Kelley Blue Book
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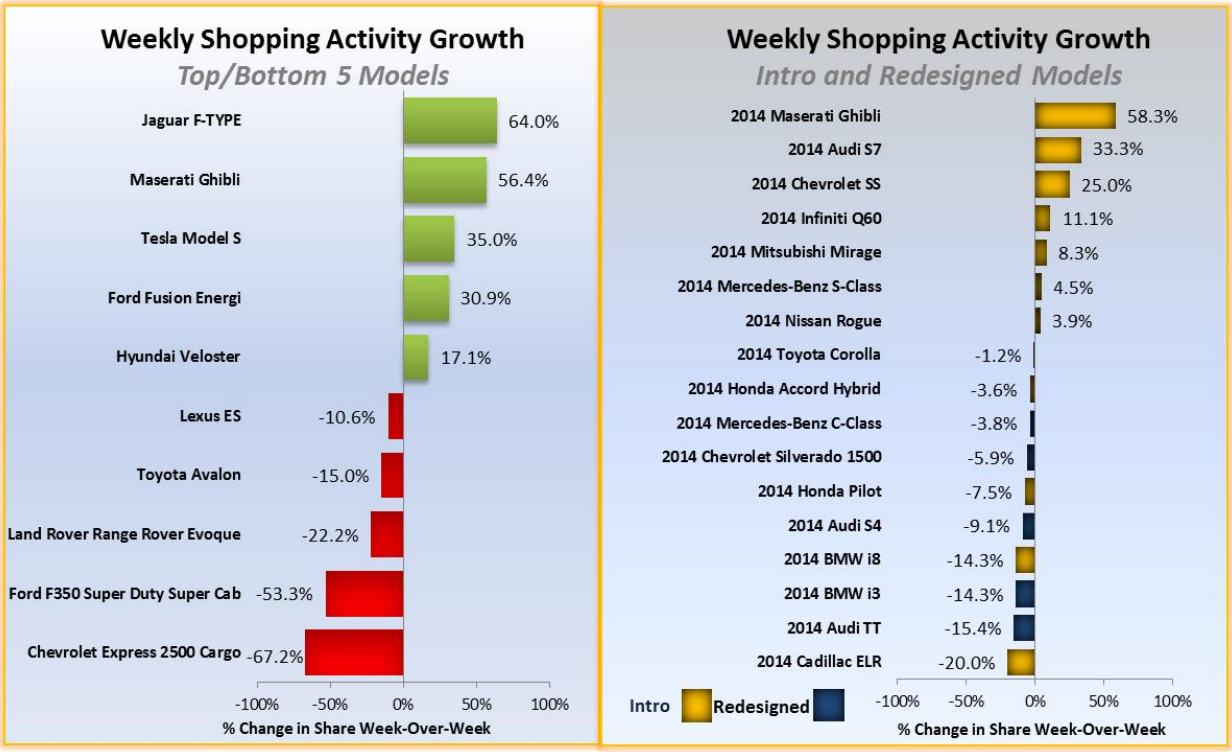
HOT CAR REPORT

February 6, 2014



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

Arthur Henry, Sr. Manager, Market Intelligence

- Vehicles advertised in the “Big Game” grab shopper attention.
  - The “Good to Be Bad” Jaguar F-Type coupe commercial aired in the fourth quarter of the game and received a 1733 percent lift in new-car searches at the time. However, Jaguar released teaser videos of the ad two weeks prior, producing an influx of interest toward the new Jaguar coupe.
  - The big surprise during the big game was the Ghibli commercial during the “big game” because there was no news indicating Maserati would participate in Sunday’s venture. The gamble paid off big time as the Ghibli experience the largest lift in new-car searches for the night. The lift, in fact, was so large Ghibli earned a spot on the Hot Car Report.
  - The Fusion Energi is another beneficiary of the “big game.” The Fusion took the first shot of the night, but made it a double barrel as Ford aired two commercials back-to-back, featuring actors Rob Riggle and James Franco.