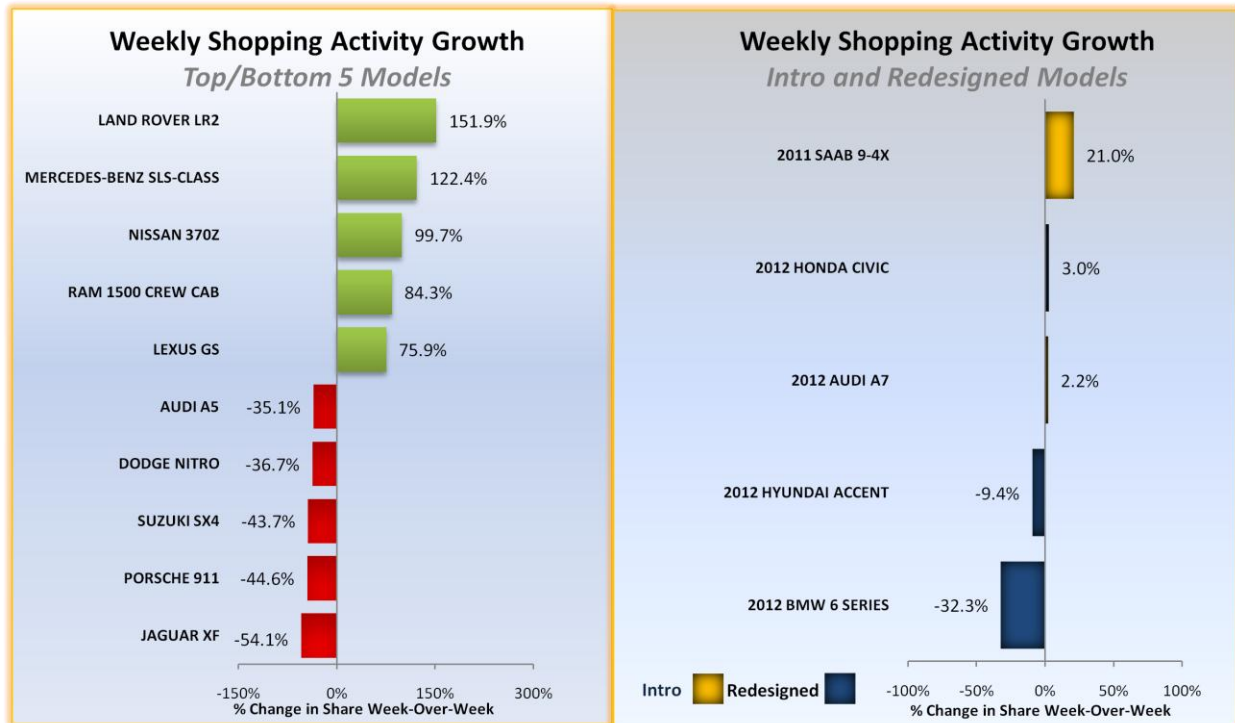




www.kbb.com

HOT CAR REPORT

July 7, 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 – July 7, 2011:

The Mercedes-Benz SLS-Class experienced a 122.4 percent increase in share week-over-week, in part due to large mechanical aliens displayed on the silver screen. It was one of a few featured vehicles in the recent summer blockbuster movie 'Transformer: Dark of the Moon.' However, the SLS isn't the only vehicle to have received increased attention from the 'Transformers' franchise. It is well-known the Chevrolet Camaro has been a beneficiary of the series over the vehicle's lifespan.

Another sports car that has seen a considerable increase in activity is the Nissan 370Z, rising 99.7 percent in share week-over-week. This spurt of interest can be attributed to the arrival of summer, as more eyes are drawn to the convertible version of the model. The model mix for the 370Z now stands at a 70/30 split in favor of the coupe, whereas a month ago the model mix was 75/25 in favor of the coupe.

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