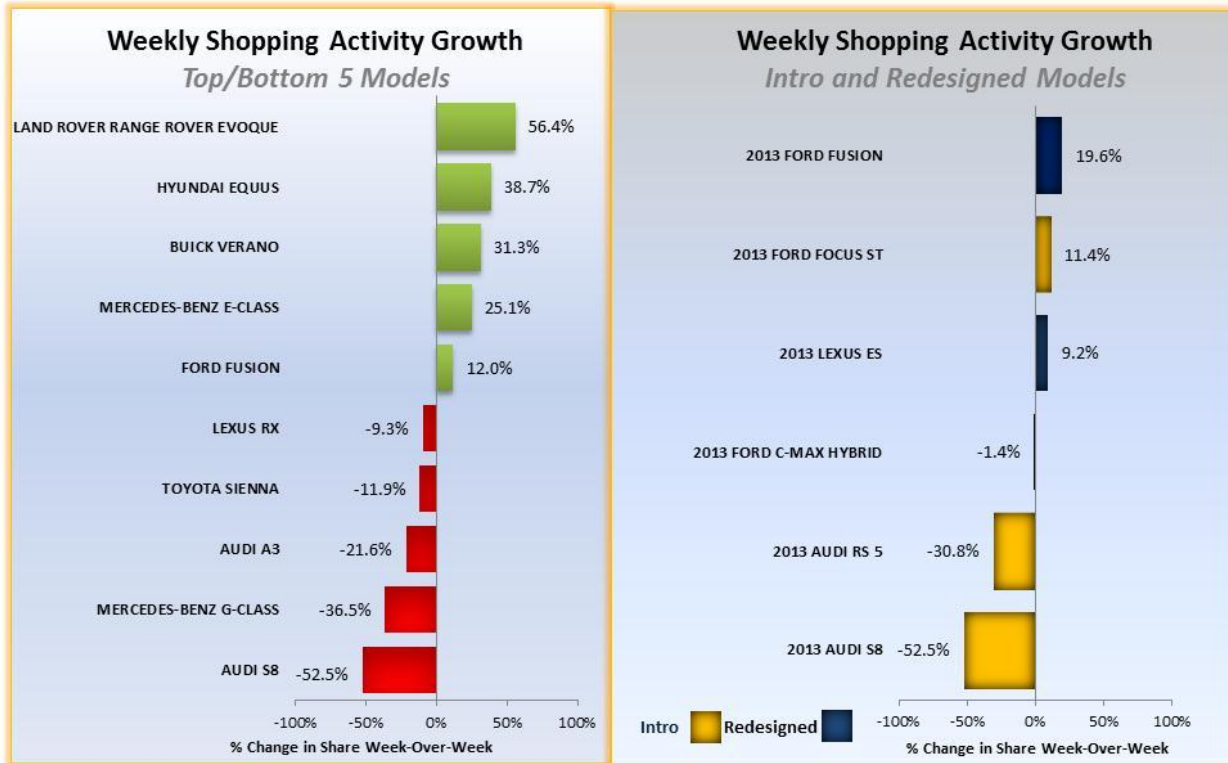


# HOT CAR REPORT

September 20, 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 20, 2012:

Size matters in the automotive world. Depending on fuel prices, the state of the economy and employment, shopper interest tends to wax or wane toward either small or large vehicles. Today, consumers are gravitating toward smaller vehicles due to soaring gas prices and the concern for fuel economy. It is rumored that Land Rover will produce a smaller version of the popular Range Rover Evoque, and KBB.com shoppers are researching the vehicle in preparation for the potential announcement.

Another vehicle gaining KBB.com traffic share is the Ford Fusion. The redesigned 2013 Fusion, which goes on sale this fall, increased nearly 20 percent week-over-week. Ford recently announced that the 2013 Fusion Hybrid has a combined fuel economy rating of 47 mpg, which further attracts KBB.com site visitors to check out the vehicle. However, any gains the Fusion has made may be stunted by the redesigned Honda Accord, which will be released shortly.

- Arthur Henry, Market Intelligence Manager and Market Analyst, Kelley Blue Book's KBB.com