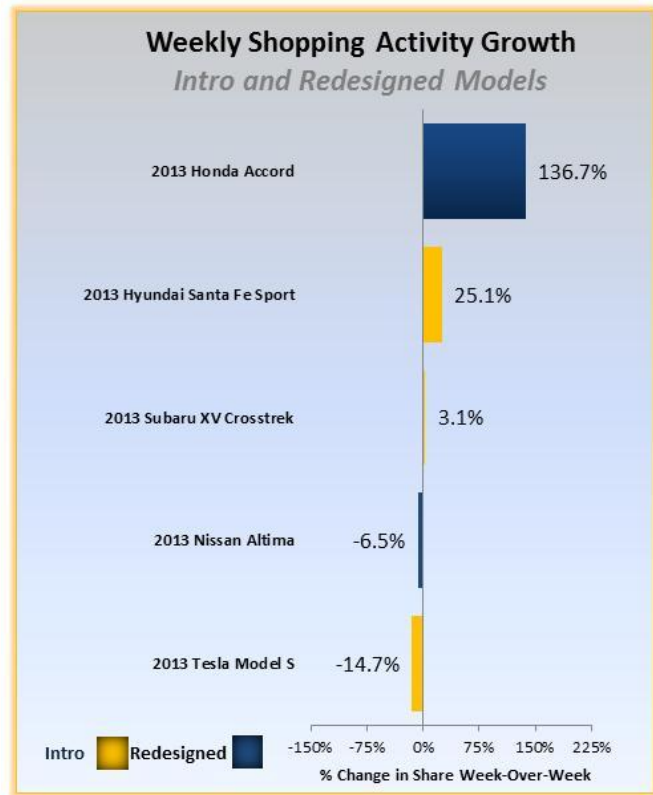
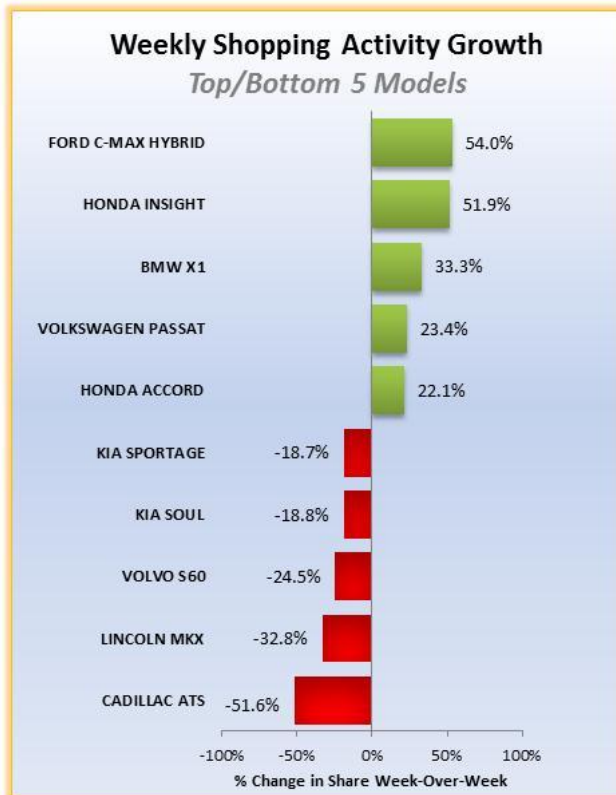


HOT CAR REPORT

October 11, 2012



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 – October 11, 2012:

Gas prices are back on the rise in certain parts of the country, and as a result, two hybrid models increased in KBB.com traffic this week. Interestingly, the Toyota Prius, which is synonymous with the word 'hybrid' to many car shoppers, was not one of the risers. Rather, the Ford C-Max and Honda Insight made big leaps in KBB.com share. Is Toyota finally set to face some extremely stiff competition from other manufacturers or is this just a blip on the radar for the hybrid champion? Time will tell.

For the second week in a row, the Honda Accord is a big mover. This is spurred by the 2013 redesign, which vaulted the Accord to the top of KBB.com's most-visited new-cars list over the past few weeks. For decades, the Accord has been seen as one of two midsize-sedan stalwarts, and this model's redesign caps off a monster year for redesigns within the segment. It will be fascinating to see which midsize sedan reigns supreme when the redesign hype has cooled off.

- Akshay Anand, Market Intelligence Web Analyst, Kelley Blue Book's KBB.com