

HOT CAR REPORT

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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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- To no one's surprise, the Ford Mustang is the week's biggest mover in terms of KBB.com new-car traffic. The all-new 2015 Mustang was revealed last week, as it's the first full redesign for the iconic vehicle in quite some time. The Mustang is set to feature a wide range of engine types - from an EcoBoost four cylinder to a hauling V8. The vehicle will be available in late 2014, and KBB.com expects consumers to keep investigating the model, especially as auto show season is officially underway.
- Five of ten vehicles this week on the risers and fallers list are General Motors vehicles. GM has been revamping many of their models and even brands, as Cadillac and Buick have seen solid success over the last few years as the brands continue to evolve. Interestingly, the three GM fallers this week are all utility vehicles. This is likely just a blip in the radar, as consumers have been flocking to utility vehicles in 2013 as gas prices fall, the economy stabilizes and redesigns continue to be pushed out. We have seen the Sierra and Silverado continue to improve in shopper rankings ever since their redesign announcements.