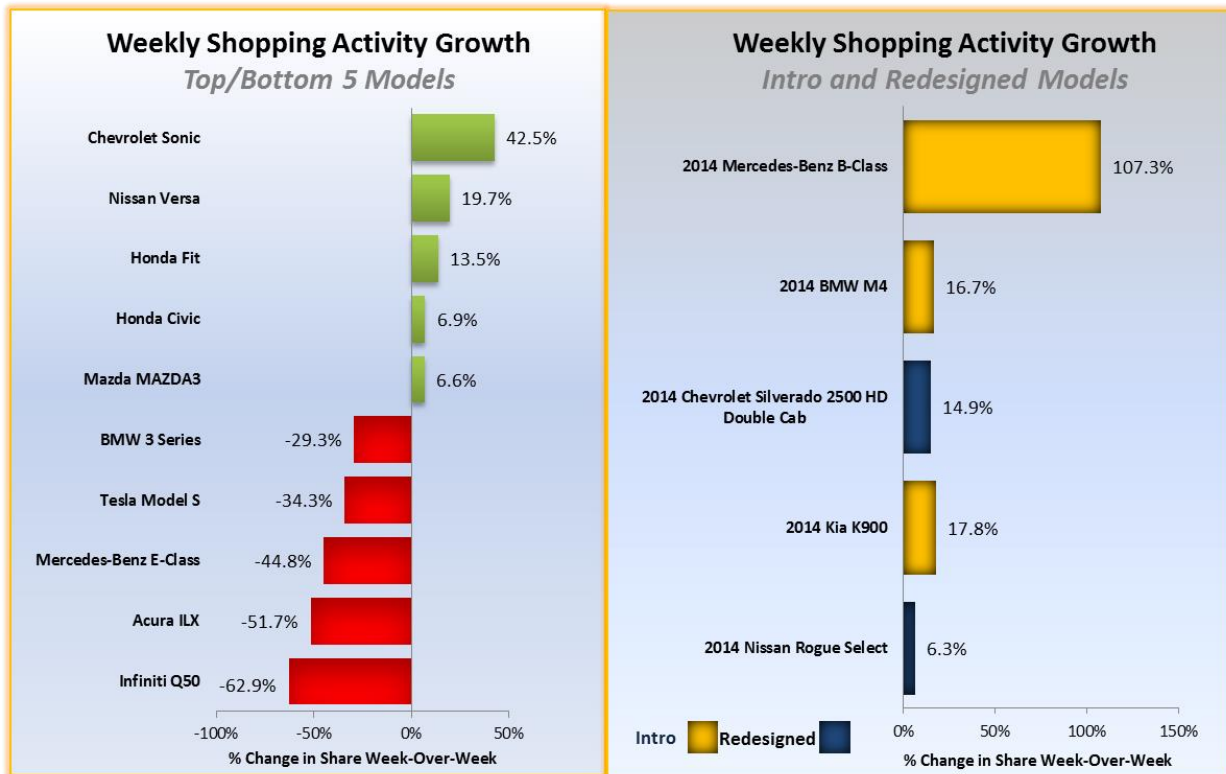


# HOT CAR REPORT

July 3, 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

Akshay Anand, Analyst, Kelley Blue Book Insights

- This week, every single car on the Hot Car Report risers list is a subcompact or compact car. The vehicles on the decline are within the luxury segment. The big reason luxury models are decreasing in shopper consideration may be attributed to gas prices. Gas prices are at the highest point they've been since the crisis in 2008, and consumers may be worried prices may continue to rise as we hit the summer months. All of the risers this week are notably fuel sippers, as all have 30-40 mpg. It's also great news for GM consumers continue to shop and buy across its lineup despite all the attention surrounding the manufacturer's recalls.