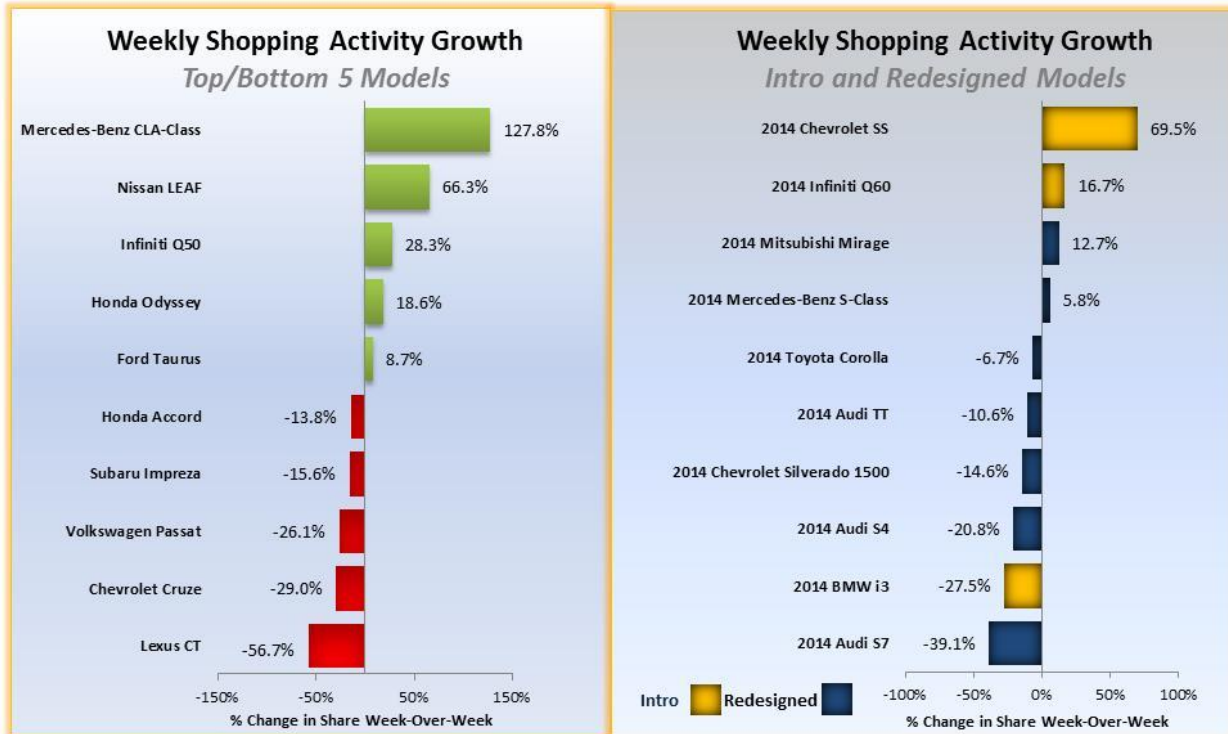


HOT CAR REPORT

September 26, 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 and Market Analyst of Kelley Blue Book Market Intelligence

- The all-new Mercedes-Benz CLA has grown in KBB.com shopper interest 128 percent over the past week. Another influence drawing consumers to Mercedes-Benz showrooms is the CLA 45 AMG racing series concept, which was on display at the 2013 Frankfurt auto show. Also stirring shopper interest are the numerous “test drive” articles released by automotive experts as they start to get their hands on the CLA..
- The Chevrolet SS is off to a good start as shoppers start to take notice of the model, resulting in an increased 70 percent in traffic since last week. Although the performance sedan is drawing interest to consumers, the vehicle’s demand may not be satisfied because dealer allocation will be limited.