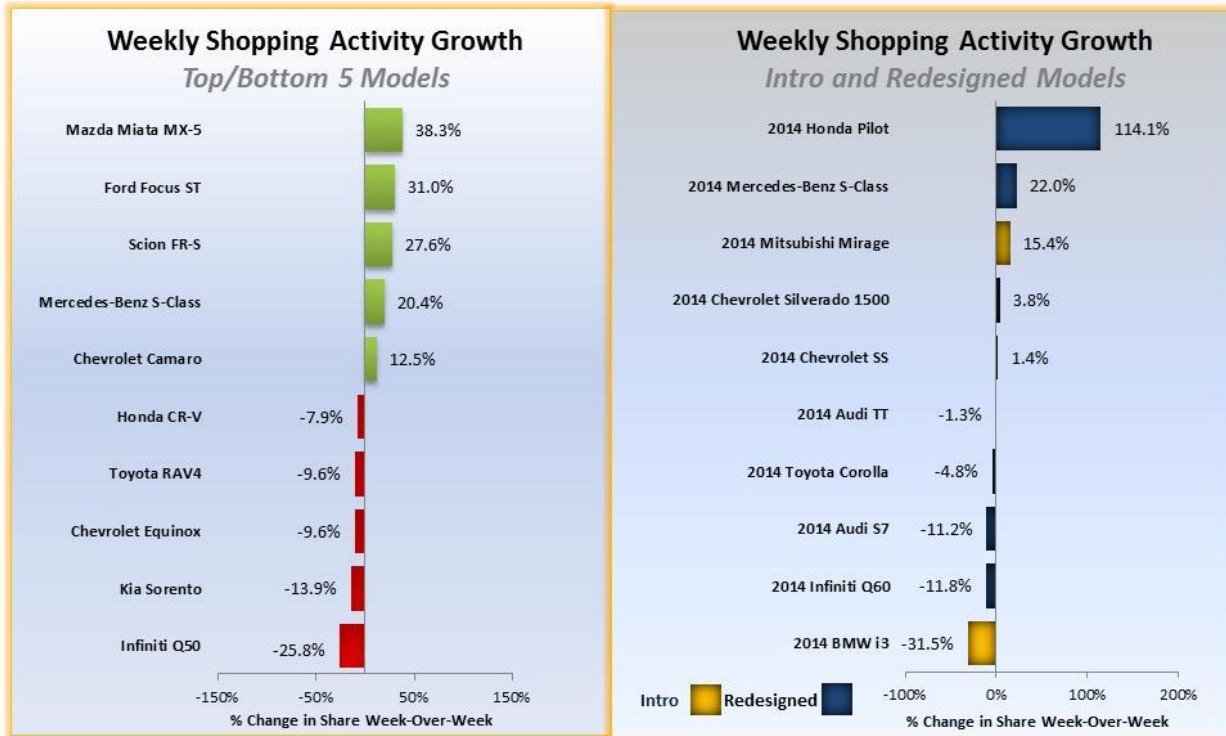


HOT CAR REPORT

October 10, 2013



Note: The Top/Bottom 5 Models represent the most statistically significant gains/losses presented in order of effect size.

Kelley Blue Book Hot Car Report Analysis

Arthur Henry, Manager of Kelley Blue Book Market Intelligence

“The redesigned 2014 Honda Pilot is starting to pick up steam with shoppers as the model increased nearly 115 percent in KBB.com traffic week over week,” said Arthur Henry, manager of Market Intelligence for Kelley Blue Book. “The latest Pilot is one of many midsize to full-size SUVs to get a redesign in the next couple of years, and this segment is expected to increase in shopper activity as fuel economy improves.”

- Over the past week, sporty cars have been gaining more attention from new-car shoppers on KBB.com.
 - Images of the 2015 Mazda Miata MX-5 have been released. There also is news of Mazda engineers advocating production of more rear-wheel drive vehicles like the MX-5.
 - A mild update is in store for the Ford Focus ST, but spy shots of the upcoming refreshed Ford model is drawing interests from shoppers.
 - News of a convertible Scion FR-S is driving shoppers to research pricing on KBB.com for the latest Scion.