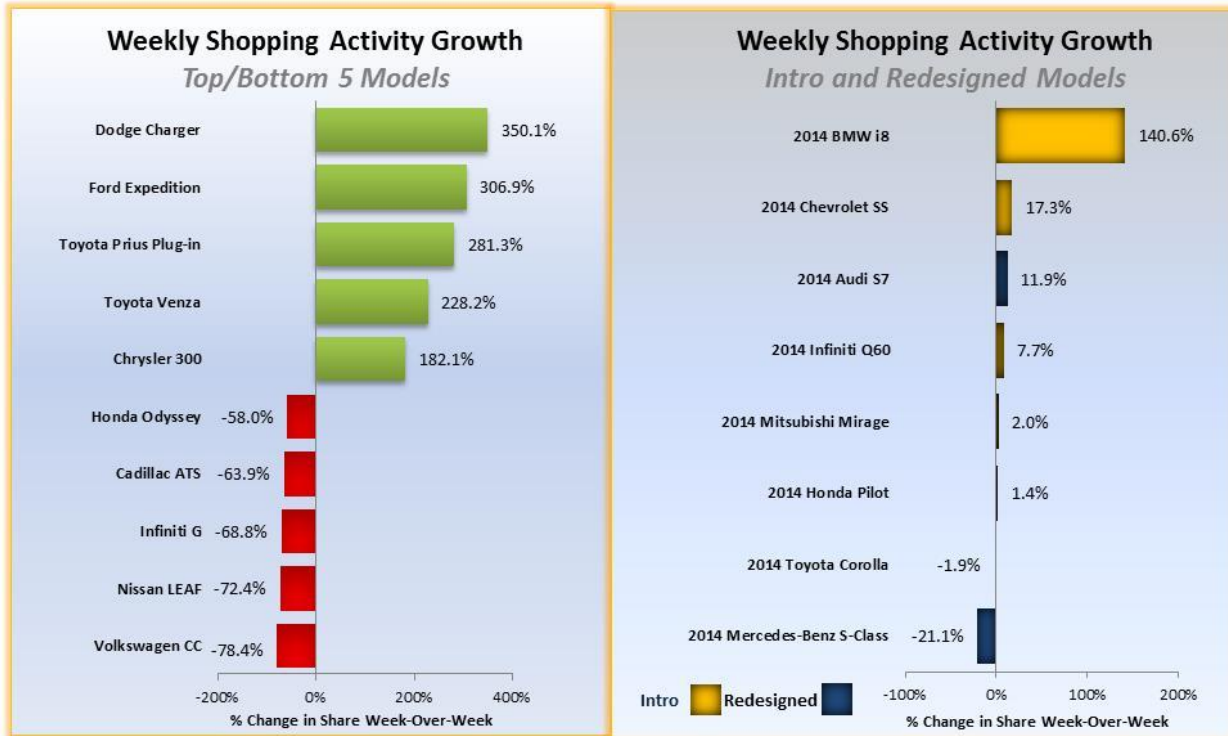


HOT CAR REPORT

October 17, 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

Akshay Anand, Insights Analyst of Kelley Blue Book

“Electric vehicles have been a hot topic for quite some time now, and continue to become viable alternatives for future purchases in the minds of consumers,” said Akshay Anand, insights analyst for Kelley Blue Book. “Price cuts have become a trend in the electric and plug-in space as manufacturers adjust to consumer price perceptions.”

- The Prius Plug-in has seen a massive increase in traffic share as a result of a price cut on the 2014 model year.
 - The base Prius Plug-In now starts under \$30,000, which shaves \$2,010 off MSRP.
- Continuing the electric theme, the BMW i8 also is seeing an increase in share of KBB.com traffic as more information rolls out about the model.
 - The BMW i8 is priced at \$135,700, making the i8 a halo vehicle that appeals to a broad consumer pool.
 - News also came out that the BMW i8 almost became a standard supercar as opposed to its current hybrid iteration.