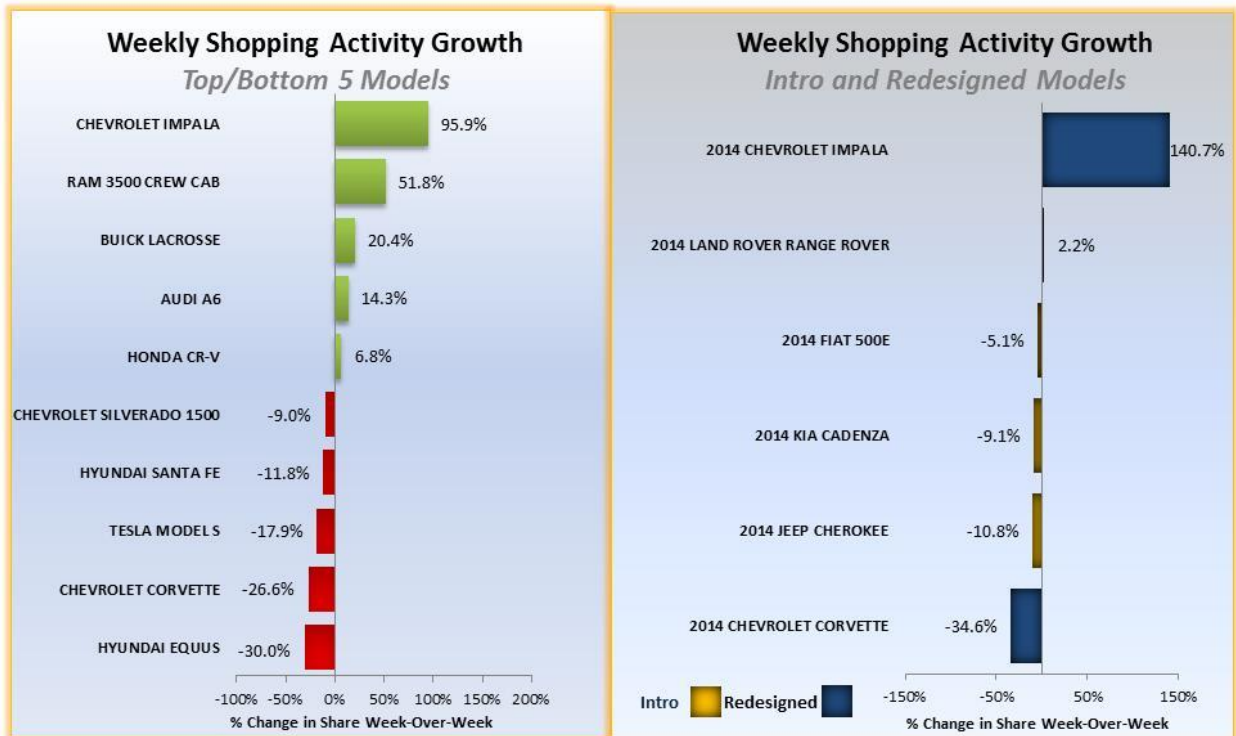


# HOT CAR

## REPORT

August 1, 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 of Kelley Blue Book Market Intelligence

- Increasing 95 percent during the past week in new-car traffic, the Chevy Impala is benefiting from its recent accolade win and the automaker's marketing efforts.
- KBB.com expert editors state, "Americans have always loved large sedans, and the Chevrolet Impala is one of the most beloved and enduring of those 'full-size cars.'"
- As reported throughout the automotive industry, it is the Year of the Truck, and KBB.com new-car traffic affirms this, as the Ram 3500 Crew Cab increased in share nearly 52 percent week-over-week. Furthermore, this model was recently nominated for the upcoming the North American Car and Truck of the Year accolade.
- In addition, the Honda CR-V has been a long-standing favorite among new-car shoppers since this model usually places high on our annual Most-Researched New Cars list. The CR-V is a staple vehicle for shoppers to consider as it offers safety, space, utility and superior resale value.