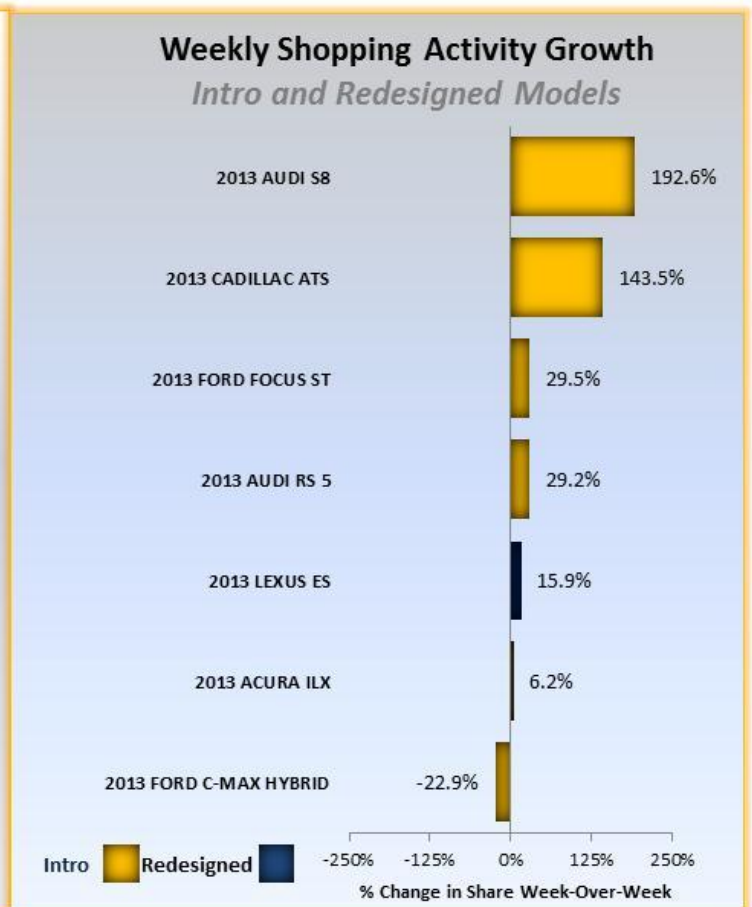
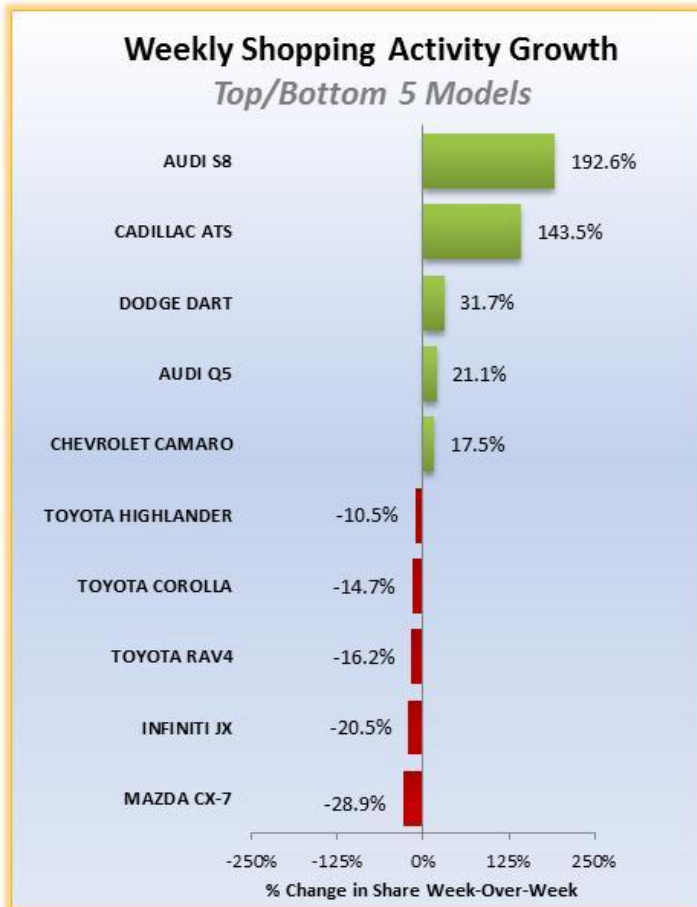


# HOT CAR REPORT

September 13, 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 – September 13, 2012:

The NFL<sup>®</sup> season is officially upon us. Last Wednesday, Audi debuted its commercial touting the S8 during the opening game. The spot focuses on the thrill of driving a car like the S8, ending with the catch phrase “heighten every moment,” which also helped heighten its traffic share on KBB.com by 192.6 percent in the last week. Audi also announced plans to advertise during the 2013 Super Bowl after seeing success in 2012 with its vampire-based commercial.

Two other models with heavy television advertising also are resonating with viewers and motivating them to research the vehicles further on KBB.com. The Cadillac ATS continued its push even after the Olympics, and with its sleek styling and reasonable price tag, consumers are curious about the model. The Dodge Dart also released a new commercial, featuring NFL<sup>®</sup> superstar Tom Brady, influencing KBB.com visitors to shop the Dart in the ever-competitive compact-car segment.

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

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