

HOT CAR REPORT

January 15th, 2015



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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- The Fiat 500 had a massive spike in shopper activity over the week fueled by Guinness Book of World Records for the tightest parallel park. This breaks the record that was previously set by the Mini Cooper.
- The Acura RDX is picking up in popularity and it shows by the fact that it had a record sales year. The RDX is also attracting residual looks due to the unveiling of the Acura NSX at the Detroit Auto Show.
- The Lexus NX and Land Rover Discovery Sport, Compact SUVs, are benefiting by releasing at that right time. Shoppers have been leaning toward SUVs for the past few years, but recently more shoppers have moved upstream towards the luxury brands.