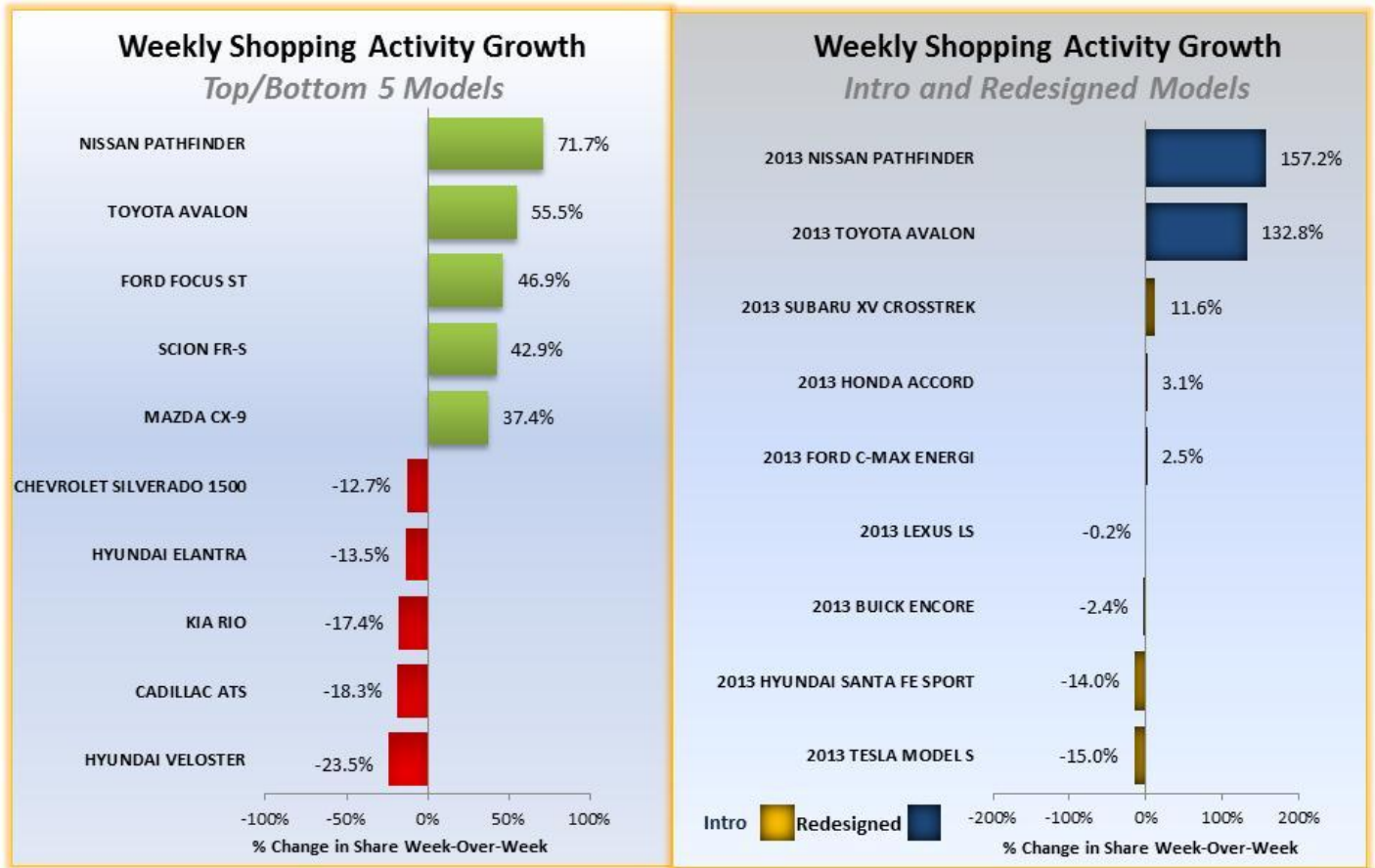


# HOT CAR REPORT

November 15, 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 – November 15, 2012:

For yet another week, the Nissan Pathfinder is the top mover in terms of KBB.com traffic. It's clear that consumers are taking notice of the new CUV platform and new fuel-efficiency numbers, despite it being a large vehicle. As winter approaches, consumers may be looking toward bigger vehicles while still keeping fuel economy in mind, and the Pathfinder fits both sets of criteria.

A second top-mover this week is the redesigned Toyota Avalon. Although this model is not as heavily researched as its top-selling sibling the Camry, the full-size Avalon is making waves for its all-new redesign and hybrid trim availability. The 2013 Avalon base price starts at \$30,990 and runs up to \$39,650 for the limited edition, while the hybrid trims vary from \$35,555 to \$41,400.

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