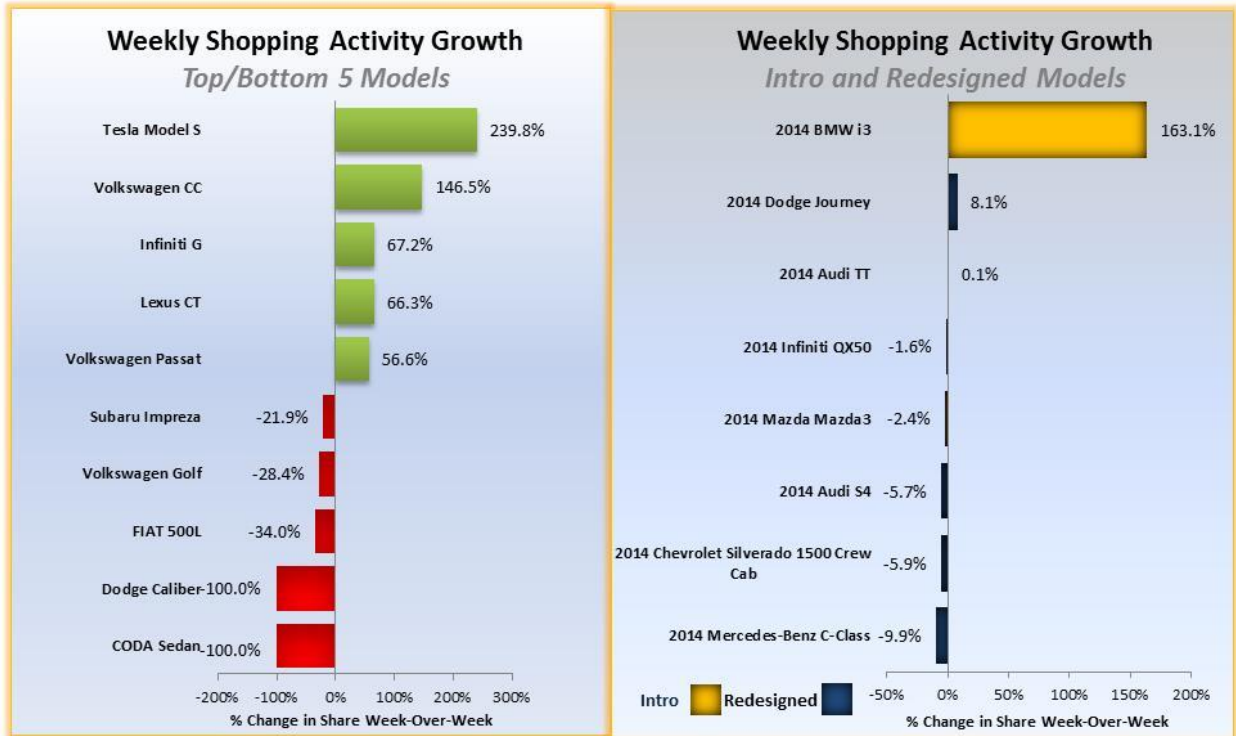


HOT CAR REPORT

August 29, 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

Akshay Anand, Analyst, Kelley Blue Book Insights

- Since last week, the Tesla Model S has skyrocketed in share of KBB.com traffic by 239.8 percent. This impressive jump can be attributed to Tesla earning a perfect five-star score from the National Highway Traffic Safety Administration's crash safety test.
- Along the aforementioned lines, the BMW i3 has seen a spike in shopper interest, thanks to electric vehicles slowly becoming more widely accepted. Recently, the i3 officially debuted, and the model is set to be priced in the low \$40,000s. This is one of the few luxury alternative-fuel vehicles in the arena, but more are expected to enter the market next year.

"Consumers are slowly warming up to the idea of considering alternative-fuel vehicles," said Akshay Anand, analyst at Kelley Blue Book. "In Q2 2012, KBB.com survey data showed 19 percent of consumers were considering purchasing or leasing an alternative-fuel vehicle. In Q1 2013, that number doubled to 38 percent. Tesla has been a huge catalyst for car shoppers' changes in mindset toward alternative-fuel vehicles."