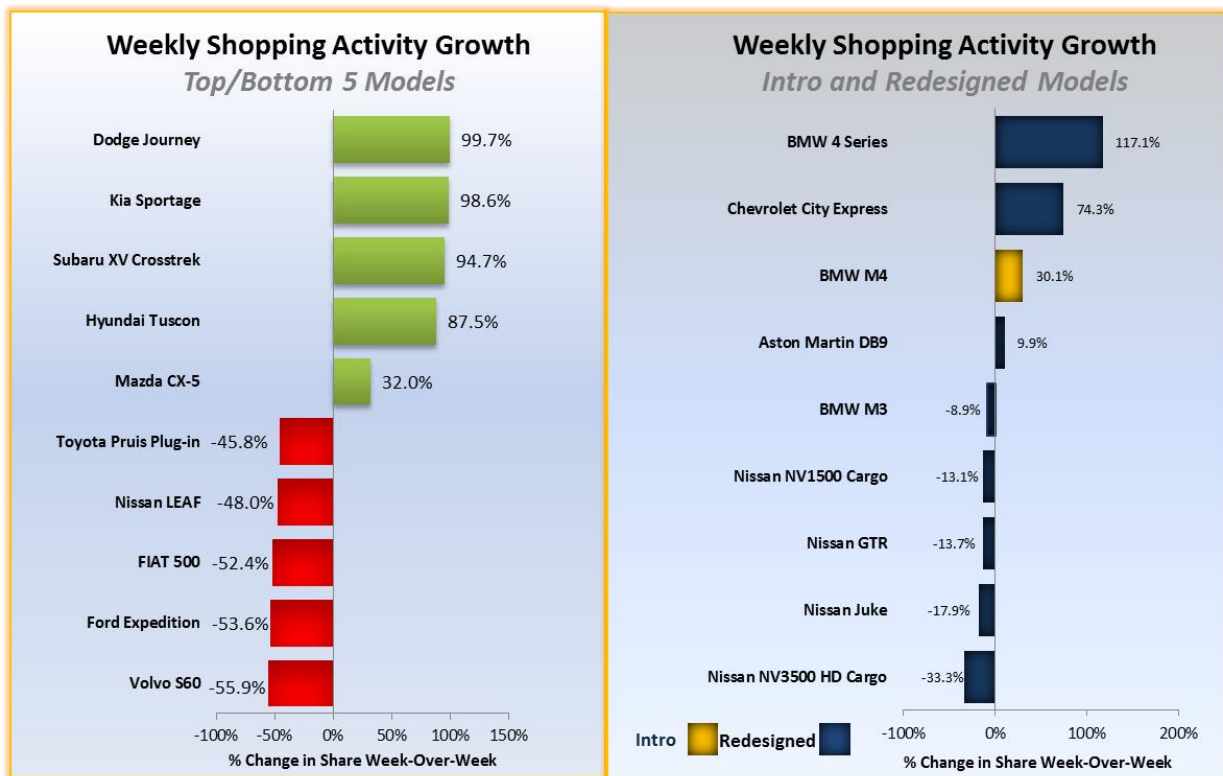


# HOT CAR

## REPORT

May 29, 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

- Once again, every vehicle on the risers list is a CUV, with four of the five models being of the compact variety. The fact that none of the models listed had a recent redesign within the last year (with the exception of the Subaru XV Crosstrek launch) speaks volumes as to how consumers are switching to SUVs and CUVs no matter what they own. At the moment, brands with the strongest sales growth all have new and/or very strong CUV products, particularly in the compact segment. We also predict the subcompact CUV segment is poised to explode, with entrants such as the Chevy Trax, Honda HR-V, Jeep Renegade and a slew of others set to be released within the next six to 12 months.