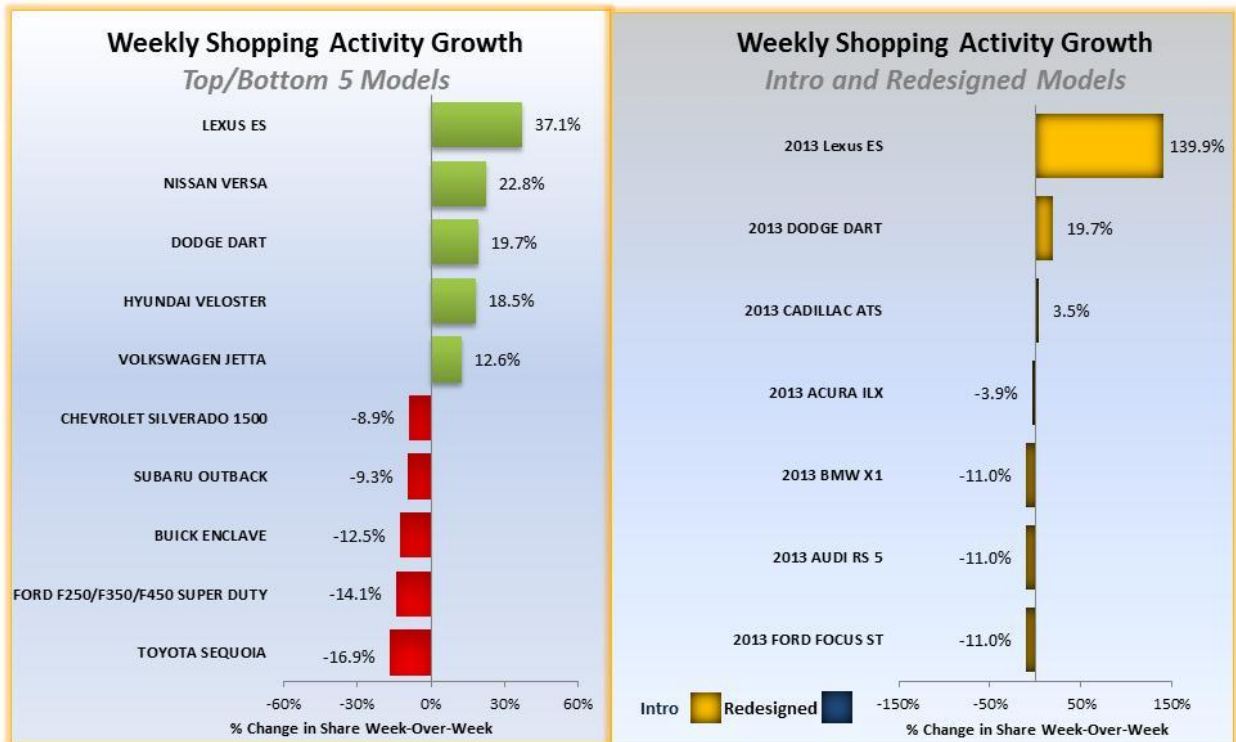


HOT CAR REPORT

August 16, 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 – August 9, 2012:

With oil refineries ablaze on the West Coast and pipeline malfunctions in the Midwest, the U.S. experienced a rash of gas price increases. KBB.com shoppers immediately adapted to the situation by escaping heavy-duty vehicles and quickly turning their attention to compact cars. The beneficiaries of this trend are the Nissan Versa, Dodge Dart, Hyundai Veloster and Volkswagen Jetta, respectively.

The Lexus ES pricing debuted on KBB.com for the 2013 model year with new sheet metal, grabbing consumer attention outside of the current gas-price market trend. By adapting fresh styling cues, handed down by the Lexus GS, the ES is starting to distance itself from its cousin, the Toyota Avalon. Following in the footsteps of the GS, the ES is proving that Lexus' family styling design is resonating with consumers by rapidly increasing market share shortly after its release.

- Arthur Henry, Market Intelligence Manager and Market Analyst, Kelley Blue Book's KBB.com