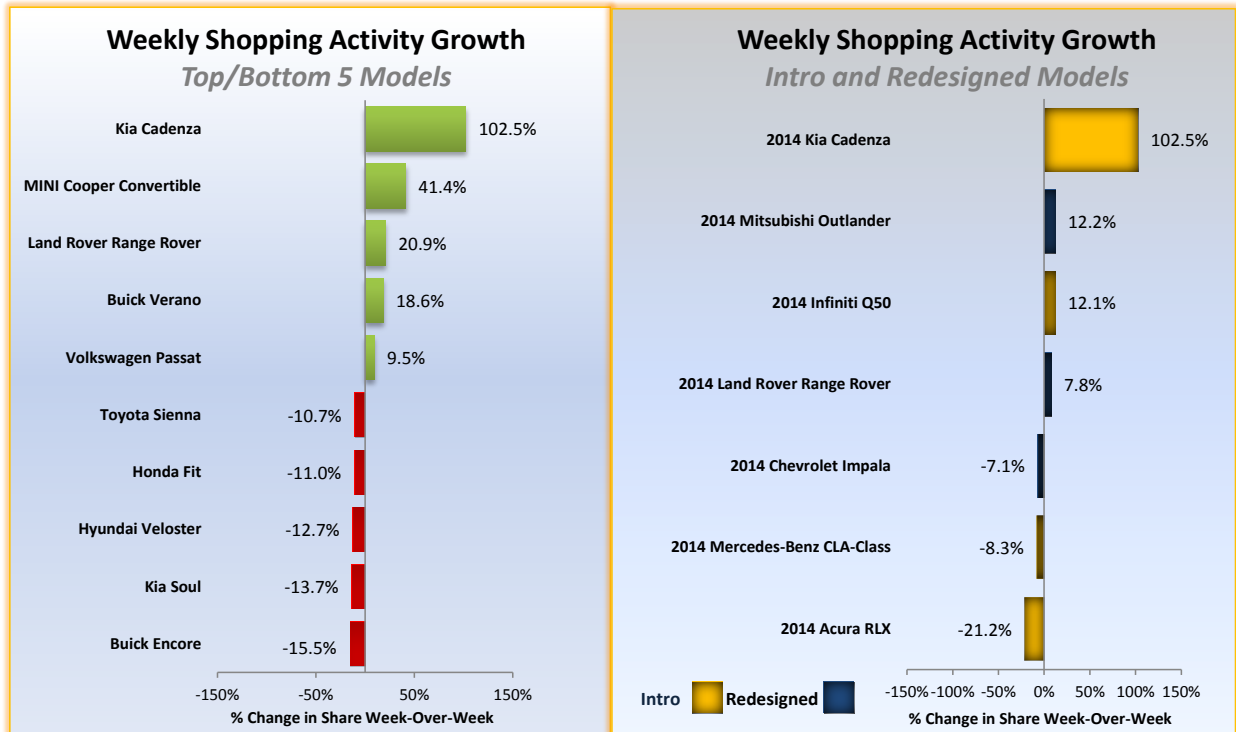


HOT CAR REPORT

July 18, 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 of Kelley Blue Book Market Intelligence

- The Kia Cadenza has skyrocketed in shopper interest and has the largest growth in KBB.com share week-over-week of any new vehicle. The all-new Cadenza has been receiving praise from auto experts and attracting shoppers of the popular mid-size sedan segment to cross into the full-size sedan arena.
- The Land Rover Range Rover has gained more traction on KBB.com this week, thanks to the highly-anticipated Range Rover Sport redesign. The Range Rover and Range Rover Sport often are compared by shoppers as they hone in on their particular needs. Kelley Blue Book expects shoppers to continue to research the models as the release of the 2014 Range Rover is just around the corner.
- The MINI Cooper Convertible is grabbing the attention of more shoppers as summer kicks into high gear. Typically, convertibles and sporty coupes tend to expand in popularity during the warmer months, but this trend has been somewhat subdued this year due to the ever-changing automotive market. The MINI Cooper Convertible may be the tip of the iceberg for shopper interest in convertibles.