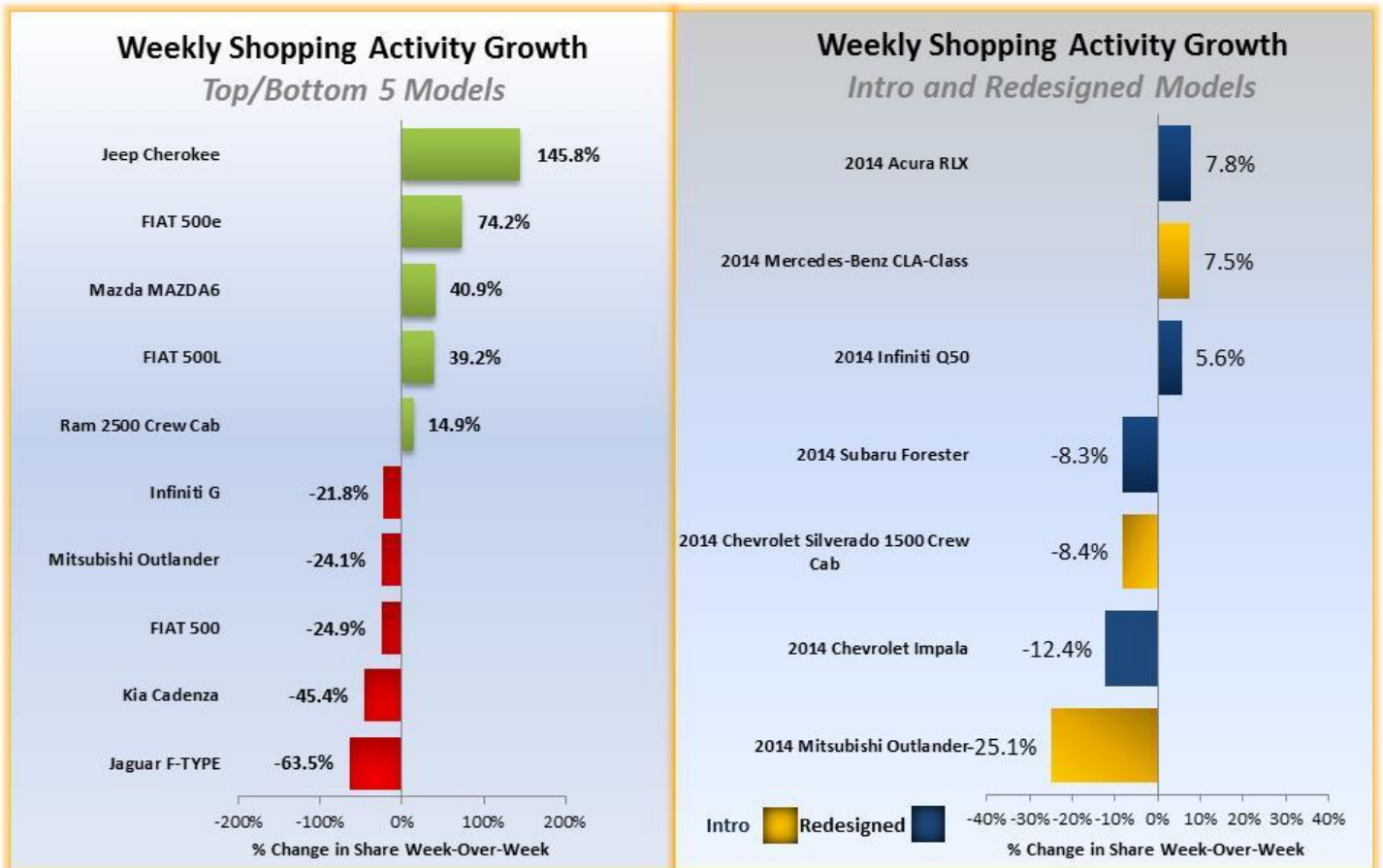


HOT CAR REPORT

July 11, 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

Arthur Henry, Manager and Market Analyst for Kelley Blue Book Market Intelligence

- The Jeep Cherokee is rapidly growing interest as more information is released on the historically iconic utility vehicle. The Cherokee's all-new styling has been polarizing, but its capabilities have enamored fans of the Jeep brand.
- Fiat has two models making the Top 5 list. The FIAT 500e is picking up steam as shoppers have become more interested in electric vehicles. The FIAT 500L also has gained interest, as more reviews have been published on the stretched sub-compact. KBB.com predicts both the FIAT 500e and 500L versions are stealing shopper interest away from the original FIAT 500, as traffic to the staple model has decreased nearly 25 percent week-over-week.
- Benefitting from one of the most recent redesigns in the mid-size sedan segment, Mazda continues to attract shoppers with its Mazda6. Owners are raving about the model's superb handling and craftsmanship.