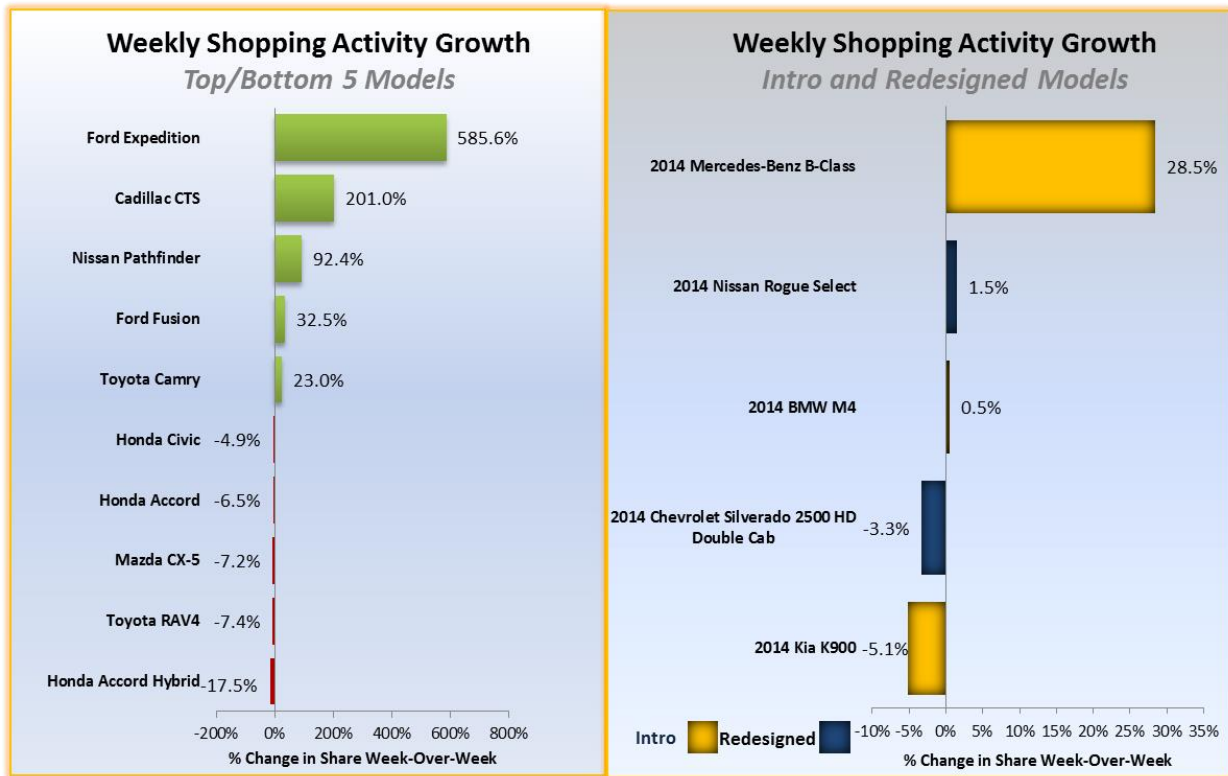


# HOT CAR REPORT

July 17, 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

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- The Ford Expedition is set for a refresh, which will feature a new engine option, a six-speed automatic transmission and a new Platinum trim. We saw in June that larger SUVs and CUVs had very solid sales gains, and consumers continue to research and shop these large utility vehicles in spades. It's clear that despite fairly high gas prices, when a consumer needs a spacious vehicle, they will adapt to higher fuel prices.
- The redesigned Cadillac CTS-V has been in the media with spy shots and laps on the infamous Nurburgring track, causing consumers to look at the current generation CTS to see what the hoopla is all about. Cadillac has done an amazing job with its brand transformation, and the CTS-V is its hallmark performance vehicle for the brand. The current model packs a solid punch for the price, and we will soon see plenty of details and specs regarding the next generation.