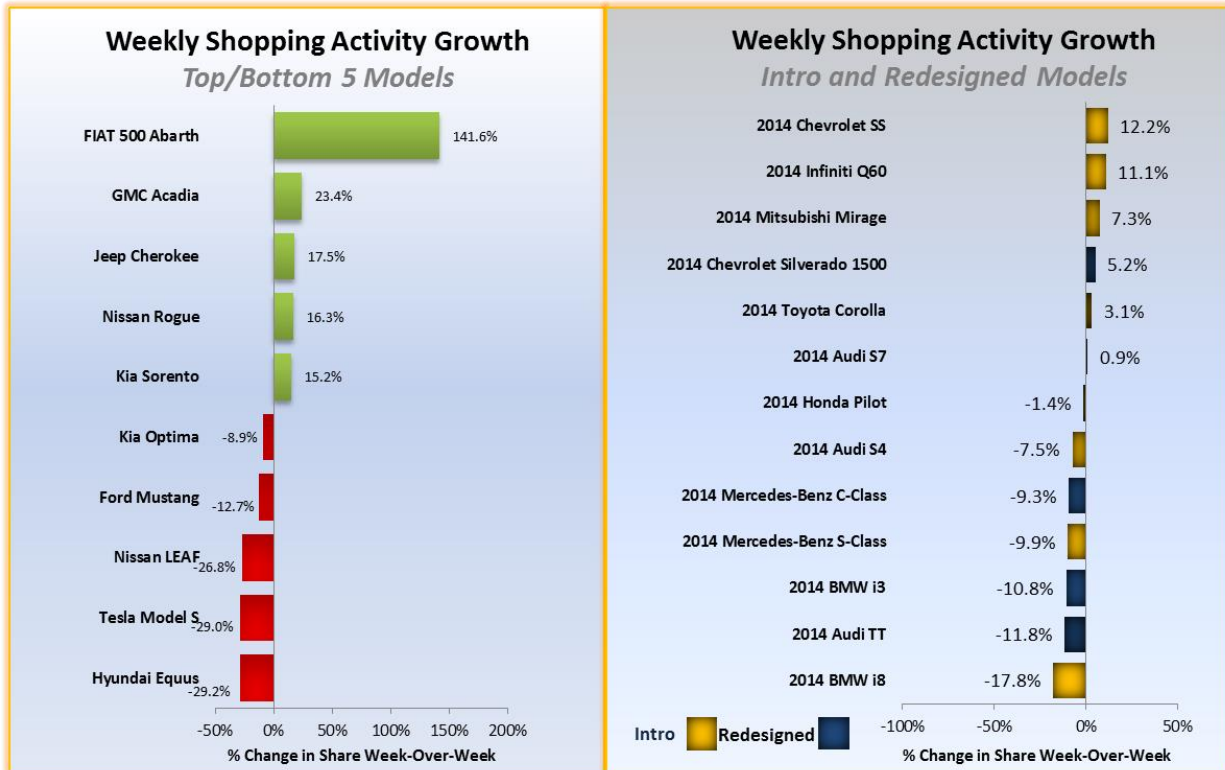


HOT CAR REPORT

December 5, 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

Akshay Anand, Analyst, Kelley Blue Book Insights

- Once again, we see four of the five risers in KBB.com new-car traffic this week are CUV/SUVs. The utility vehicle space has been growing in popularity over the past year with redesigns and slightly more stability in gas prices.
 - Three of the four CUVs that have increased in this week's *Hot Car Report* are all-new or redesigns: the Jeep Cherokee, Nissan Rogue and Kia Sorento. All three models also are in the running for the North American Car/Truck of the Year Award.
 - The Cherokee has been blazing up the shopping ranks in recent weeks, as consumers are finding a balance between a storied nameplate and cost efficient price tag.
 - The Rogue was one of the featured vehicles for Nissan at the Los Angeles Auto Show, which now comes with third-row seating.