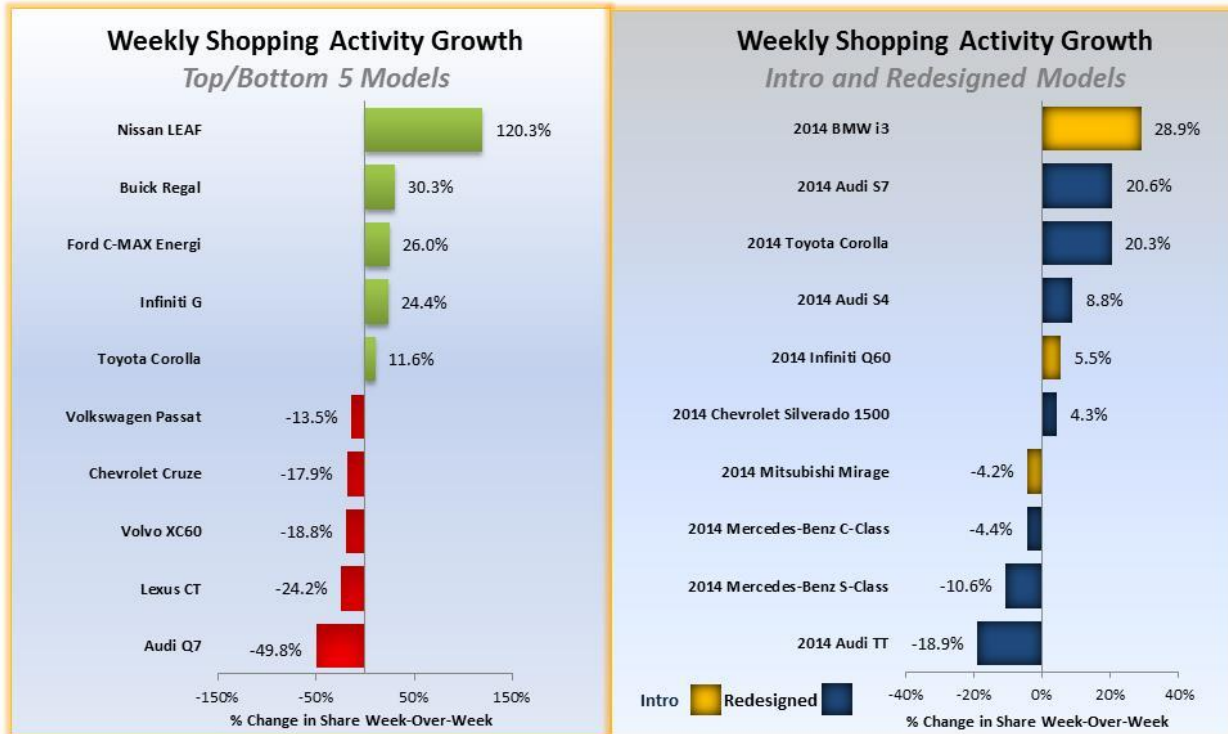


# HOT CAR REPORT

September 19, 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

Arthur Henry, Manager of Kelley Blue Book Market Intelligence

“There is plenty of news concerning the Nissan Leaf these days,” said Arthur Henry, manager of Kelley Blue Book Market Intelligence. “Recently Nissan announced the Leaf would be added to its certified pre-owned program. The Leaf also set an all-time record of for sales in August and is up 335 percent year-over-year in the U.S. market, so it is no surprise this model tops this week’s *Hot Car Report*.”

- The BMW i3 continues to draw interest from shoppers as it increased 28.9 percent over the previous week. Shoppers are becoming more acceptant of electric vehicles. However, as consideration for electrics has increased, so have the scrutiny over mileage range, transaction price and vehicle dependability.