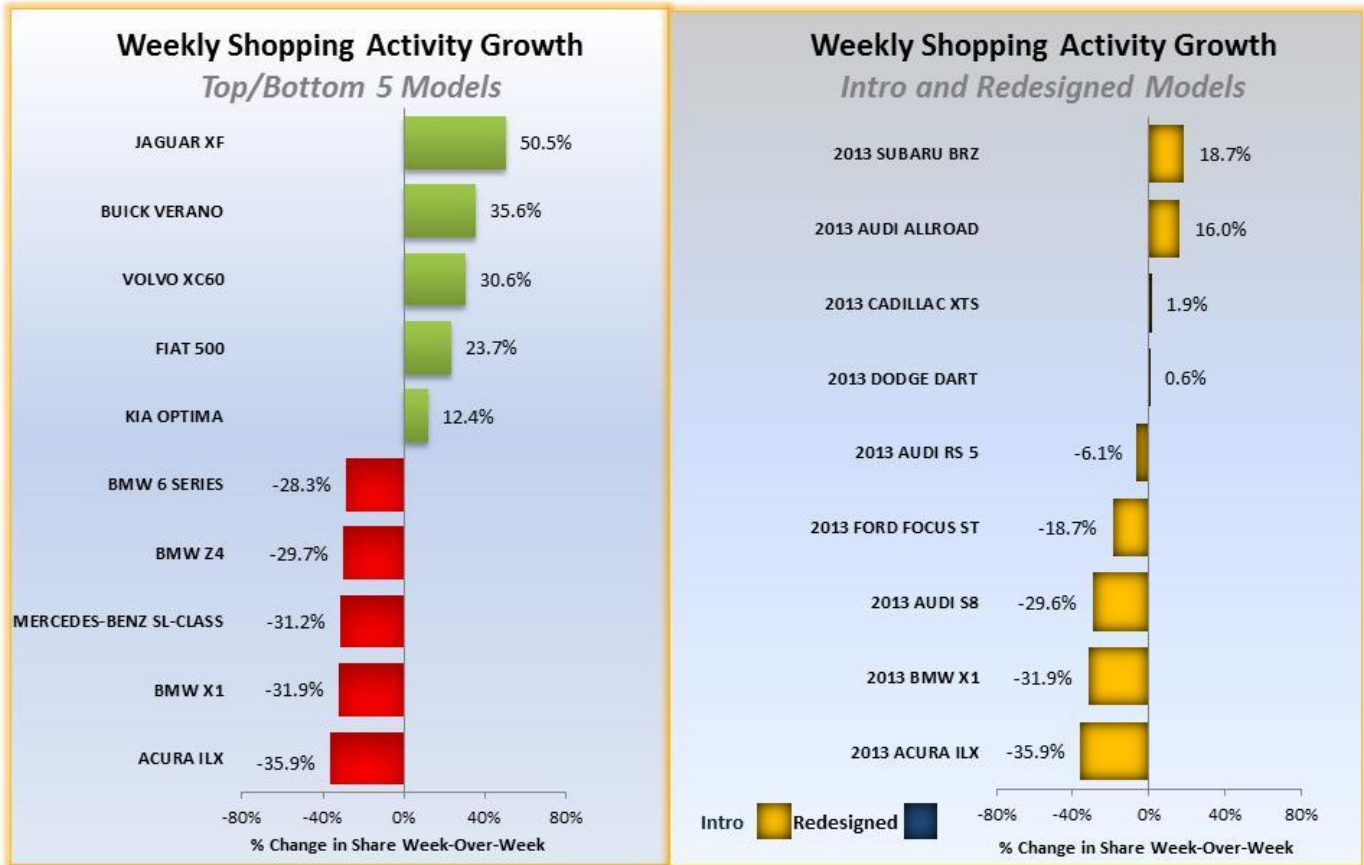


www.kbb.com

HOT CAR REPORT

July 26, 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 26, 2012:

The Buick Verano is proving that celebrity endorsements drive consumer interest. Following a recent ad for the Dodge Dart featuring Tom Brady, Buick released a series of commercials last week featuring celebrities including Shaquille O’Neal, Peyton Manning, Marisa Miller and Ving Rhames. Several of these spots debuted during ESPN’s popular ESPY Awards show, and now consumers are once again researching Buick’s entry-level luxury Verano, which also has been a past *Hot Car Report* top gainer.

KBB.com traffic share shows an interesting trend in the fallers section this week: All five vehicles are luxury models. Concerns about the economy have grown in recent months, as the Consumer Confidence Index has been steadily dropping. Economic issues also are magnified as the November election comes into focus.

- Akshay Anand, Market Intelligence Web Analyst, Kelley Blue Book’s KBB.com