

# HOT CAR REPORT

November 14, 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

“The Cherokee keeps rising and rising in KBB.com new-car traffic as consumers are exposed to the compelling Jeep advertising and a storied nameplate,” said Akshay Anand, Kelley Blue Book Insights analyst. “The compact crossover segment also has seen solid growth over the last year, and the Cherokee is adding fuel to that fire as it has increased in share nearly 44 percent on KBB.com since last week.”

- The Dodge Durango increased in KBB.com new-car share nearly 25 percent week over week as consumers are taking note to the automaker’s Ron Burgundy ad series.
  - Recently, Dodge released four more ads featuring Will Ferrell, which is expected to increase consumer attention to the model.