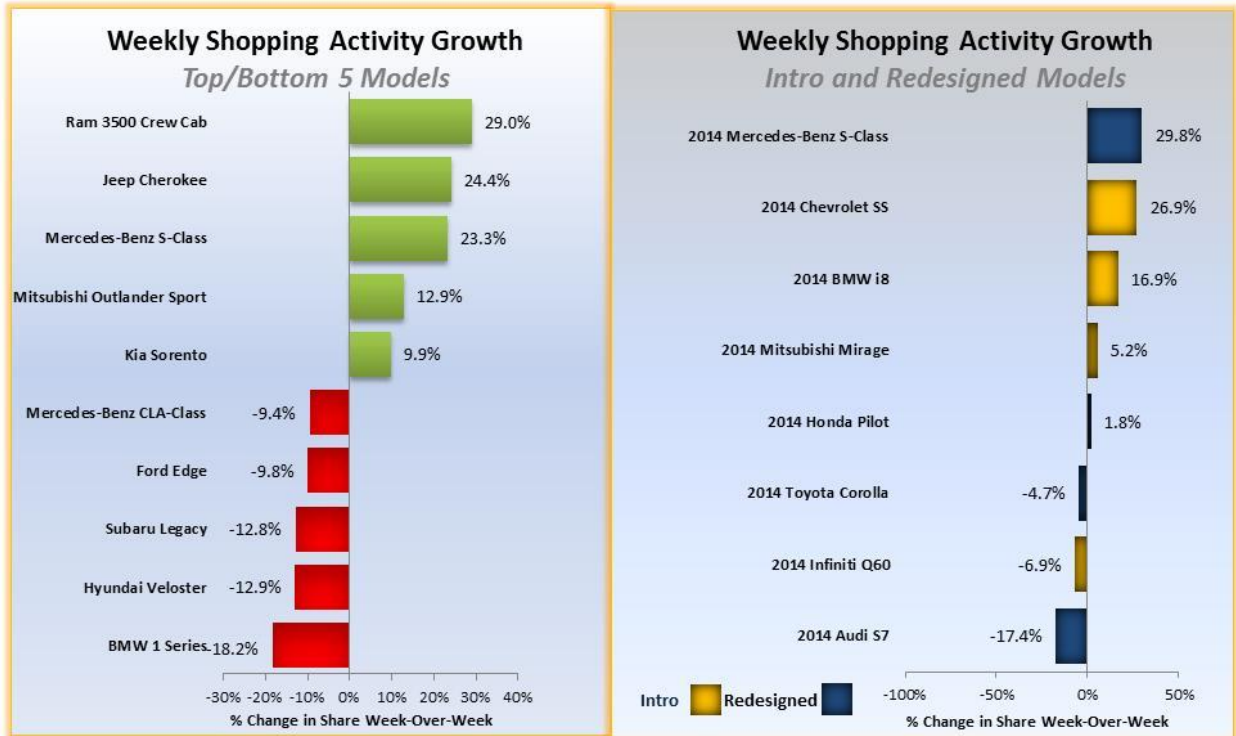


# HOT CAR REPORT

October 31, 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, Analyst, Kelley Blue Book Insights

“Packed with technology, including autonomous elements, the Mercedes-Benz S-Class is all new for 2014, and shoppers are investigating it on KBB.com as buzz comes out about the coupe, convertible and AMG variants,” said Akshay Anand, Kelley Blue Book Insights analyst. “Luxury cars also are getting more popular as the economy continues to recover from 2008 and car sales continue to rebound.”

- The SS is Chevrolet’s new sports sedan set to be released this December.
  - Chevy is keeping supply on the SS tight, which is increasing consumer demand for the model. Consumers are always intrigued by rare performance cars, and perhaps that is Chevy’s goal with the SS for now.
- Dealerships will finally start to receive the Jeep Cherokee sometime this week.
  - Jeep launched marketing efforts online and offline with its ‘Built Free’ campaign. KBB.com expects consumers to continue investigating the model as Jeep’s marketing kicks off for its newest model.