

# HOT CAR REPORT

December 19, 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 redesigned 2014 Kia Forte is grabbing the attention of shoppers this week on KBB.com.
  - Kia has success with many of its launches/redesigns and the Forte is no different from the rest. The brand is successfully changing its image from a bargain brand to a brand that offers premium products.
- The Chevrolet Cruze increased 110.8 percent week-over-week in KBB.com new-car traffic.
  - The Cruze has been receiving kudos for its diesel power plant, which in turn has increased shopper interests.
  - Diesel engines have primarily fallen in the camp of German brands as far as popularity. The Cruze appears to be that foot in the door for domestic manufactures in terms of diesel consideration.