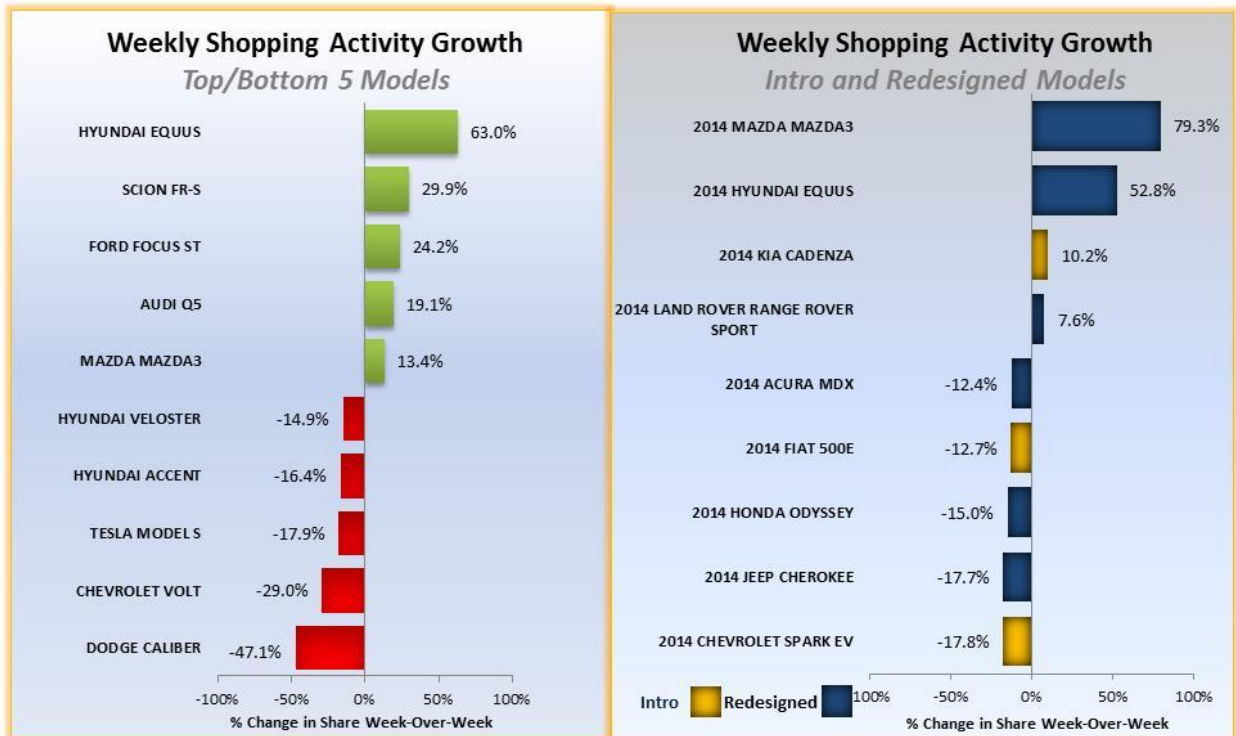


HOT CAR REPORT

August 22, 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

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- The Hyundai Equus continues to rise with its 2014 model-year redesign. The automaker has been advertising the Equus aggressively, and consumers are curious to see what changed for Hyundai's top-tier model.
- Scion is gaining brand interest, thanks to news about its dealer network contracting, as well as more rumors about an FR-S convertible. Given how well the FR-S hardtop has done in the market, it makes sense that a potential convertible option would pique shopper interest.
- Mazda has seen two solid hits with the all-new CX-5 and Mazda6 redesign, and the Mazda3 seems like it will continue that trend. Scheduled to hit dealer lots this month, the stalwart compact car is looking to make waves in a segment that has seen some share erosion due to mid-size sedans and compact CUVs/SUVs during the last year.