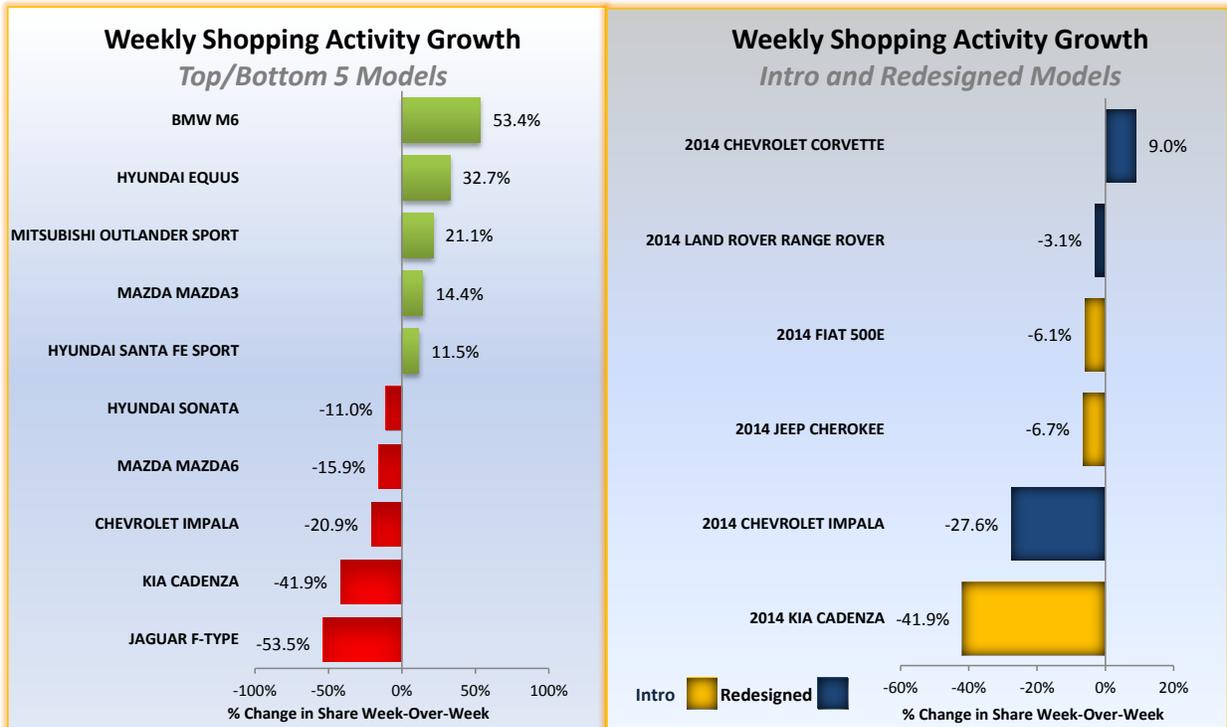


HOT CAR REPORT

August 8, 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

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- The Equus is slated for a major refresh for the 2014 model year, and Hyundai has started advertising the model across various mediums in preparation for its launch. The Equus, set to be priced at \$61,000, is Hyundai's top-of-the-line model, packed with luxury features, including monitors in both front and back of the vehicle, as well as a concierge service.
- The Mazda3 is all-new for the 2014 model year, and is expected to hit dealership lots toward the end of the year. Mazda had a solid 2013, thanks to the CX-5 and Mazda6, and the Mazda3 should help the brand push even further as the model has been Mazda's backbone for many years in the United States. The Mazda3 has always piqued consumer interest due to its fuel efficiency and fun-to-drive dynamics, and it's no surprise a redesign is causing shoppers to investigate the model further on KBB.com.