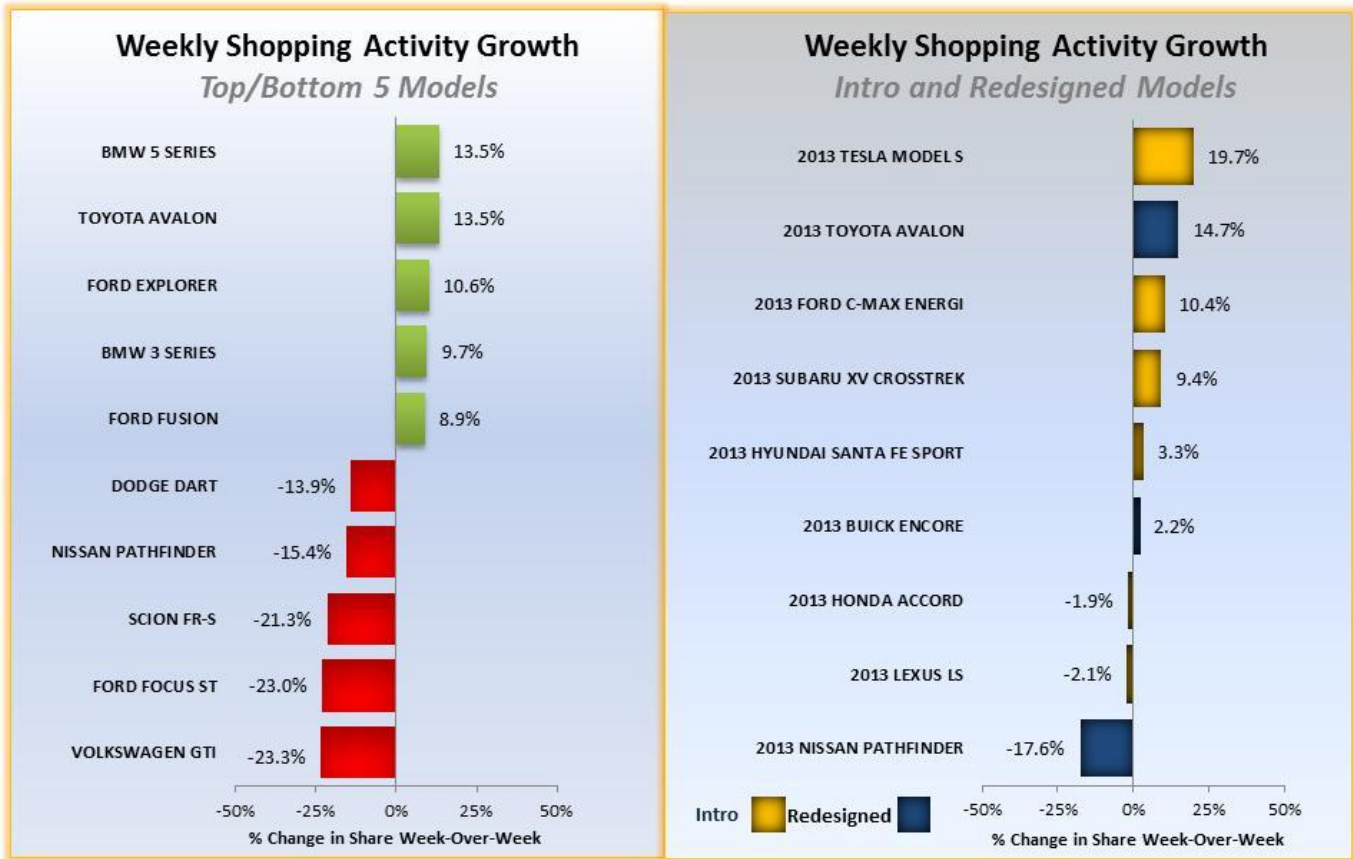


HOT CAR REPORT

November 30, 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 30, 2012:

The promise of exciting new cars heightens as the auto show season arrives in Los Angeles. The majority of this week's *Hot Car Report* top-five movers add to the new sheetmetal fever that so many car enthusiasts catch. An example of increased shopping interest is the 2014 BMW 5 Series. This model has been spied driving around in camouflage, and BMW aficionados are clamoring for more information. The next 5 Series is rumored to have a newly styled front fascia, rear bumper and tail lights.

Released a short time ago to some fanfare, the 2013 Toyota Avalon is another vehicle drawing shopper interest this week on KBB.com. An aspect of the Avalon that is drawing praise is its updated exterior styling. The general sentiment is that this model now appeals to a younger demographic of shoppers. An additional facet of information drawing interest to the Avalon is the upcoming release of its hybrid option. With this addition, Toyota has upped the ante for the title of fuel-efficiency king as the Avalon hybrid has an estimated 40 mpg.

- Arthur Henry, Market Intelligence Manager and Market Analyst, Kelley Blue Book's KBB.com