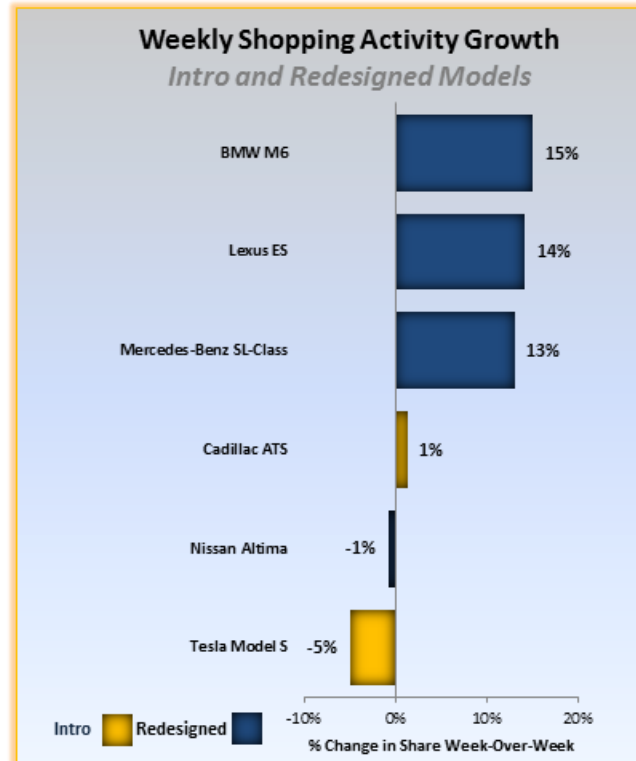
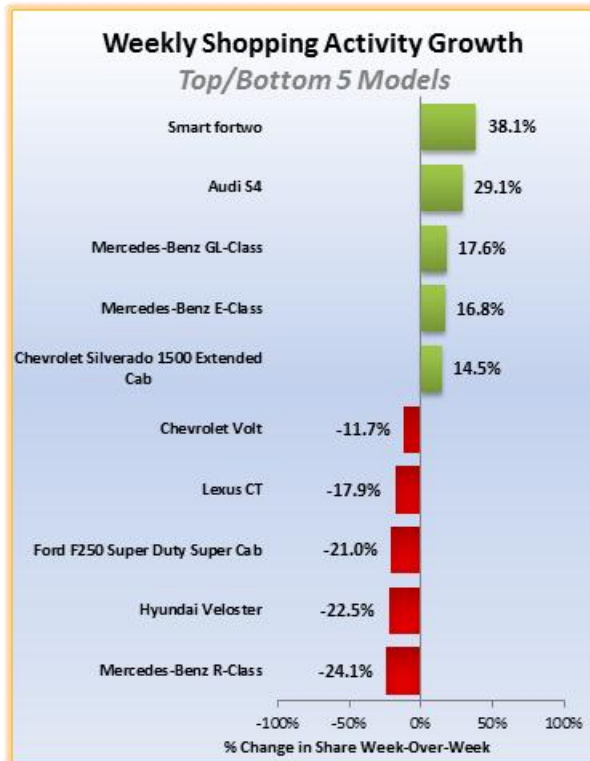


# HOT CAR REPORT

September 27, 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 27, 2012:

The Smart fortwo increased 38.1 percent in share week-over-week, the most of any vehicle this week on KBB.com. Shoppers on the site were drawn to this micro car for a multitude of reasons. The most obvious cause is the flashy ad campaign in which the fortwo is balancing a large sport utility vehicle on its roof, highlighting the vehicle's safety. Another reason drawing shoppers to increasingly research this model on KBB.com is the release of the 2013 model-year edition. Lastly, more news about the electric version of the fortwo has been released to the general public.

On another note, recently redesigned luxury cars, such as the BMW M6, Lexus ES and Mercedes-Benz SL, are experiencing early success on KBB.com. This is further evidence that shoppers are becoming more willing to spend a little extra on their next vehicle.

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