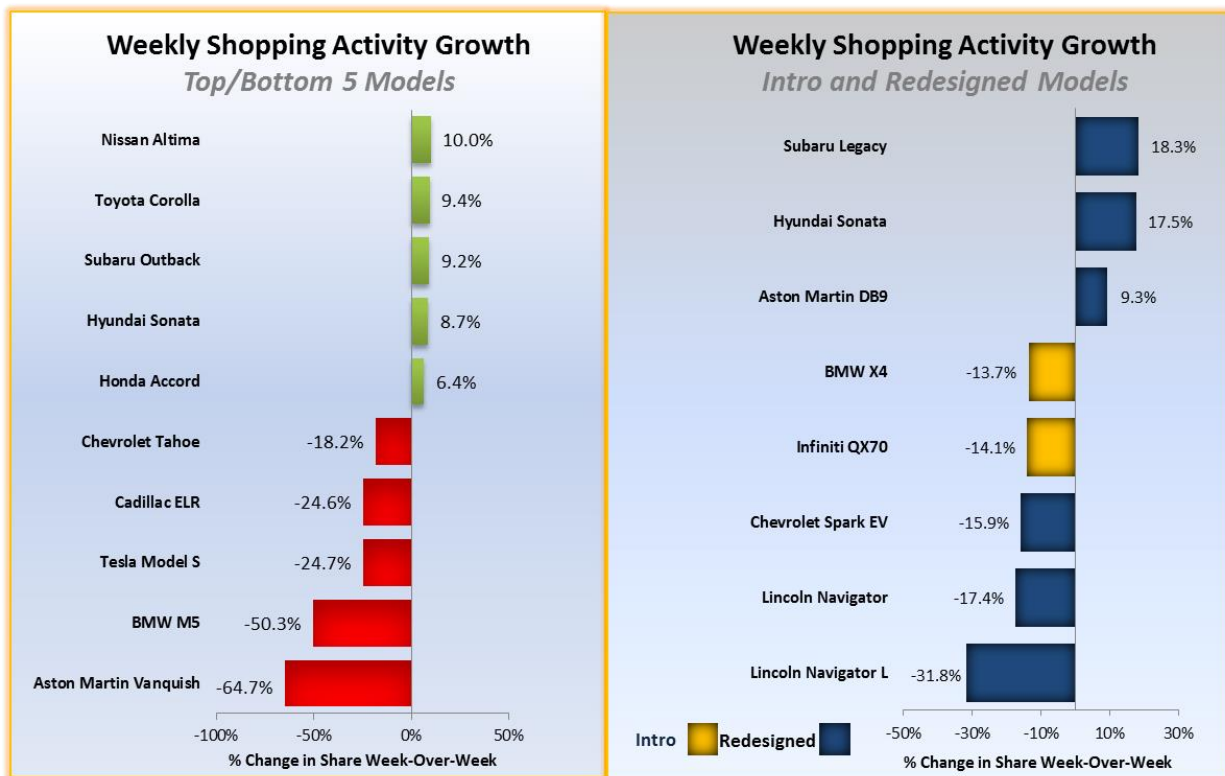


HOT CAR REPORT

June 26, 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, Senior Manager, Kelley Blue Book Market Intelligence

- In a time in which SUV popularity is at a high and luxury manufacturers have dipped their toes in the \$30,000 and under pool, the Subaru Legacy and Hyundai Sonata are attracting new shoppers. Usually it would be easy to justify the new found attention on sheet metal, but a shopper's focus is splintered with numerous vehicle choices these days. It is a testament that the engineering improvements these two vehicles have carved out additional market share.
 - The Subaru Legacy has vast improvements in refinement, interior layout and infotainment platform.
 - The Hyundai Sonata has vast improvements in interior space, layout and features.