Kelley Blue Book
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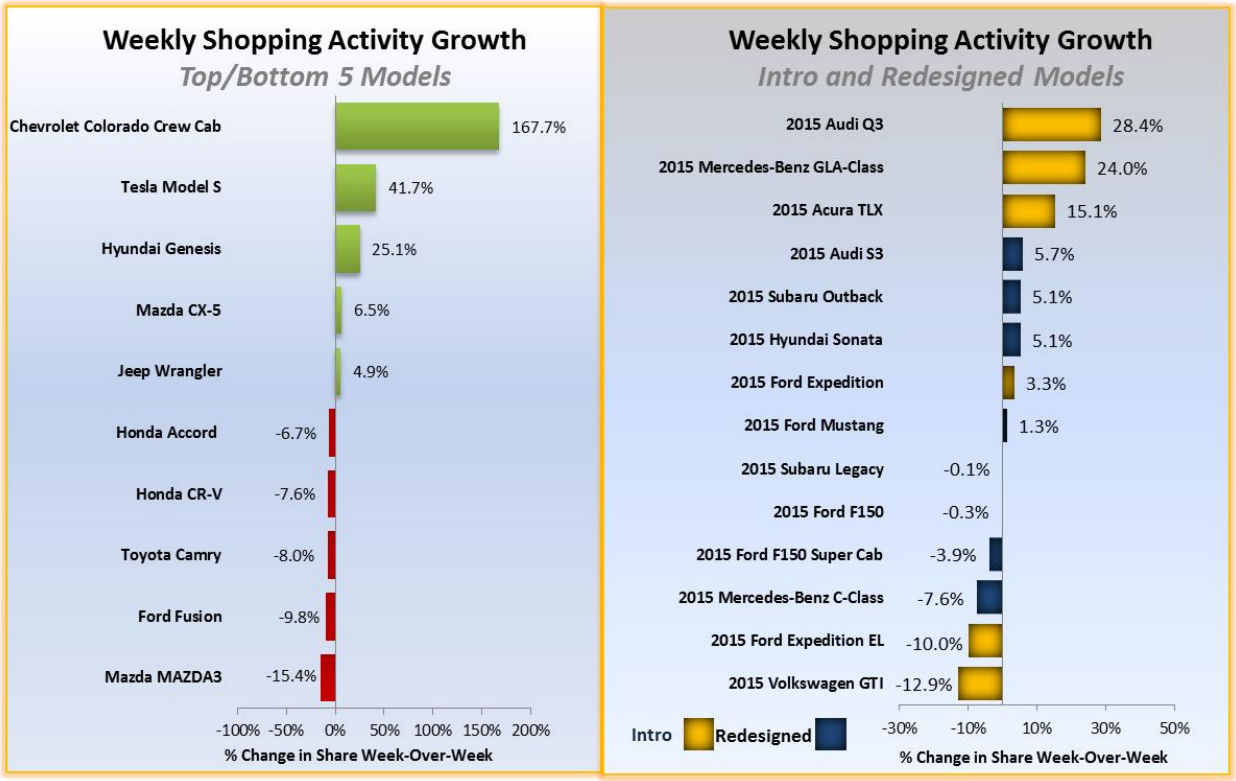
HOT CAR REPORT

September 11th, 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

Akshay Anand, Senior Analyst, Kelley Blue Book Insights

- The truck market has been on fire recently, and is set to heat up in the coming months thanks to three huge launches: the Chevy Colorado, GMC Canyon, and Ford F150. It's no surprise consumers continue to view the Colorado in droves on KBB.com as we get nearer to the vehicle hitting dealer lots. What will be interesting to see is how well the Colorado and Canyon do in terms of sales and whether they cannibalize from Silverado, take share from other midsize or full-size trucks, or attract buyers from new segments altogether. Regardless of where they come from, the vehicles look poised to do well in sales as GM continues to rebuild.