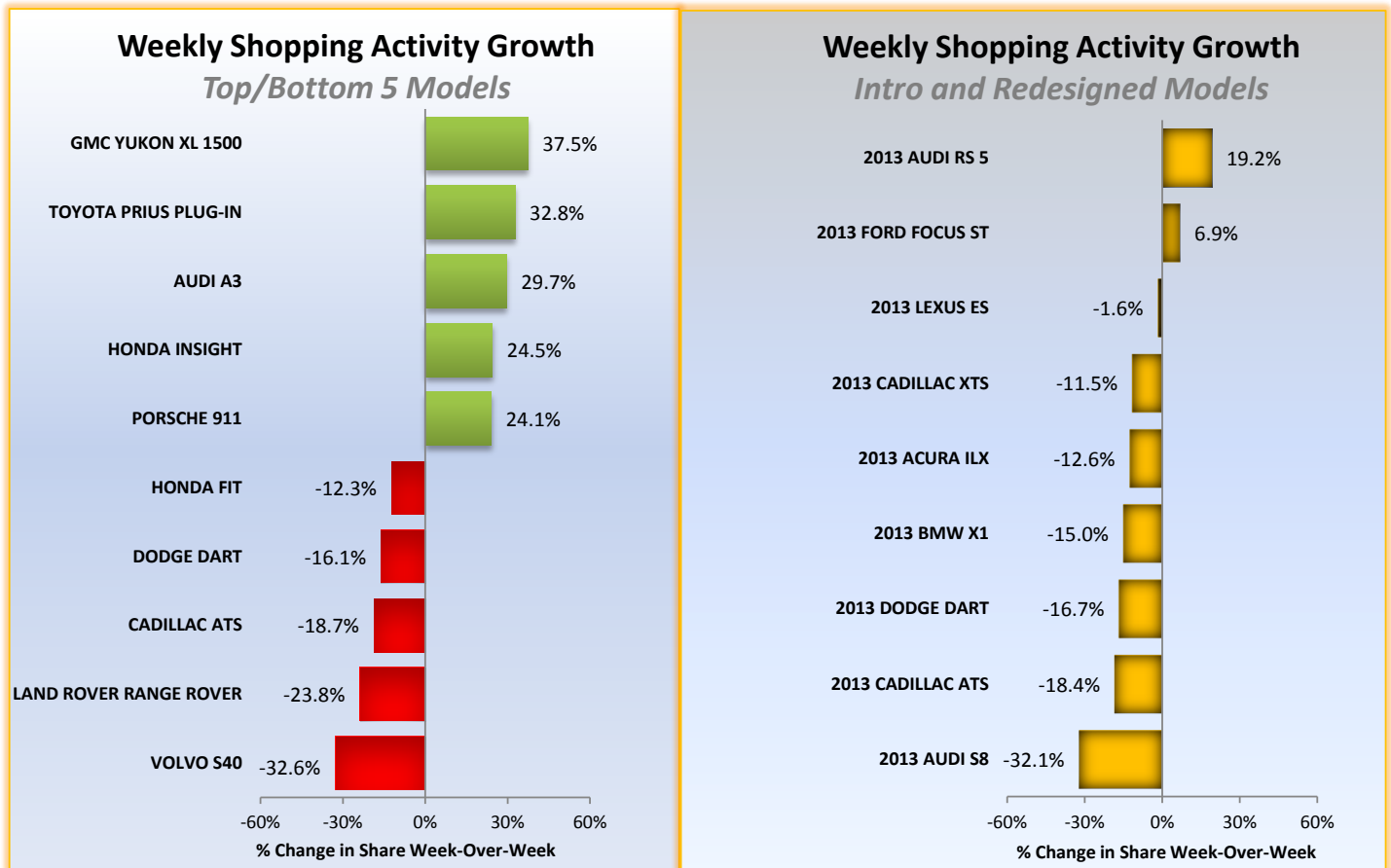


HOT CAR REPORT

August 30, 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 30, 2012:

This week's *Hot Car Report* indicates a rise in activity for the Audi A3. Audi is planning to add a new 2014 sportback model and a performance S3 model to the A3 lineup. The automaker's S-line has broad appeal for those looking for enhanced power and styling, and the addition of the S3 to the model mix is great news for Audi enthusiasts. The Porsche 911 also made this week's list of popular vehicles, which can be attributed to the brand's press coverage of the new all-wheel-drive 4 and 4S trim levels for the 911.

Hybrid models such as the Toyota Prius Plug-In and Honda Insight have gained traction with the slow rise of fuel prices over the past few weeks. Recent tropical storm and hurricane events in the Gulf Region are likely to further affect fuel prices as well, which could spark further interest in fuel-sippers in the weeks to come.

- Joe Lu, Senior Market Intelligence Web Analyst, Kelley Blue Book's KBB.com