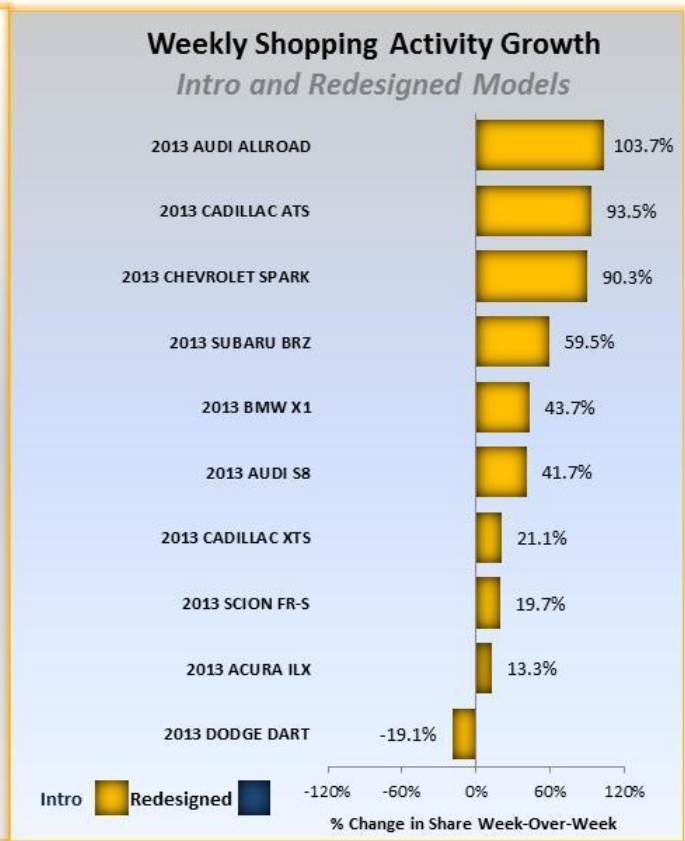
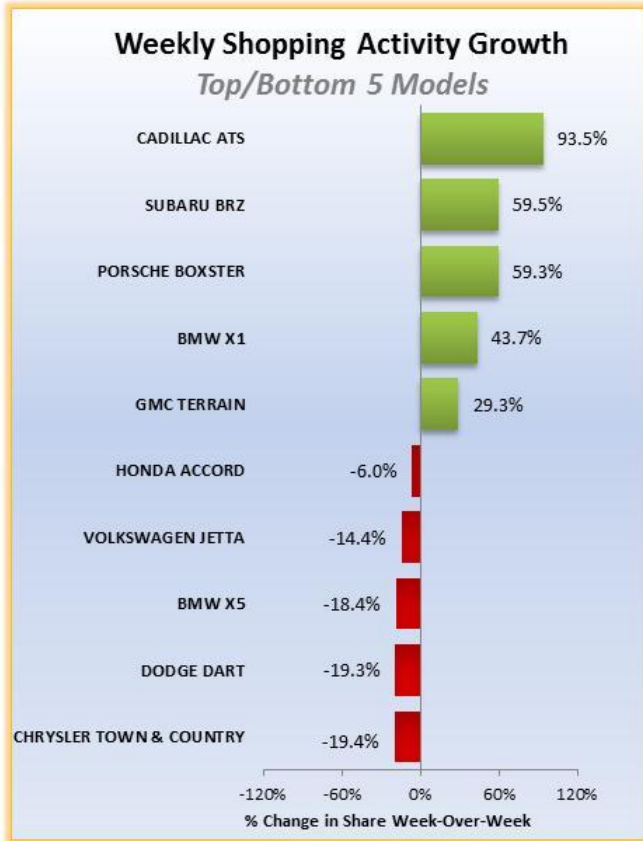


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HOT CAR REPORT

July 12, 2012



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 – July 12, 2012:

This week's *Hot Car Report* features two models slated to go on sale soon. The Cadillac ATS is GM's foray into the entry-level luxury market, designed to compete head-to-head with stalwarts such as the BMW 3 Series and Audi A4. The ATS should arrive at dealer lots within a few months, and GM aggressively has been marketing the model in hopes that this will translate into sales. The BMW X1, the X3's smaller sibling, is scheduled to go on sale sometime in the fall of this year. Pricing for the base model X1 will start at a little more than \$30,000.

Several other model introductions have increased by a solid amount in share week-over-week on KBB.com, including the return of the Audi Allroad and the anticipated all-new Chevy Spark and Subaru BRZ. Consumers are taking notice of new introductions as competition heats up in the automotive marketplace.

- Akshay Anand, Market Intelligence Web Analyst, Kelley Blue Book's KBB.com