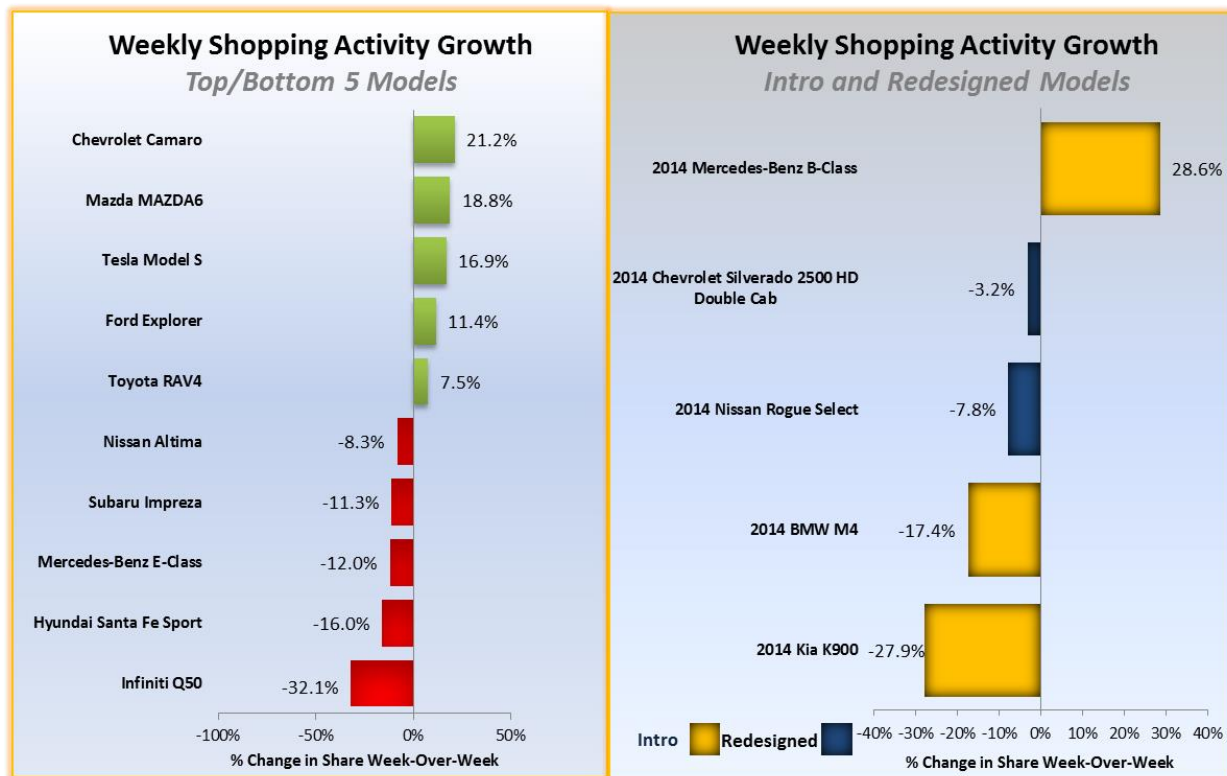


HOT CAR REPORT

July 10, 2014



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

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- Another week, another riser for Chevrolet in terms of new-car share on KBB.com. This time, the Camaro is the top riser as news slowly comes out about the model's redesign that may hit showrooms sometime in 2015. Summer months also bring about shopping in sports cars, and with the Mustang redesign upcoming, Chevy may be receiving some halo benefits as a direct competitor.
- As always, the Tesla Model S has been in the news for several reasons. Gas prices are rising, and while consumers aren't in a panic like they were a few years ago, it's definitely affecting car shopping. Another headline causing shoppers to research the model on KBB.com is the reports of the trademark lawsuit in China against the automaker.