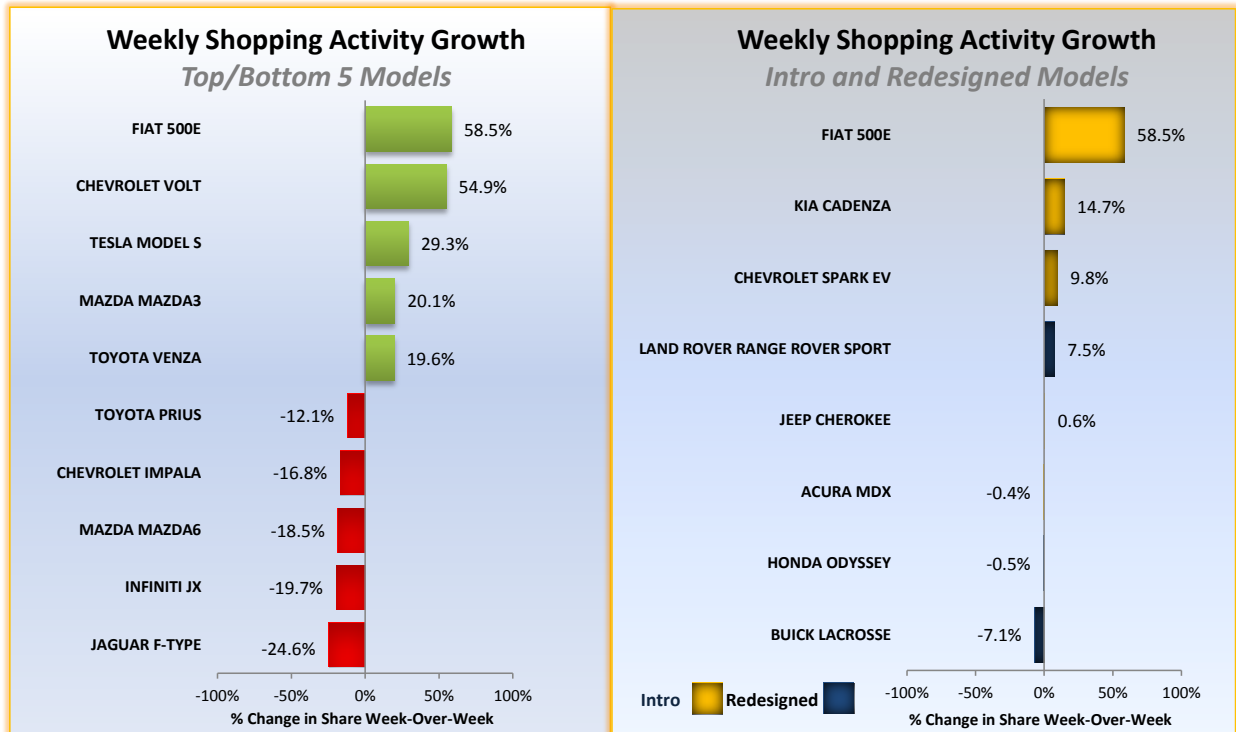


HOT CAR REPORT

August 15, 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

- Electric vehicles are on the rise this week on KBB.com as the Fiat 500e, Chevrolet Volt and Tesla Model S top the list of this week's risers.
- Shopping interest for electrics has increased as more information is being released by energy companies on the benefits of electric vehicles for the environment.
- Shoppers on KBB.com are becoming more receptive to the idea of purchasing an electric vehicle, as 35 percent say they would consider a plug-in electric engine at the same price as a traditional gas model if it was offered in the vehicle they were considering.

"Kelley Blue Book attributes increased research for electric vehicles on KBB.com to the decline in electric vehicle prices due to production scale, competitive pressures and consumer demand," said Arthur Henry, manager of Kelley Blue Book Market Intelligence.