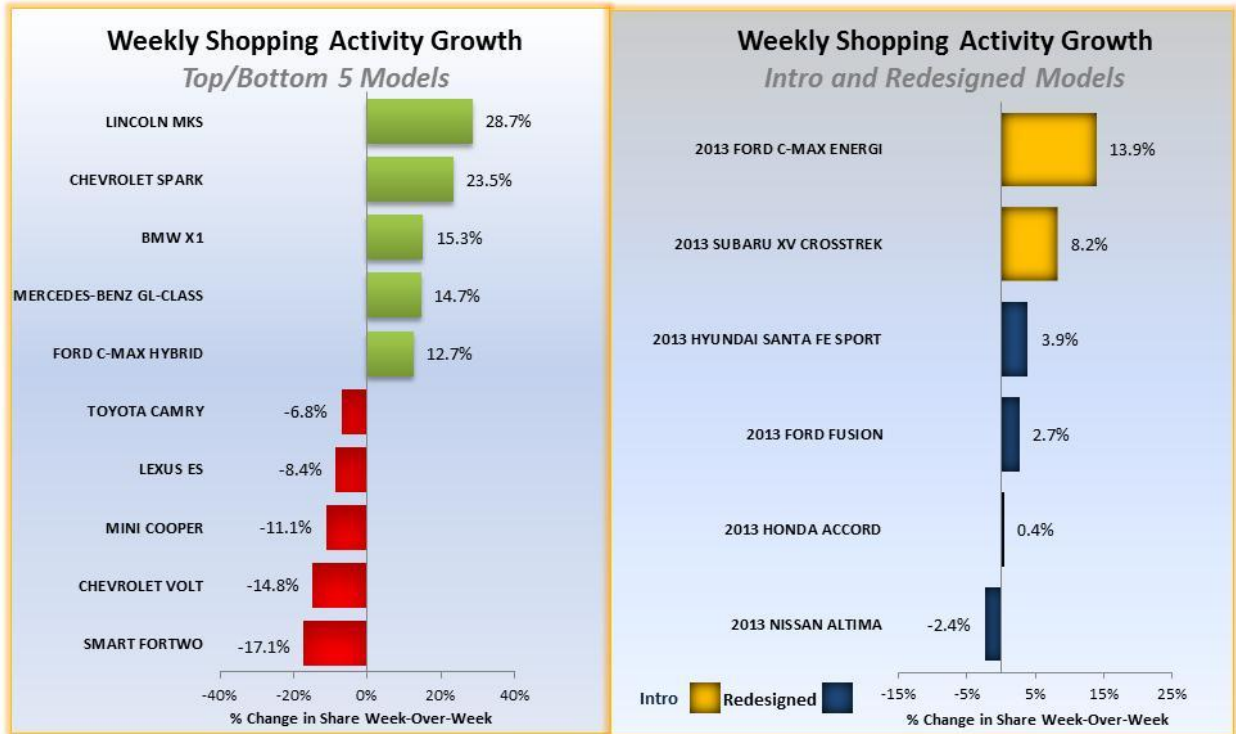


# HOT CAR REPORT

October 25, 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 25, 2012:

This week the Lincoln MKS increased in share 28.7 percent week-over-week, the most of any vehicle on KBB.com. Interest in the flagship Lincoln is being fueled by the increased performance of the refreshed MKS. The new MKS boasts 365 horsepower, all-wheel drive and paddle shifters. It is unclear if the increased performance will peel back the years of time on Lincoln's current buyer demographic, but this model is a very viable product in the market.

Another Ford product attracting shoppers is the Ford C-MAX Energi. This model continues to top the list of intro/redesigned vehicles on KBB.com. It will be interesting to see if the C-MAX can continue its rapid growth as gas prices begin to recede.

- Arthur Henry, Market Intelligence Manager and Market Analyst, Kelley Blue Book's KBB.com