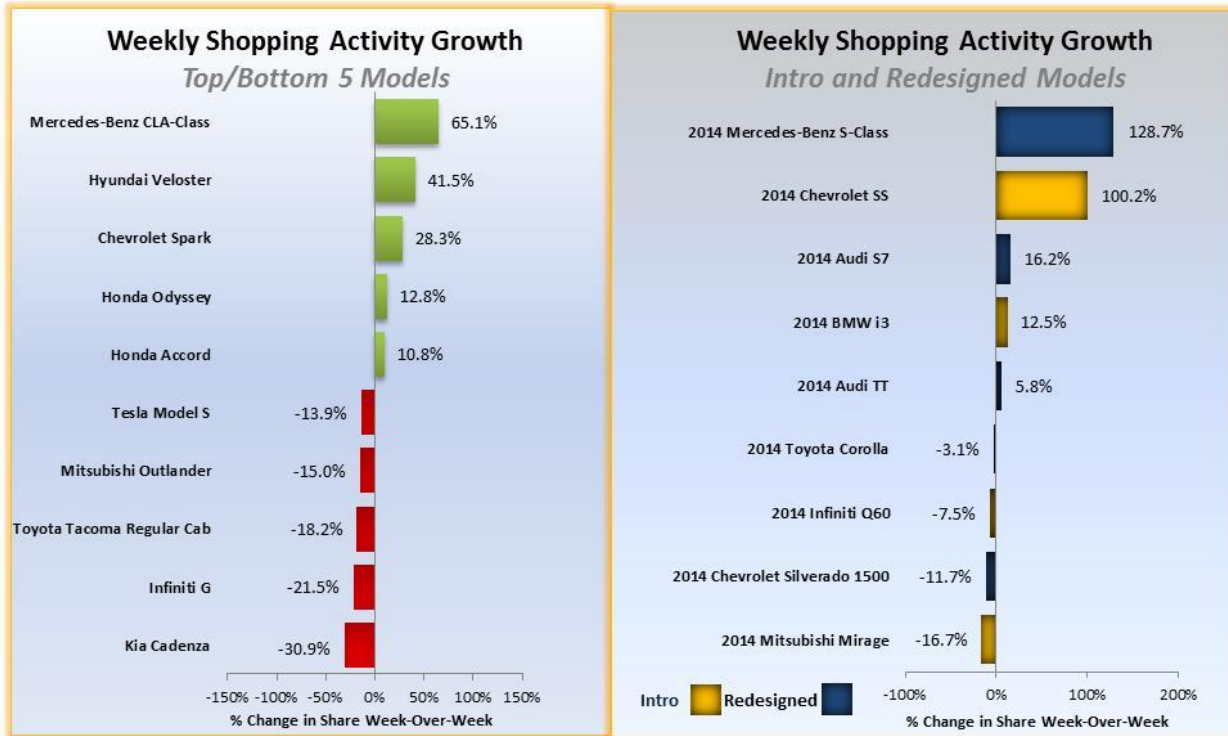


HOT CAR REPORT

October 3, 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 of Kelley Blue Book Market Intelligence

- Mercedes-Benz ended the month of September on a high note as shopping interest increased for the CLA-Class and the redesigned S-Class.
 - The CLA-Class continues to draw consumer attention after a much-anticipated wait for its arrival to dealership showrooms. Also more reviews and information has become available for the general public about the new model.
 - Mercedes-Benz has provided many variants of the newly redesigned S-Class. In fact, there are new images, options and other pieces of information that are released daily to stir buzz among shoppers.
- Another brand that has concluded September with a bang is Chevrolet.
 - Replacing the departure of the Pontiac G8, the Chevrolet SS is looking to fill the void for full-size performance sedans. Driving even more interest to the model is news of Danica Patrick driving a pink Chevy SS for breast cancer awareness.