

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

Arthur Henry, Sr. Manager, Market Intelligence

"Auto shows have a big impact on shopping behaviors. They are the ideal venue to promote new products and gauge public opinion. Recently the BMW M4 was unveiled at the New York International Auto Show to fanfare and KBB.com new-car traffic reflects shopper excitement as share of traffic has increased 238.7 percent over the past week. Another model receiving increased attention is the Ford Mustang. Also announced during the New York auto show, the Mustang will be celebrating its 50th anniversary this year. The festivities included placing the current generation Mustang a top the Empire State Building, the same as it did when the model was first introduced."