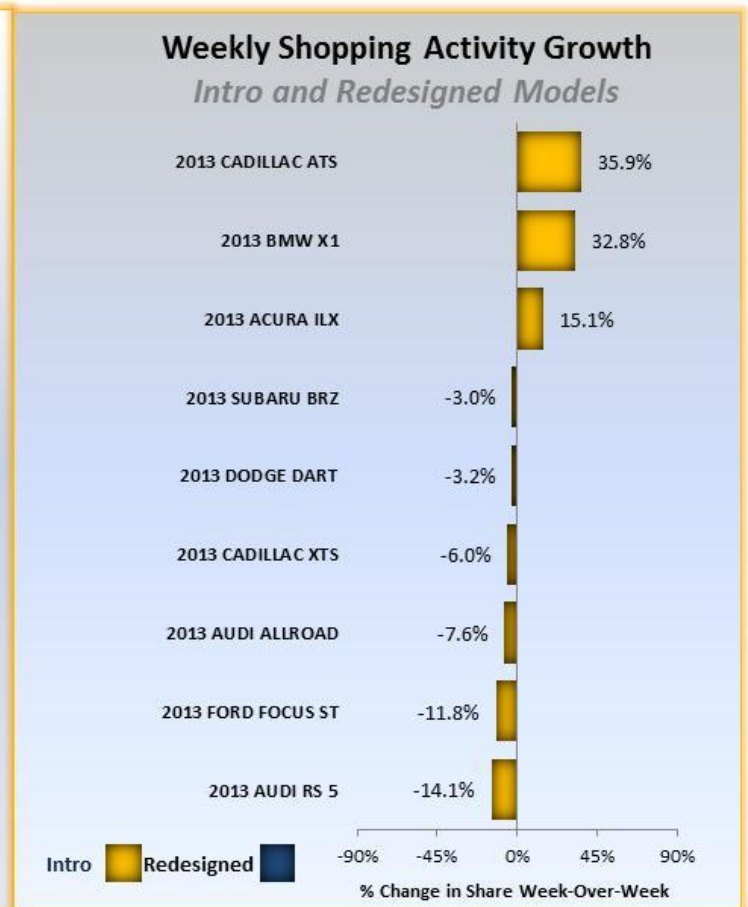
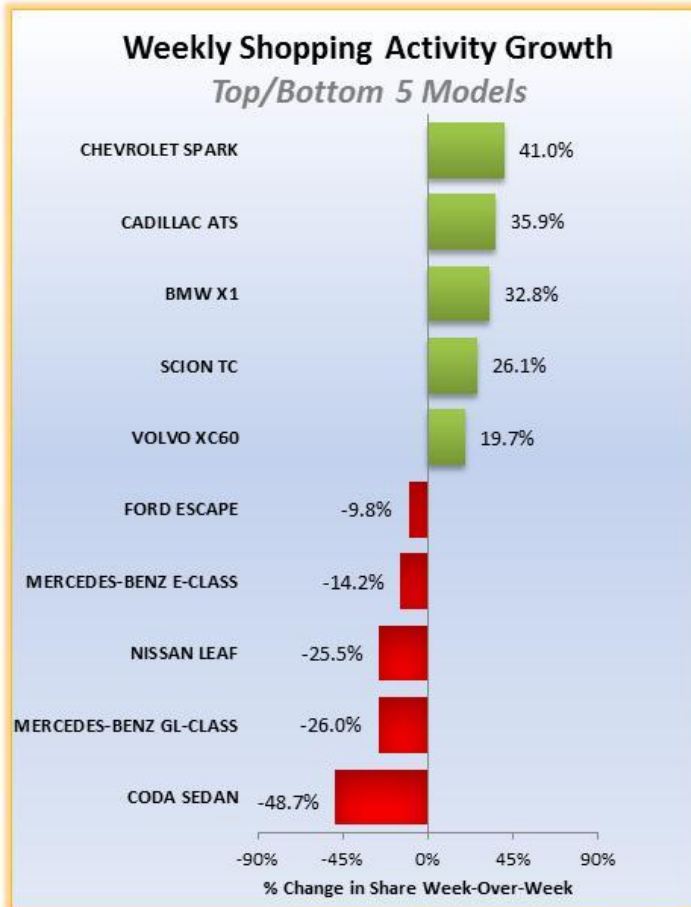


www.kbb.com

HOT CAR REPORT

August 2, 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 2, 2012:

The games officially started, and KBB.com saw the benefits of the three automakers with prominent exposure during the Olympics. The '2013 Cadillac ATS vs. the World' ad debuted during the Olympic Opening Ceremony, which drew interest among consumers to research the model on KBB.com. Also, as the official automotive partner of the 2012 Summer Olympics, BMW Group has been attracting buzz around the X1. Meanwhile, Acura is unleashing commercials for its all-new ILX during the televised games as well. It's no surprise these automakers are advertising their new models in front of a massive audience, influencing consumers to jump from their television to KBB.com to check out the vehicles in greater detail. As the Olympics continue, time will tell if the television ads will sustain consumer attention.

- Akshay Anand, Market Intelligence Web Analyst, Kelley Blue Book's KBB.com