

HOT CAR REPORT

August 23, 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 23, 2012:

The Insurance Institute for Highway Safety (IIHS) refined its frontal crash test rating system methodology, and the Volvo S60 was one of only two cars to receive a top rating. Volvo has a longstanding reputation built on safety, and it appears to be continuing that tradition with the S60. The IIHS also named the Volvo S60 a Top Safety Pick in 2011, along with many other Volvo models: C30, S80, XC60 and XC90.

Recently, spy shots of the redesigned Toyota RAV4 and Acura MDX were leaked, causing consumer interest to be reflected in KBB.com site traffic to these models. The 2014 model-year RAV4 is due for a redesign, and Toyota needs to make sure the vehicle will stay top-of-mind among shoppers, especially after successful recent redesigns of two of its primary competitors, the Honda CR-V and Ford Escape. Meanwhile, the MDX is a big mover for Acura, and if it can capture some of the same success as the recent RDX redesign, the brand will continue to move another step in the right direction.

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