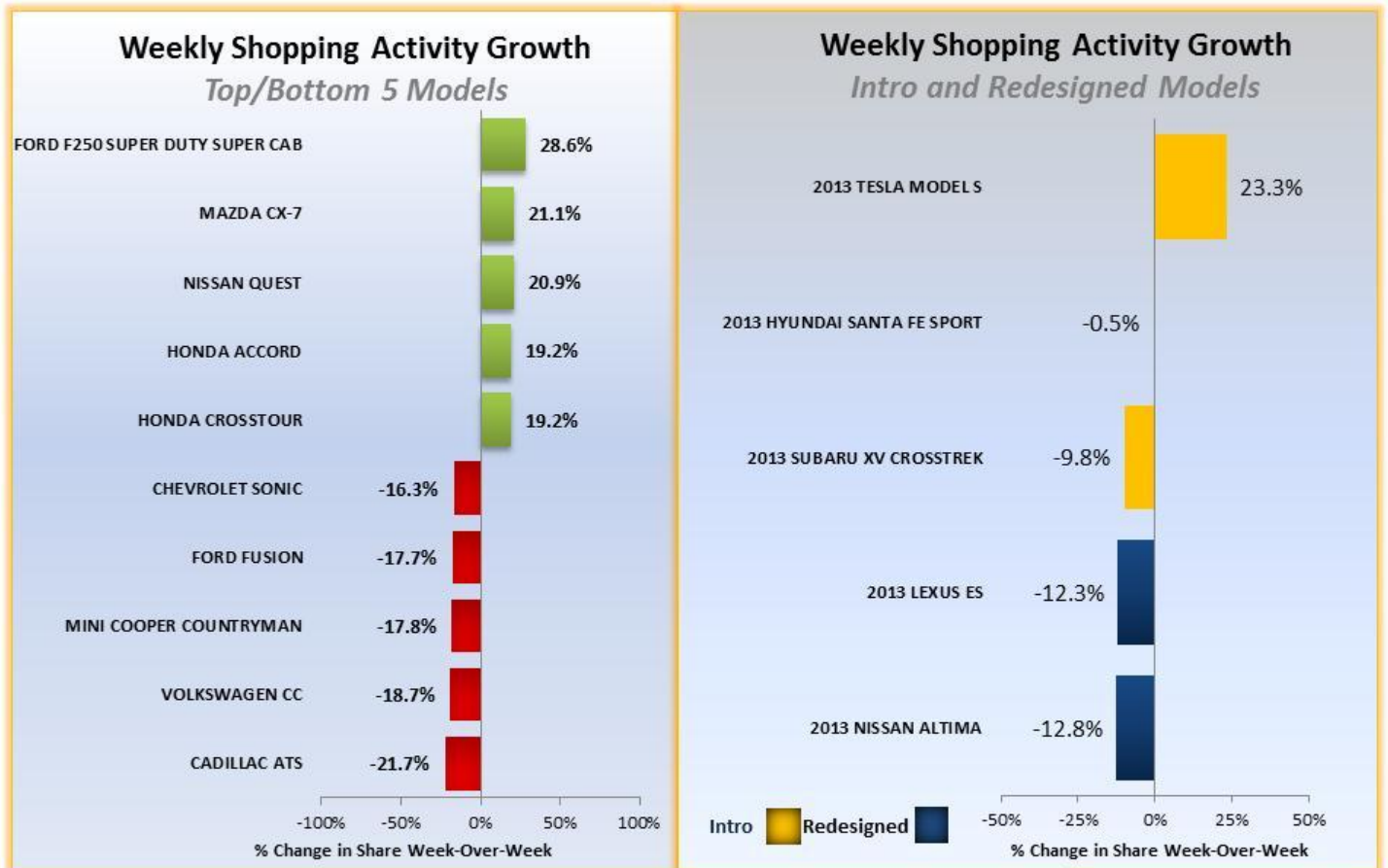


HOT CAR

REPORT

October 4, 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 4, 2012:

One of the stalwarts of the automotive industry, the Honda Accord, is redesigned for the 2013 model year. When such a popular, big-volume vehicle is redesigned for a new generation, consumers take notice. The 2013 Accord features several new pieces of technology on select trims, including a forward-collision warning system, a lane-departure warning and a nifty new blind-spot camera. The new Accord's price ranges from \$21,680 MSRP for the LX trim, to \$33,430 MSRP for the Touring trim.

Another solid mover this week is the Tesla Model S. Despite Tesla's recent revenue reforecast, the company has been making waves in the news. Tesla is gearing up to put charging stations in major corridors across the United States, which will make long trips in electric vehicles viable. Tesla is gunning for the Model S to be the first widespread performance-electric vehicle success, and it appears as though the company is headed down a solid path.

- Akshay Anand, Market Intelligence Web Analyst, Kelley Blue Book's KBB.com