Kelley Blue Book
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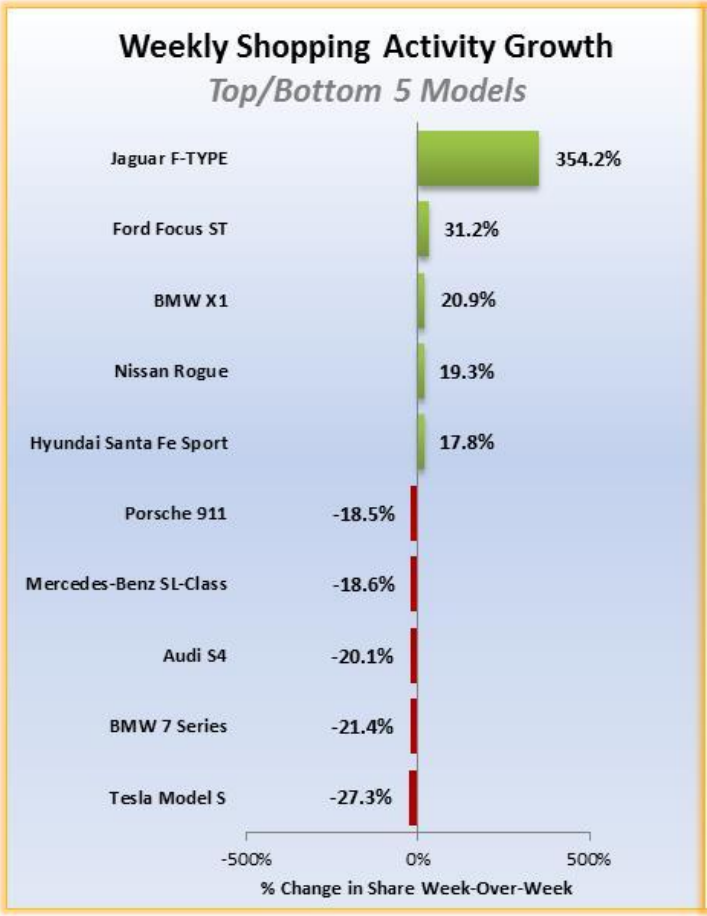
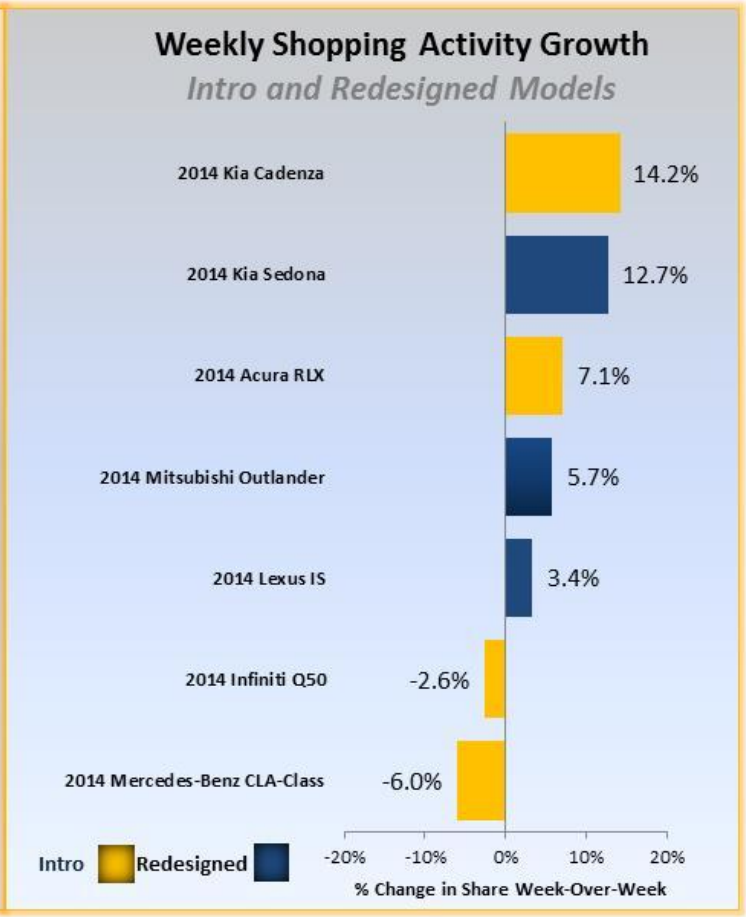
HOT CAR REPORT

May 30, 2013





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

- The F-Type is Jaguar's all-new model targeted for premium luxury shoppers. Jaguar started advertising the vehicle both online and offline, and rumors of a coupe variant also are driving consumer interest. Although the F-Type is a niche vehicle, Kelley Blue Book predicts it will make its mark on luxury shoppers looking to zip around town in style this summer.
- The trend continues on KBB.com as several SUV/CUVs rise in site traffic, while many of the fallers are high-end vehicles at premium price points. The majority of this week's Hot Car Report confirms this trend as compact CUVs like the BMW X1, Nissan Rogue and Hyundai Santa Fe Sport continue to resonate with new-car shoppers due to advances in fuel efficiency, technology and design in this growing segment.