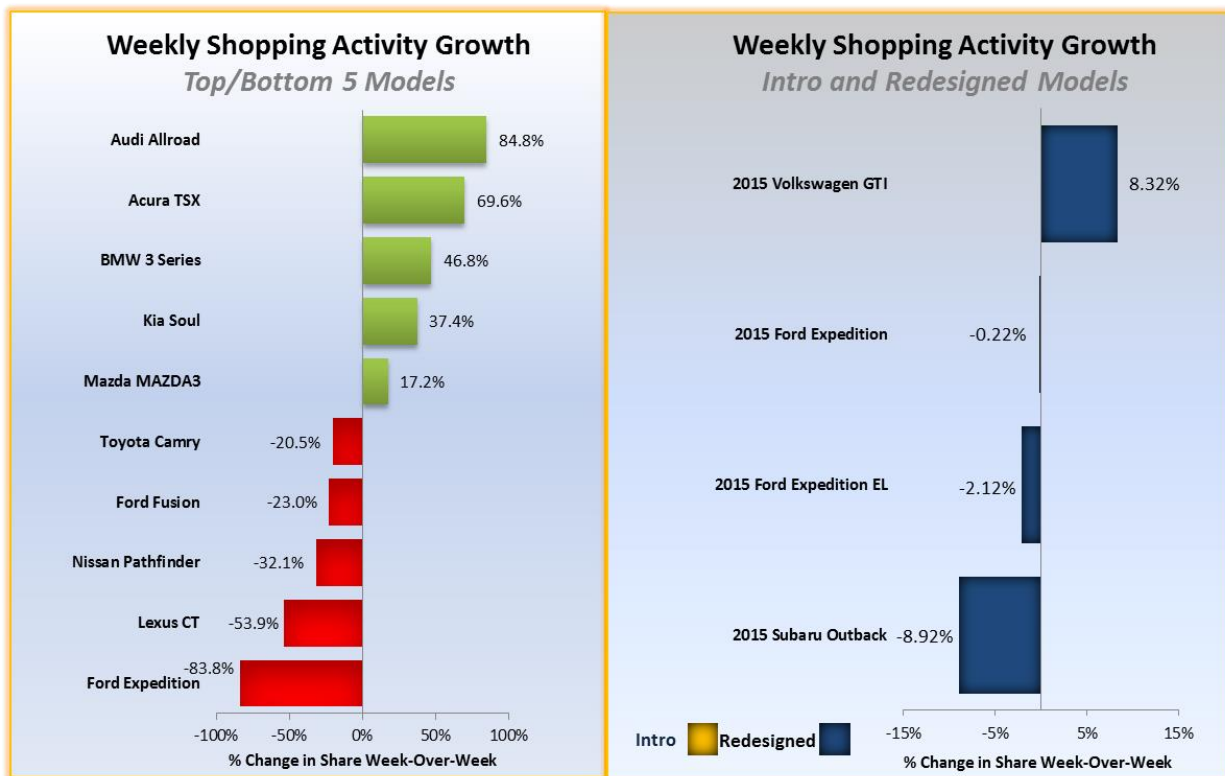


# HOT CAR REPORT

August 7, 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

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- As the Acura TL and TSX sunset and make way for the all-new Acura TLX, shoppers are researching the TSX to see if there are any deals. This is fairly common for models that are discontinued.
- The Kia Soul refresh continues to garner shopping activity as a unique car in a crowded marketplace. The refresh introduced more features to the model, such as a new exterior color and interior updates. Refreshes for vehicles are becoming more common as automakers realize fresh product is critical to attract shopper attention, and the Soul seems to have done well so far.