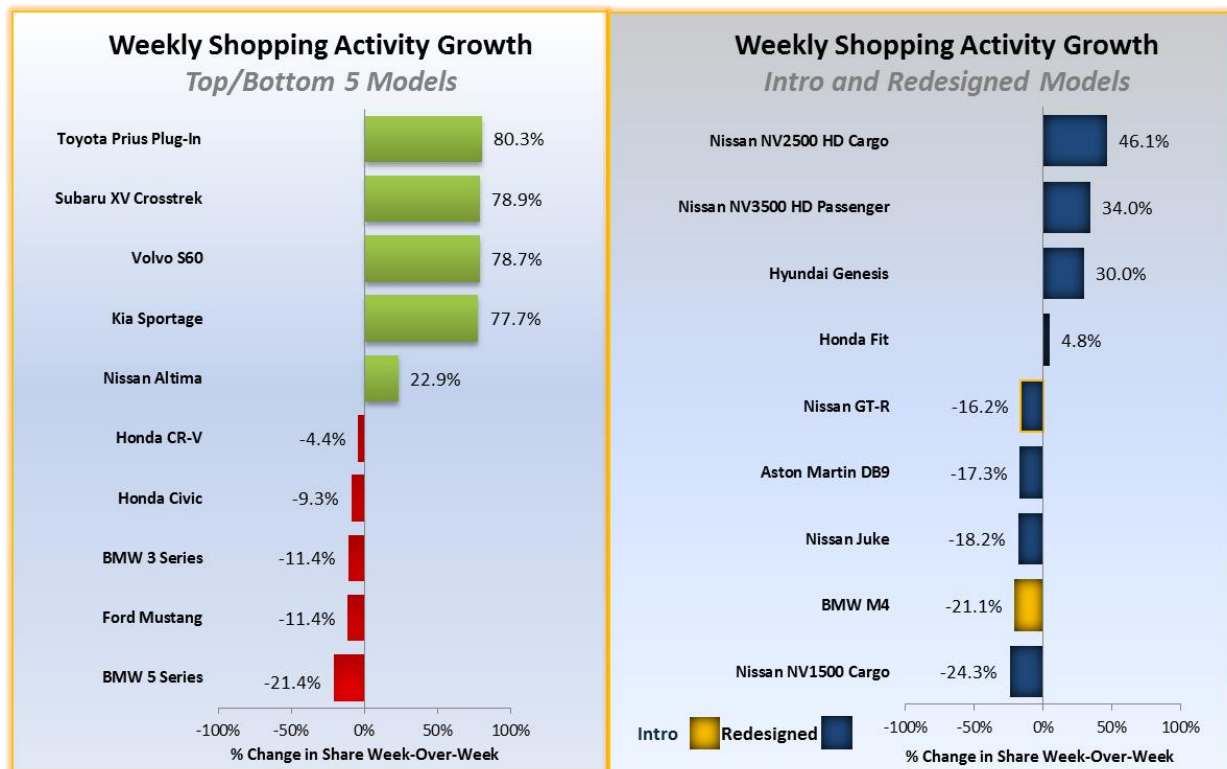


HOT CAR REPORT

May 22, 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

Akshay Anand, Analyst, Kelley Blue Book Insights

- Reviews have been pouring in for the Subaru XV Crosstrek across the automotive media landscape. The XV Crosstrek is doing well as Subaru continues to see momentum. It has certainly been able to capitalize on the growing SUV/CUV segments, and its all-wheel drive capabilities helped in the rougher winter months earlier this year.
- The Prius Plug-In was the second best-selling plug-in car in April, behind the Nissan LEAF, a 190% percent increase compared to April 2013. The Prius Plug-In checks in below \$30,000 and benefits from the Prius nameplate.