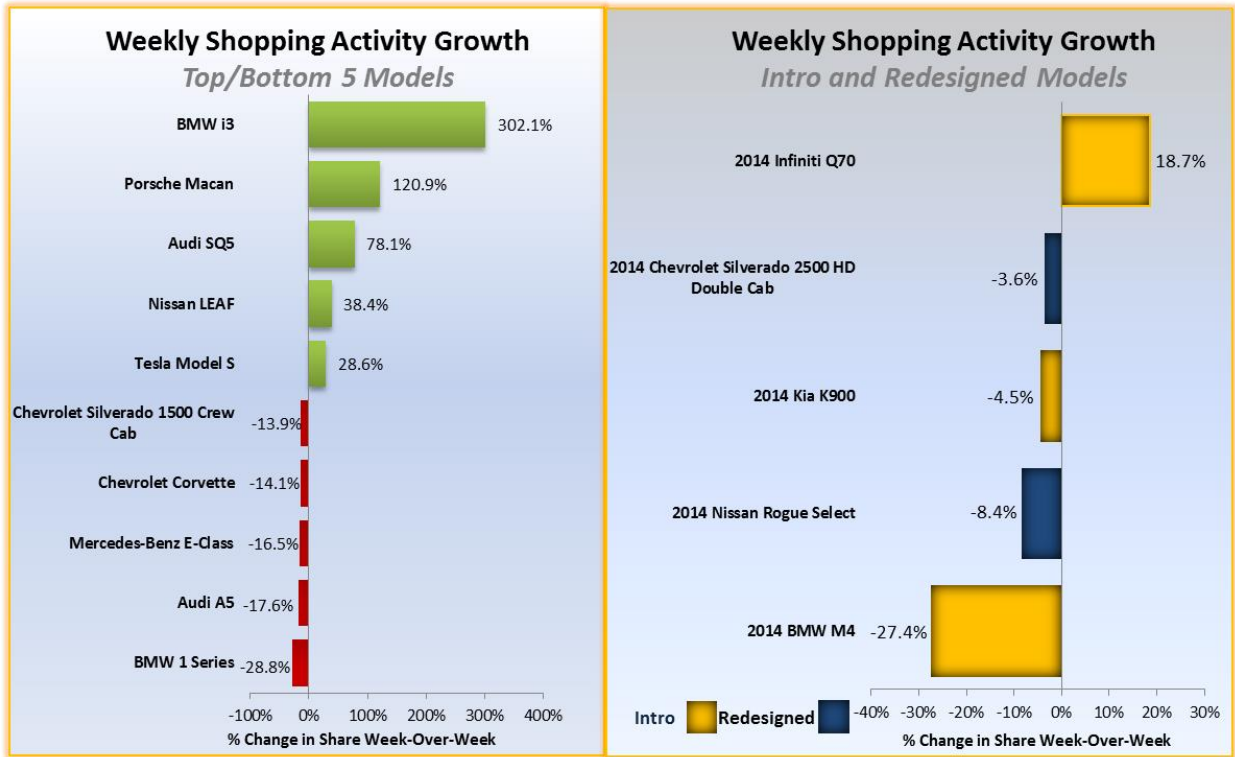


HOT CAR REPORT

May 1, 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

- The BMW i3 is available for test drives, making it the highest traffic share mover over the past week. BMW's venture into electric market is introduced with some fanfare as shoppers gather information on the i3 and i8.
- Interest in the i3 is causing a "a rising tide, floats all boats" situation for the electric vehicle segment as the Nissan LEAF and Tesla Model S have increased in traffic due to consumers cross shopping those models against the i3.