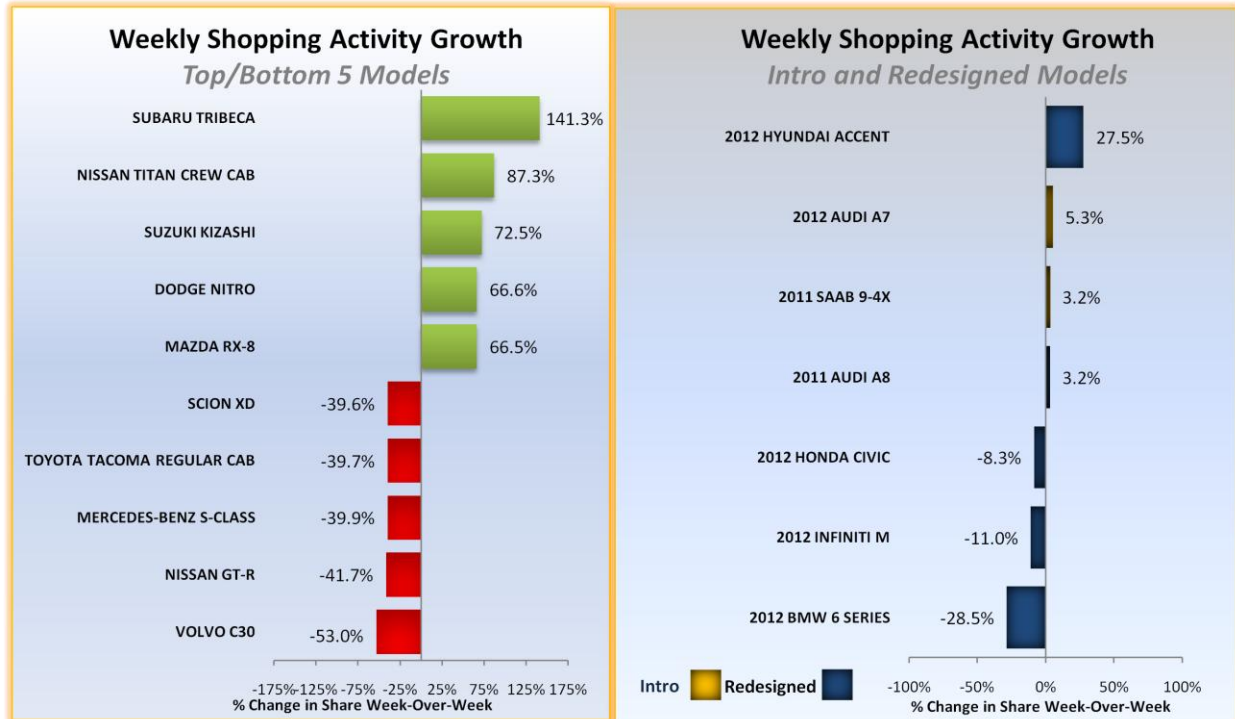




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# HOT CAR REPORT

June 23, 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 23, 2011:

During the past few years, the automotive industry has been downtrodden due to the recession. Some brands have exited stage left. Some have hung on through life-support, while the majority of manufacturers have been treading water and are simply waiting for better times to come. However, there are a handful brands that have made positive strides in product, consumer interest and profit. One such brand is Subaru, which has had a string of successes starting with the Forester, and then the Outback shortly followed by the Legacy. In addition, the streak appears to be continuing with release of the 2011 Subaru Tribeca. The Tribeca's share of shopper activity has increased 141.3 percent week-over-week, the most of any vehicle. It will be interesting to see if this trend continues because the redesigned the 2012 model is just around the corner.

Another brand making perhaps the biggest waves is Hyundai. They began stealing glances from shoppers through the Hyundai Assurance campaign in the early stages of the recession. Consumers soon began flirting with Hyundai after the brand made its venture into luxury with the Genesis Sedan. Then curiosity shortly blossomed into infatuation with the release of the redesigned Sonata and Elantra. Hyundai has surely captured consumer interest, as evidenced by the 2012 Hyundai Accent, which gained 27.5 percent share in a week's time to become the biggest gainer of any intro or redesigned vehicle.

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