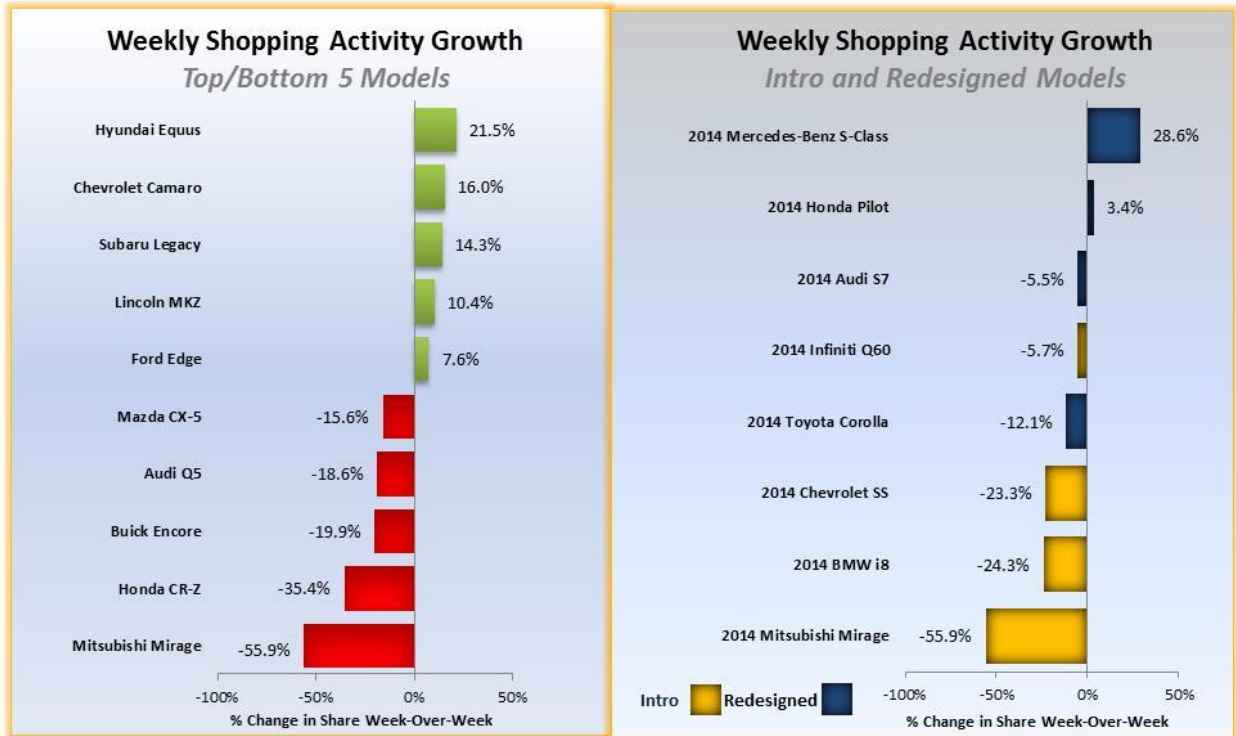


HOT CAR REPORT

October 24, 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 and Market Analyst of Kelley Blue Book Market Intelligence

“The 2014 Mercedes-Benz S-Class continues to build market share as the model has increased nearly 30 percent in KBB.com traffic week over week,” said Arthur Henry, manager of market intelligence for Kelley Blue Book. “Also news of the S-Class coupe in addition to an integrated marketing launch for the new generation S-Class is helping generate buzz to research the model on KBB.com.”

- The Hyundai Equus has seen an increase in KBB.com traffic share because of the release of the 2014 model year.
 - Hyundai now is offering the 2014 Equus for at least \$10,000 less than competing models.
 - The Equus has built its reputation as a cost leader for big luxurious sedans.