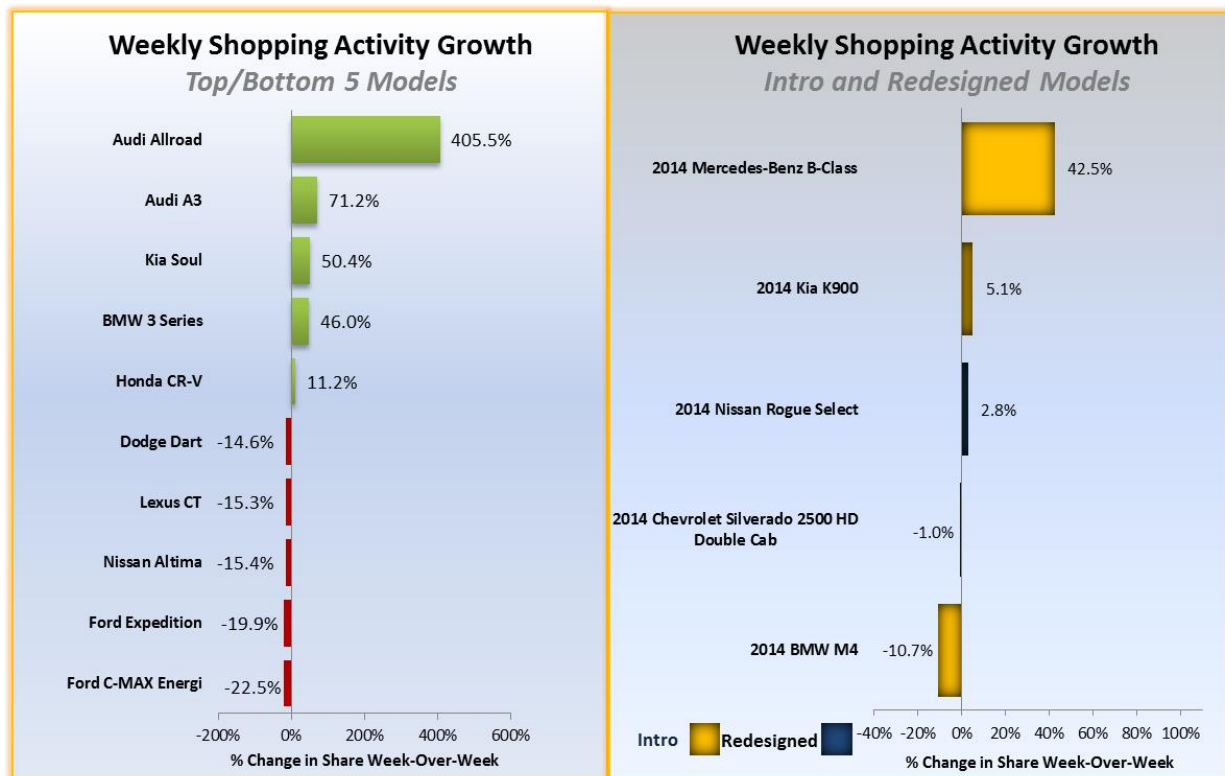


HOT CAR REPORT

July 31, 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

- Entry-level luxury vehicles are a compelling topic for consumers as luxury automakers have moved downstream with their product offerings. The Audi A3 is a great example, with a starting MSRP of \$29,900. Consumers now have more options than ever around the \$30,000 sweet spot, as one can get a non-luxury or luxury CUV, a midsize sedan with options, or an entry-level variant of a prestigious badge like Audi.
- The Kia Soul has seen a very minor refresh for the 2015 model year, and news of the refresh has been in the media over the last week. A new color package and the UVO telematics system was added for the base model. The Soul has been a funky, fun car in Kia's lineup since it was introduced, and continues to see solid shopping activity. The refreshed Soul is already available on dealer lots.