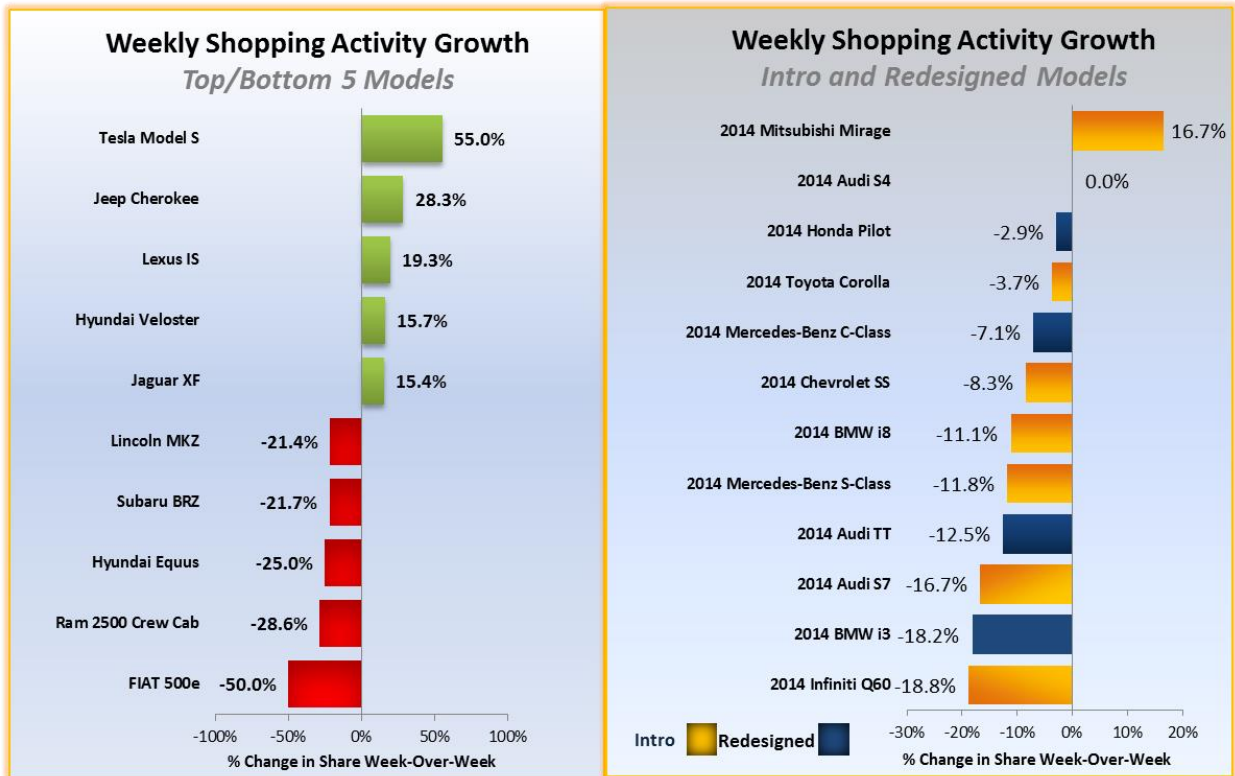


# HOT CAR REPORT

November 6, 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

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- The Tesla Model S increased in KBB.com new-car traffic 55 percent week over week. Shoppers are continuing to research the model on KBB.com regardless of recent news about its safety concerns due to fires.
- The brand-new Jeep Cherokee is again on the riser list on the *Hot Car Report*, benefitting from arriving to dealership lots after its delay. The Cherokee also has been featured in online and offline advertising, drawing more consumers to research the model on KBB.com. Furthermore, it also was featured as one of Chrysler Group's vehicles at the SEMA Auto Show this week.
- Interestingly, many of the new model releases and redesigns have fallen in this week's *Hot Car Report*, as we hit the 'slow' season before a slew of new releases are shown at upcoming auto shows. This is likely a short-term or one-week trend.