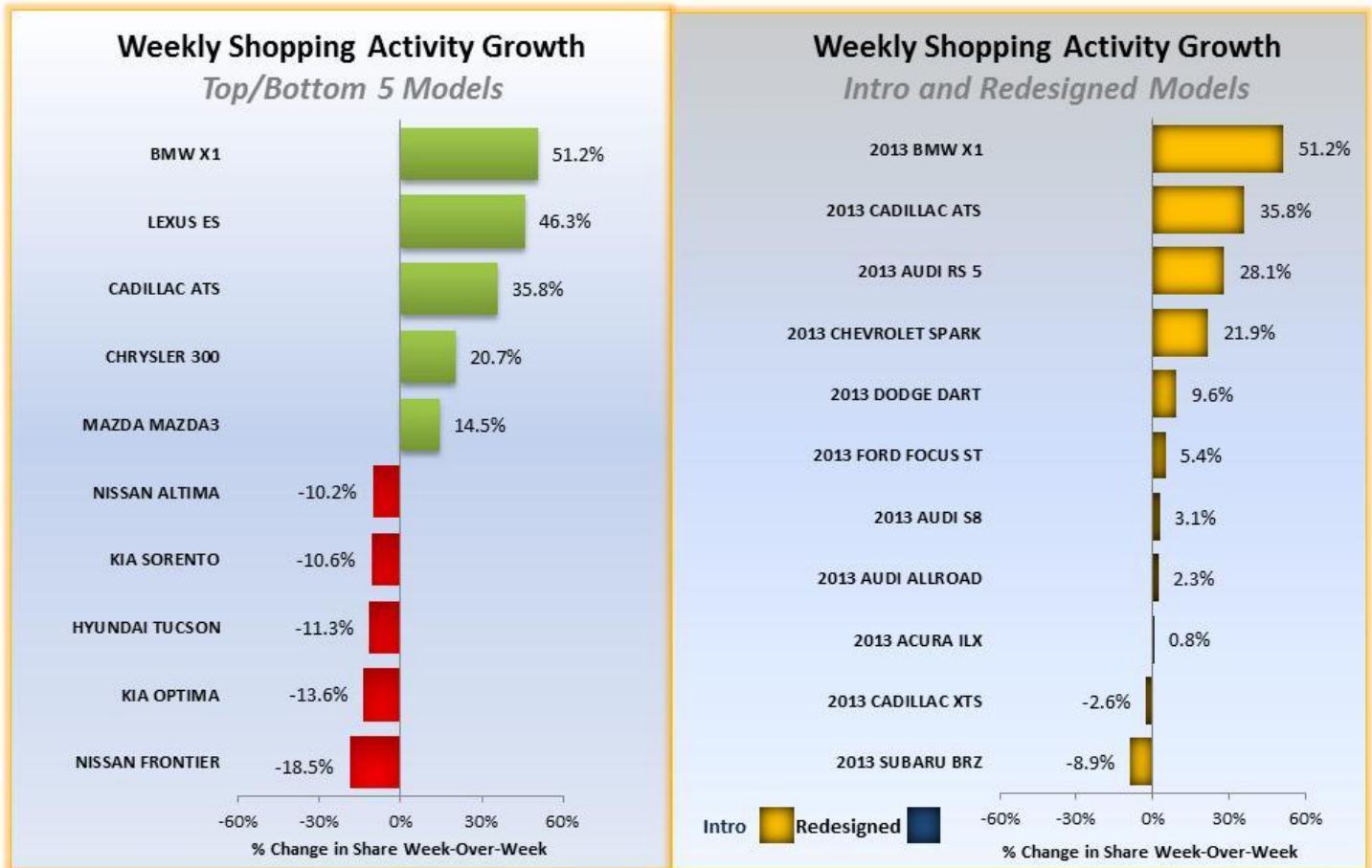


# HOT CAR REPORT

August 9, 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 9, 2012:

Michael Phelps, Gabby Douglas, Missy Franklin, Usain Bolt. The Olympics are in full swing, and for the second week in a row, we see that models advertised during big events cause shoppers to investigate the vehicles further on KBB.com. The BMW X1 and the Cadillac ATS were both risers last week, and this week they have even bigger jumps, as their respective brands continue to advertise during the Olympics.

Another riser this week is the Lexus ES. Lexus is busy with redesigns and refreshes, adding the brand's signature spindle grille to many of its models. The GS, ES and RX all are being updated within a short timeframe of each other, and as a result, the next year will be crucial for Lexus as it tries to become the top dog in the luxury space.

- Akshay Anand, Market Intelligence Web Analyst, Kelley Blue Book's KBB.com