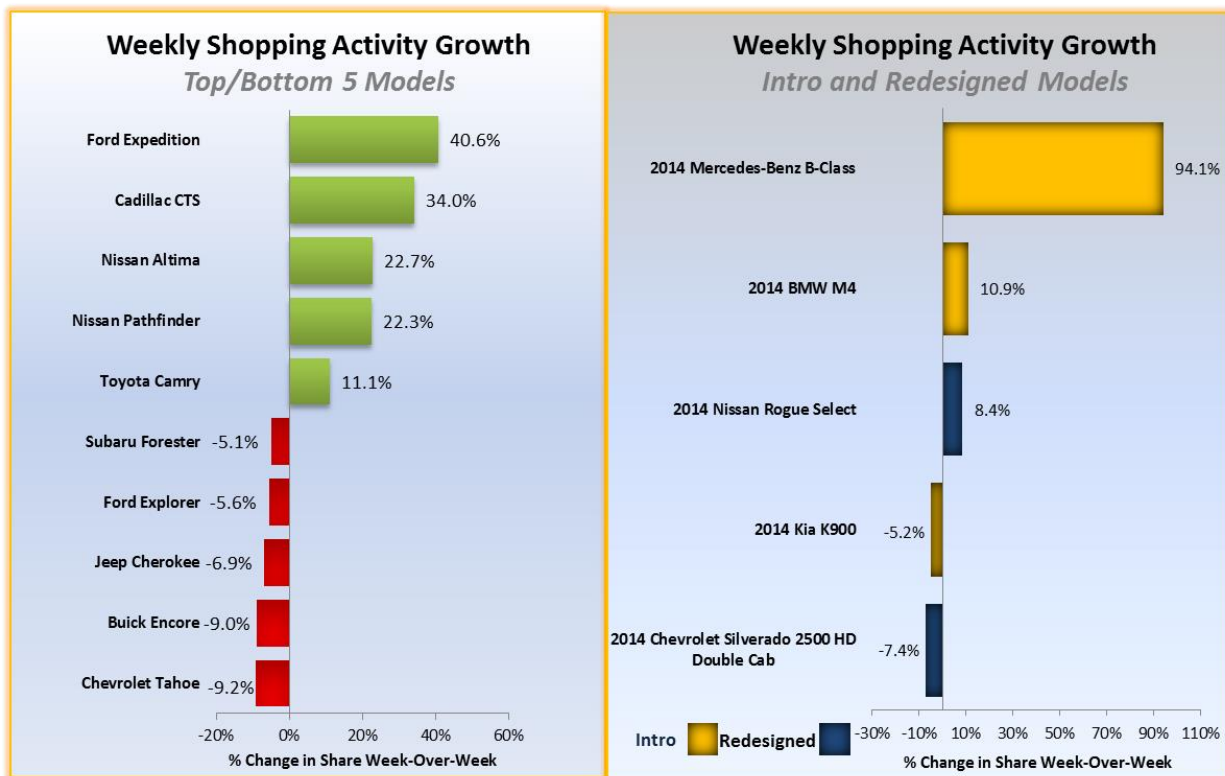


HOT CAR

REPORT

July 24, 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

Arthur Henry, Senior Manager of Kelley Blue Book Market Intelligence

- The all-new 2015 Ford Expedition is generating attention from shoppers. The Expedition is one of the last body-on-frame models on sale today as the current trend is to produce unibody frames also known as crossovers. Ford has improved its offering in the full-size utility market, and this is important for shoppers who are looking for off-road prowess and towing capacity.
- The Cadillac CTS is gaining attention among shoppers due to the ongoing GM recalls. The CTS is not a part of the ignition switch recall; however, the model is affected by a recall associated with an incomplete weld on the seat hook bracket assembly. GM believes less than 1 percent of the CTS models has this issue, but is playing it safe by initiating a recall.