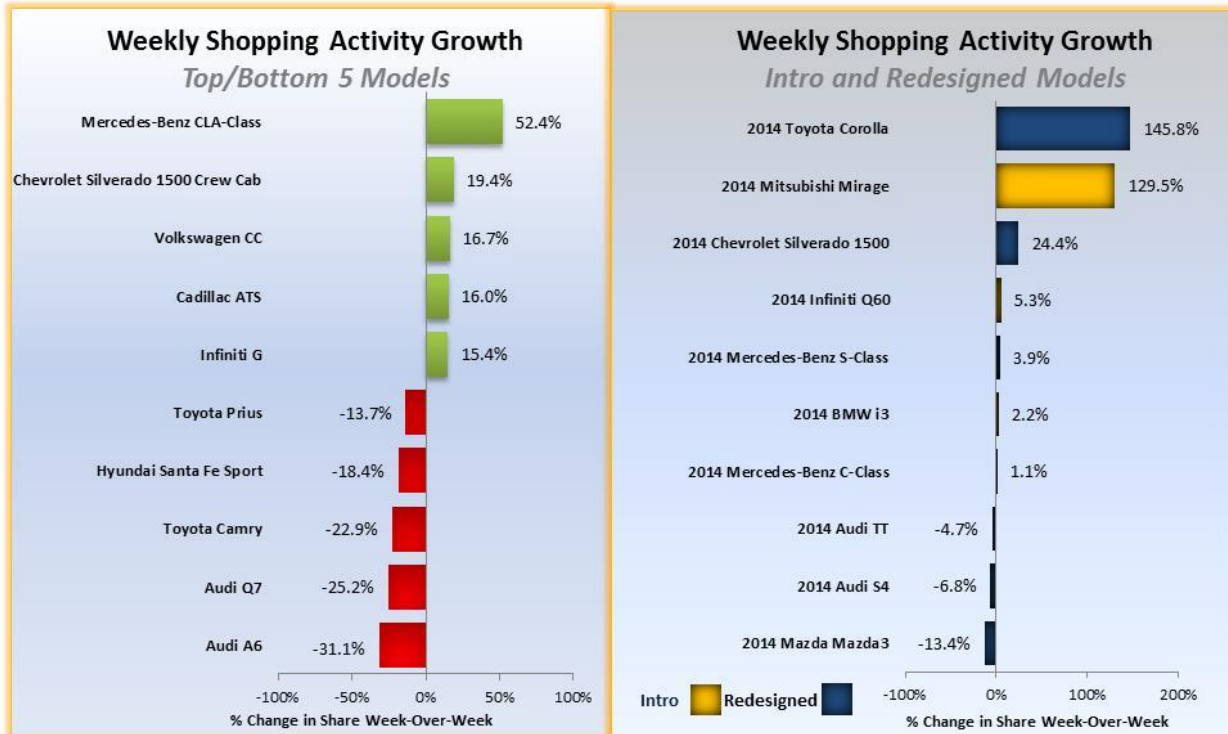


HOT CAR REPORT

September 12, 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

- Akshay Anand, Analyst, Kelley Blue Book Insights
 - Toyota's 2014 Corolla has arrived, and consumers clearly are taking notice. One of the stalwarts of not only the compact car segment, but also of the industry as a whole, the 2014 Corolla has taken on much bolder styling. The all-new model year is priced at \$16,800 for the base model with manual transmission. The compact car segment has waned over the last year in consumer traffic as midsize sedans and compact CUVs have risen, but the Corolla and Mazda3 redesigns may help renew interest in the segment.
 - Entry-level luxury vehicles saw a pop in share this week, as three of the five top risers fit that classification. The CLA-Class is set to go on sale very soon, and it will be fascinating to see how well Mercedes Benz's new entry-level model performs given the blurred lines between segments. The Infiniti G also is a riser, and has seen its share of traffic steadily increase over the last month amidst a huge pricing reduction and comparisons to Infiniti's new Q50.