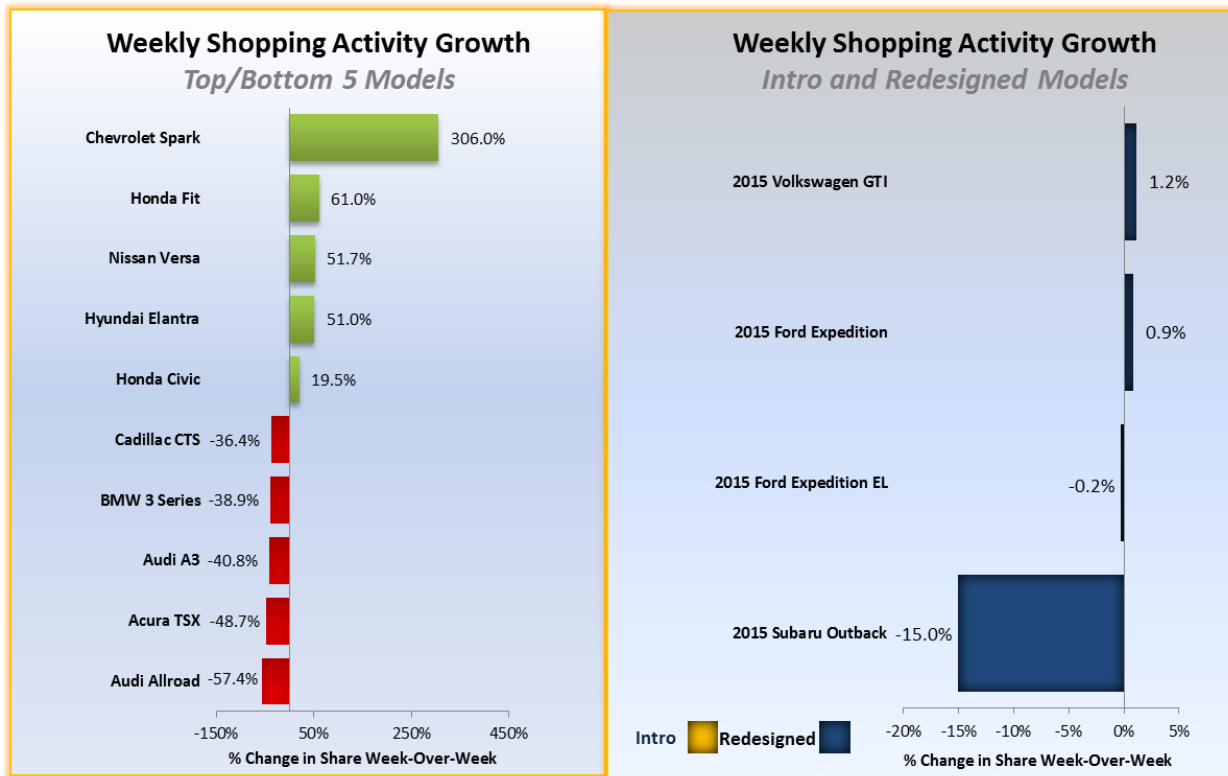


HOT CAR REPORT

August 14, 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

Arthur Henry, Senior Manager of Market Intelligence for Kelley Blue Book

- GM continues to have recalls on its vehicles. One of the latest recalls surrounds the 2014 Chevrolet Spark. The bolts holding the Spark's left and right lower control arms may not have been tightened to specification and GM is urging owners not to drive the vehicles. This announcement has prompted increased research of the Spark and has increased cross-shopping of the vehicle. The average percent of Spark shoppers cross-shopping other vehicles increased from 72 percent to 76 percent week-over-week. The vehicles drawing more comparisons to the Spark are the Hyundai Elantra, Kia Forte and Dodge Dart.