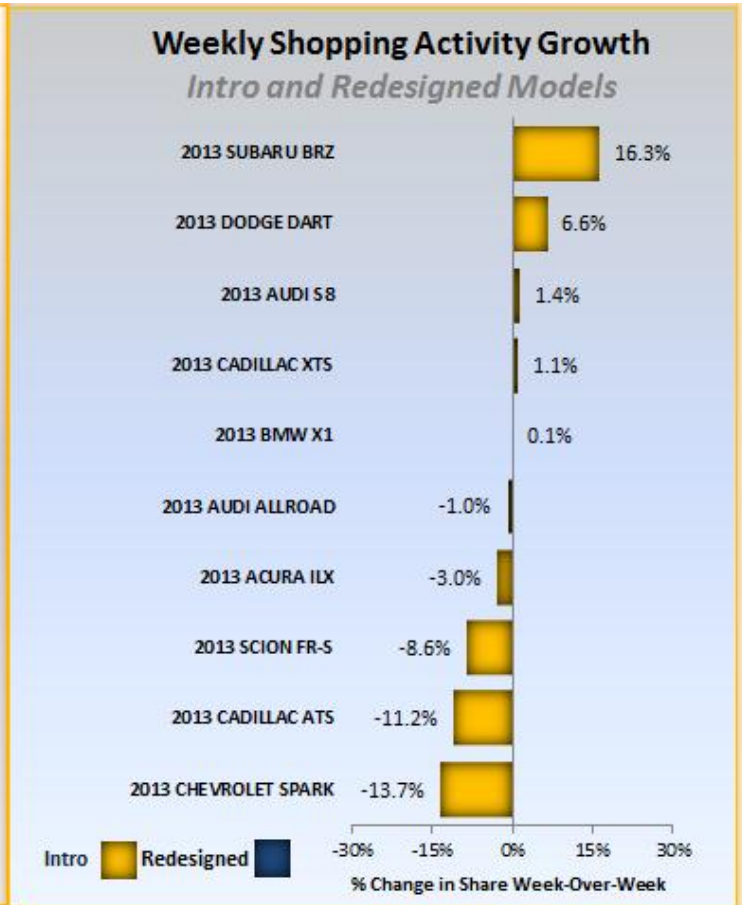
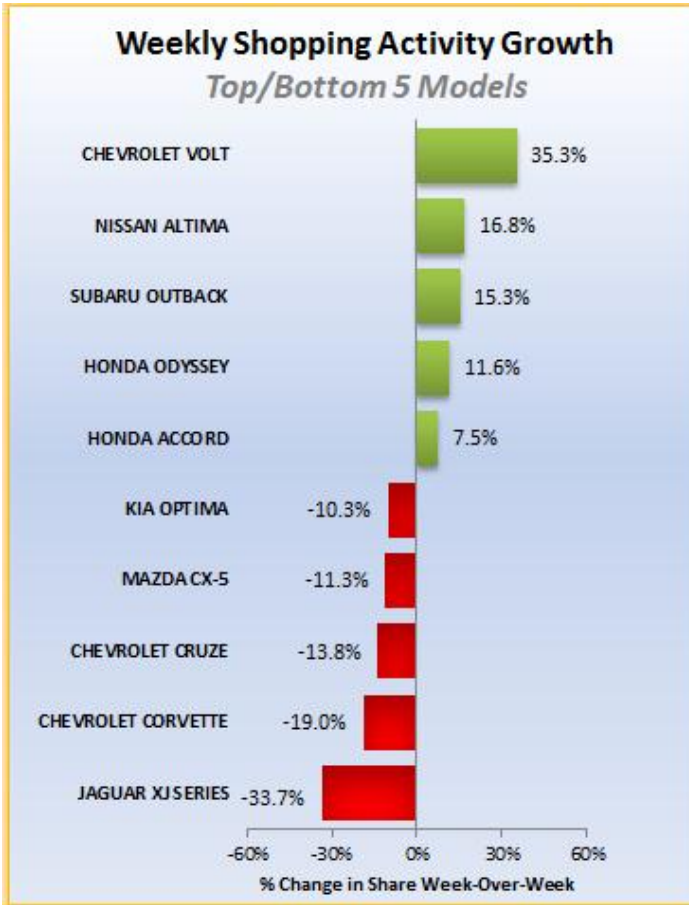


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# HOT CAR REPORT

July 05, 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 05, 2012:

The Chevrolet Volt made the greatest gains in KBB.com traffic share this week. The Volt's increase in share likely is due to recent announcements that the 2013 model year will benefit from an increased electric operating range and a higher MPGe than the 2012 model. In addition, the Volt's recently granted carpool lane access in California may have contributed to its increased interest on KBB.com.

This week's second fastest riser, the redesigned Nissan Altima, is currently available for pre-order purchase. This significantly improved model offers updated styling and fuel efficiency, which helps it stand out against its competitors. The Altima will allow Nissan to compete with the Toyota Camry, and soon-to-be redesigned Ford Fusion and Honda Accord, all players in the continuing "2012 battle of the mid-size sedans."

- Joe Lu, Market Intelligence Senior Analyst, Kelley Blue Book's KBB.com