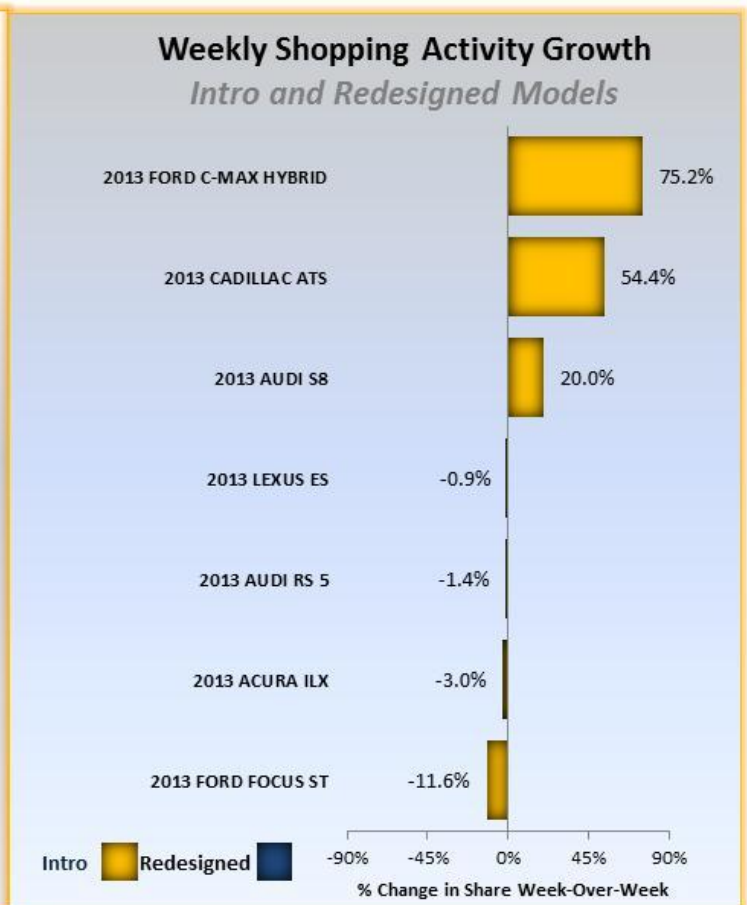
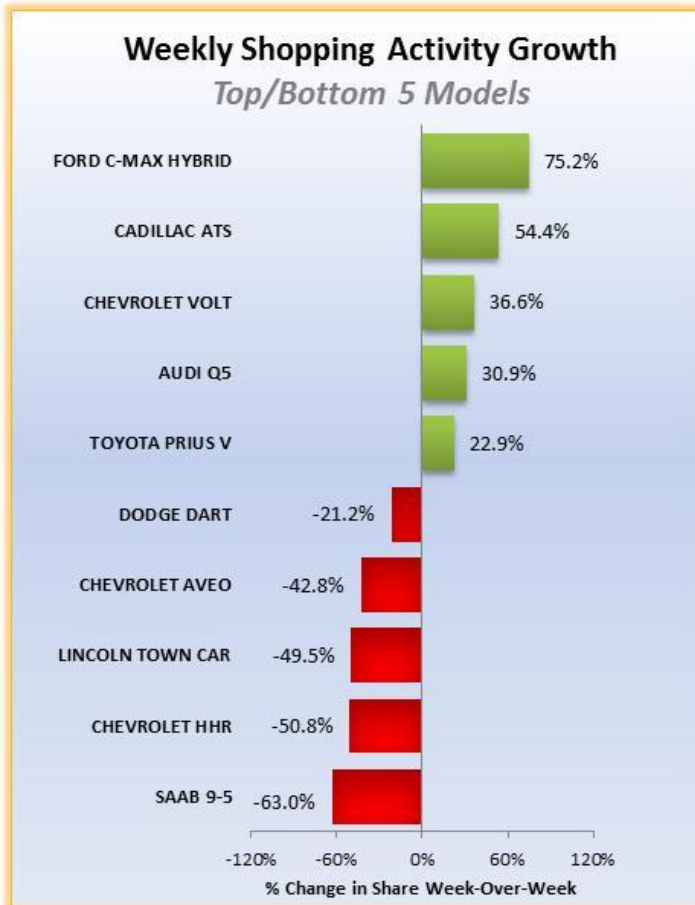


# HOT CAR REPORT

September 6, 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 6, 2012:

Gas prices have spiked nearly 50 cents a gallon during the last couple months, and consumers are feeling the effects once again. Between refinery fires in California, a pipeline shutdown in the Midwest, Hurricane Isaac shutting down some gulf production and rumblings about conflict with the Middle East, things are looking grim for now. With that said, three of the five top risers this week are fuel-efficient vehicles: the Ford C-Max Hybrid, Chevrolet Volt and Toyota Prius V.

The C-Max Hybrid, also available as a plug-in model, is a relative newcomer to the Ford lineup with an EPA-estimated 47 mpg benchmark. The Chevy Volt is a staple of the electric-vehicle front, although consumers have the option to use the model's gasoline option. The Prius V saw a bigger lift in KBB.com traffic than its smaller siblings, possibly due to consumers shopping for larger vehicles as winter approaches.

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