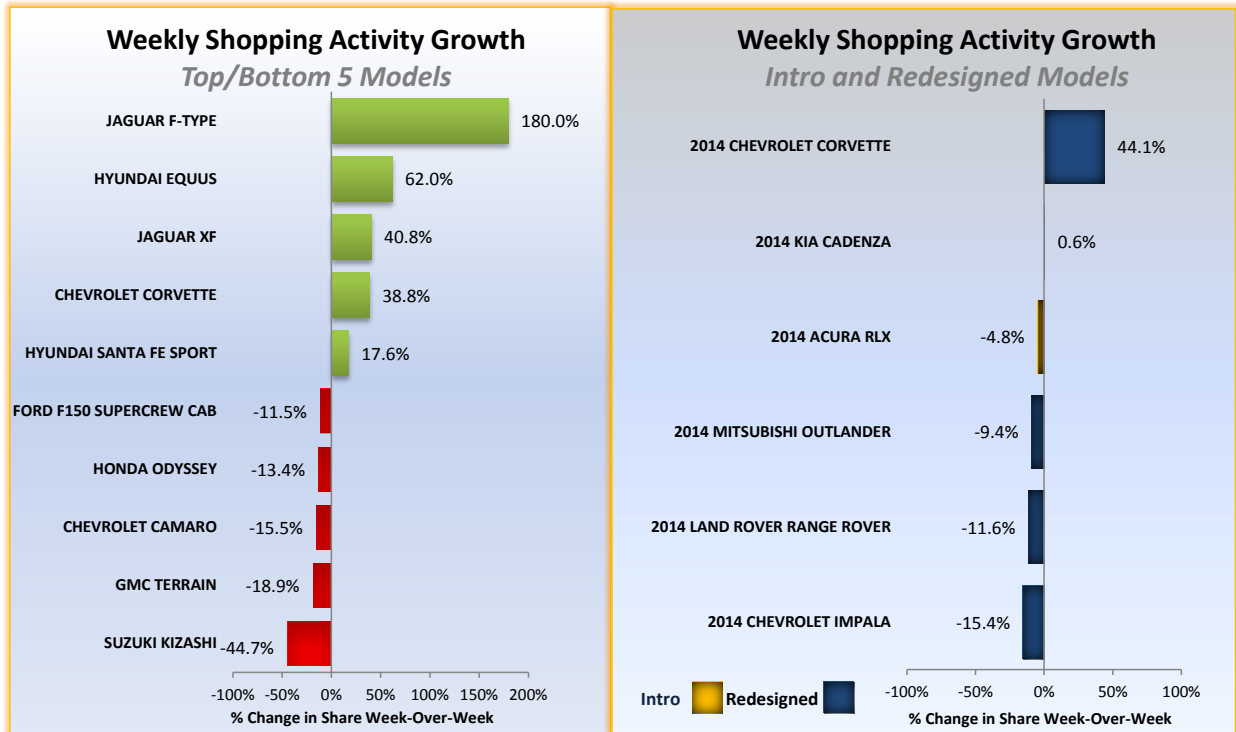


HOT CAR REPORT

July 25, 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 new Jaguar F-Type has increased in KBB.com traffic 180 percent week over week, and there are a few key media events drawing consumers to research the vehicle. The model benefited from the highly publicized Tour de France, as the winner Chris Froome was honored with a brand-new F-Type after his race, influencing spectators and viewers to check out the model online. The Jaguar F-Type has also been receiving media play as many automotive journalists are performing track comparisons against competitive models.
- The Hyundai Equus likely is seeing traffic boosts on KBB.com due to recent rumors of the return of the Volkswagen Phaeton. There is a plenty of Internet buzz concerning the late top-of-the-line Volkswagen, and the Hyundai Equus appears to be the blueprint for a non-luxury brand to offer a luxury vehicle.
- As the latest highly anticipated offering from GM, the 2014 Chevrolet Corvette Stingray is turning heads and driving consumer interest to the Corvette on KBB.com.