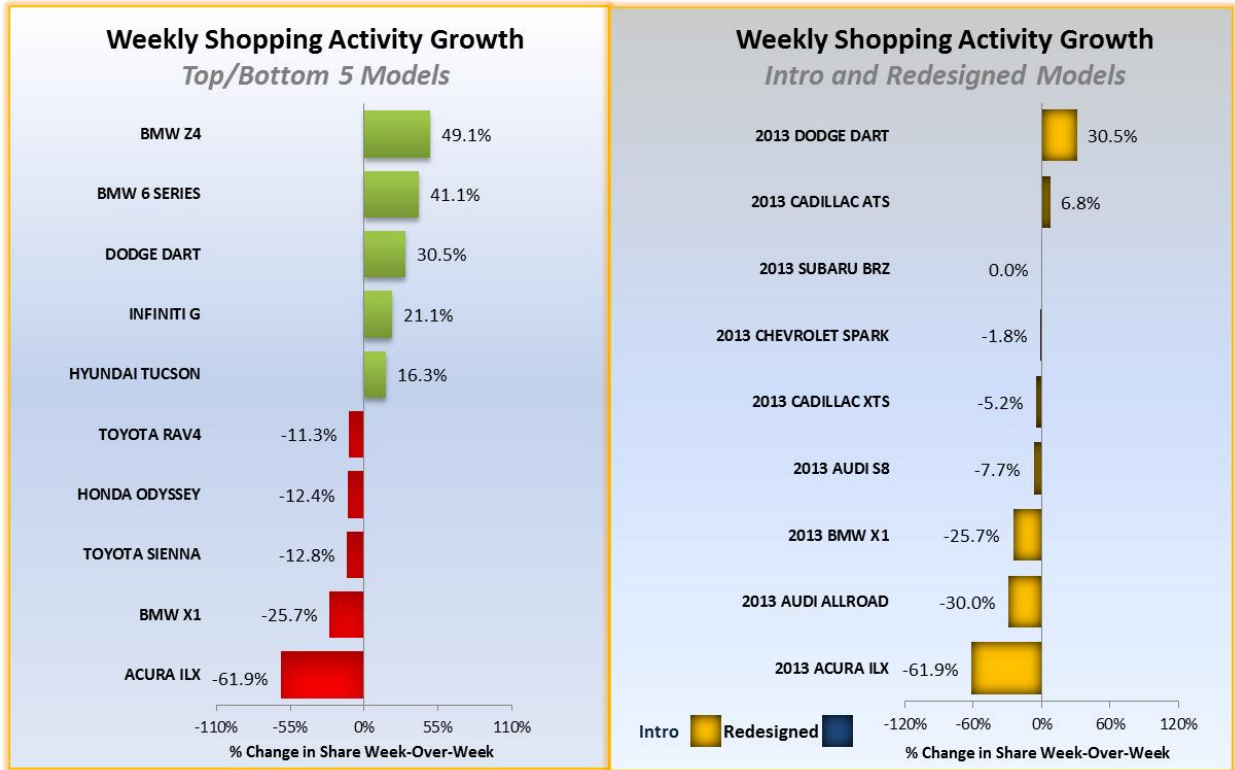


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HOT CAR REPORT

July 19, 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 19, 2012:

When fuel prices are relatively stable and there have been no major recent shifts in the economy, what motivates someone to research a vehicle? The answer is simply “new.” The top-three vehicles of this week’s *Hot Car Report* are all beneficiaries of “new,” but in different variations.

The leader in KBB.com share growth this week is the BMW Z4. The model’s increased share of shopper activity likely is affected by the recent buzz surrounding the new 2013 Porsche Boxster S. Magazines and blogs have been abuzz with comparing the two roadsters. This competition is by no means new, but as improvements are made to either vehicle this battle constantly will resurface.

The BMW 6 Series also received a substantial growth in share due to BMW’s announcement about the 2014 BMW 6 Series Gran Coupe. By adding two additional doors, the 6 Series now will be in direct competition with the Mercedes-Benz CLS and Audi A7, which also sport the four-door coupe moniker.

Lastly, the Dodge Dart continues to generate attention. Chrysler’s newest compact car was a recent winner in a rally car race and also has been credited with creating new jobs in Illinois.

- Arthur Henry, Market Intelligence Manager and Market Analyst, Kelley Blue Book’s KBB.com