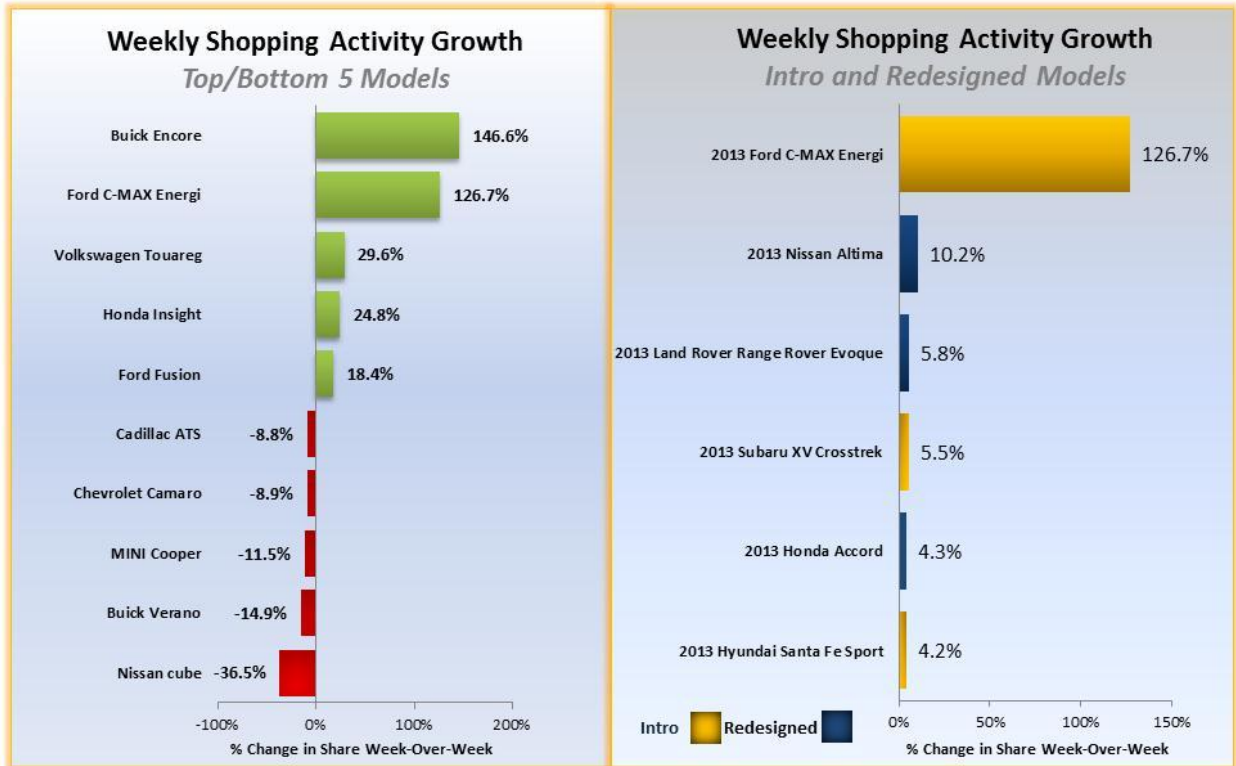


HOT CAR REPORT

October 18, 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 18, 2012:

The Ford C-MAX Energi entered the market at the right time. Gas prices are elevated and more shoppers are in the market for their next vehicle. Couple the present situation with the resurgence of Ford's brand image during the last few years, and it's no wonder the C-MAX Energi had consecutive chart-topping gains in KBB.com traffic share. Consumer research on this model is being fueled by news articles in a variety of endemic automotive and top-tier media outlets. If this trend continues, the Toyota Prius may have a credible contender for the top alternative-fuel vehicle shopped on KBB.com.

The Buick Encore, the latest compact SUV offered by General Motors, has sparked Internet chatter and influenced consumers to research this model as pricing was released to the public. Starting just under \$25,000, Buick is attempting to bring luxury to the general public at an affordable price. On another note, the Buick Encore also is receiving a round of applause from around the world as it was recently introduced to the Chinese market.