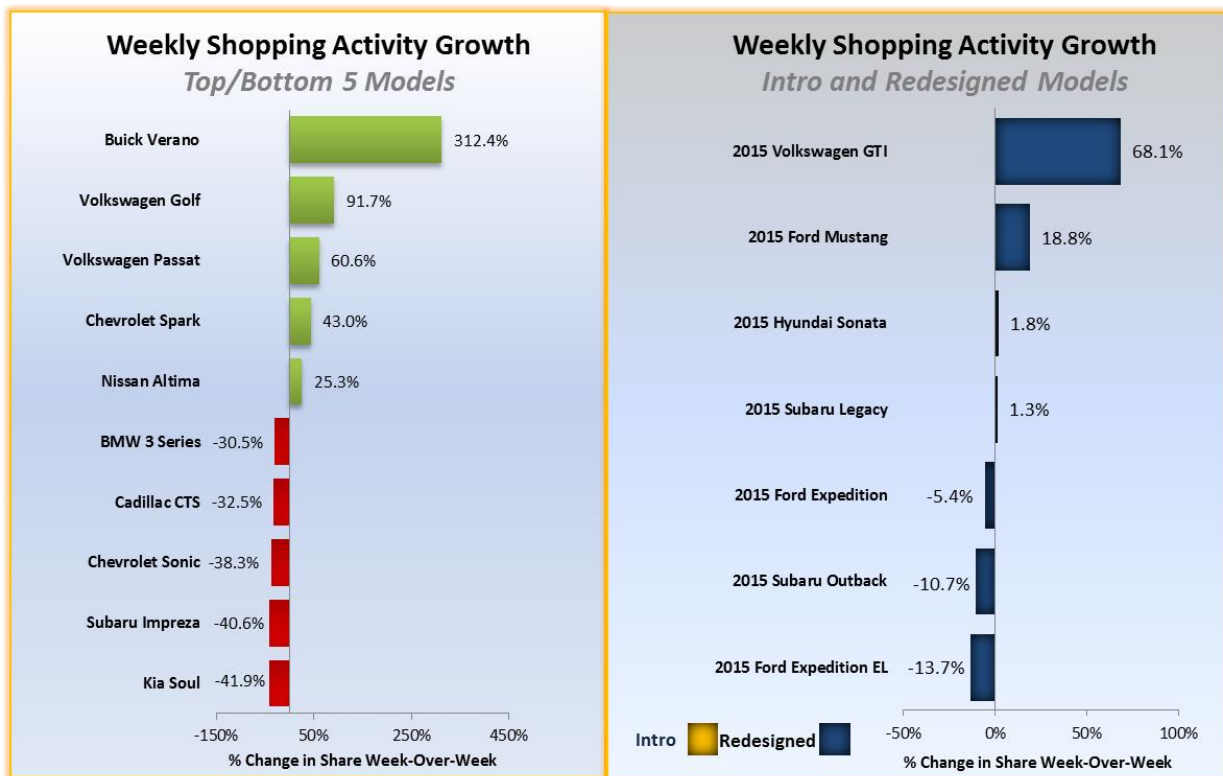


HOT CAR

REPORT

August 22, 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

- The Buick Verano had one of the largest week-over-week increases in new-car searches on KBB.com. There are several topics that are grabbing the attention of shoppers, benefitting the Verano. One happens to be the ongoing list of recalls that has been associated with General Motors and another revolves around a rumored upcoming convertible. Lastly, shoppers are drawn by the publicized performance of the Verano's turbo-charged engine.
- The Volkswagen GTI and Golf recently have been noticed by more shoppers. This is a credit to the improvements of the latest generation Golf in an atmosphere where shoppers have been moving away from small cars in favor for small SUVs. The latest offering from Volkswagen still provides the fun to drive, zippy subcompact while finding additional interior capacity to accommodate four adults.