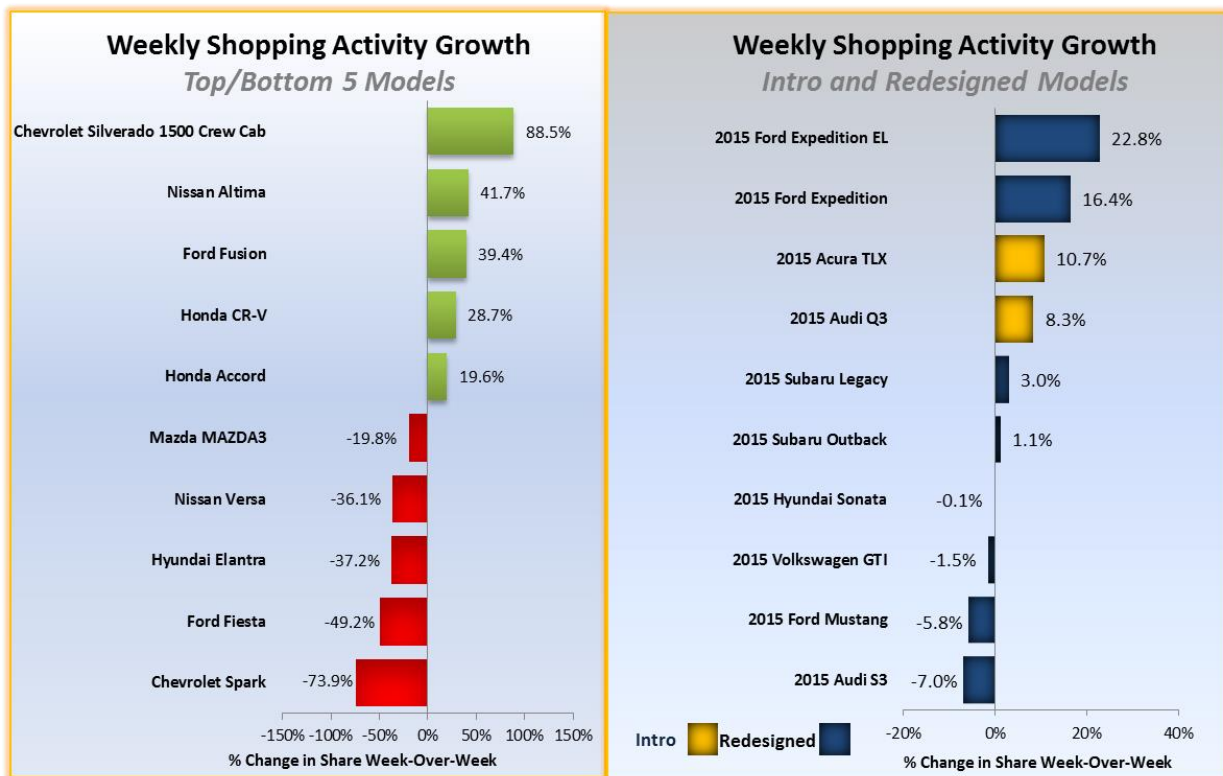


# HOT CAR REPORT

August 28<sup>th</sup>, 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 Chevrolet Silverado is growing in interest due to a pair of upcoming mid-size trucks. General Motors will shortly re-introduce the Chevrolet Colorado and GMC Canyon which is prompting additional research of the Chevrolet Silverado. Typically, mid-size truck shoppers narrowly focused on pickup trucks and completely ignore any other vehicle body type. It can be expected that the introduction of these two vehicles will raise the profile of the truck market.