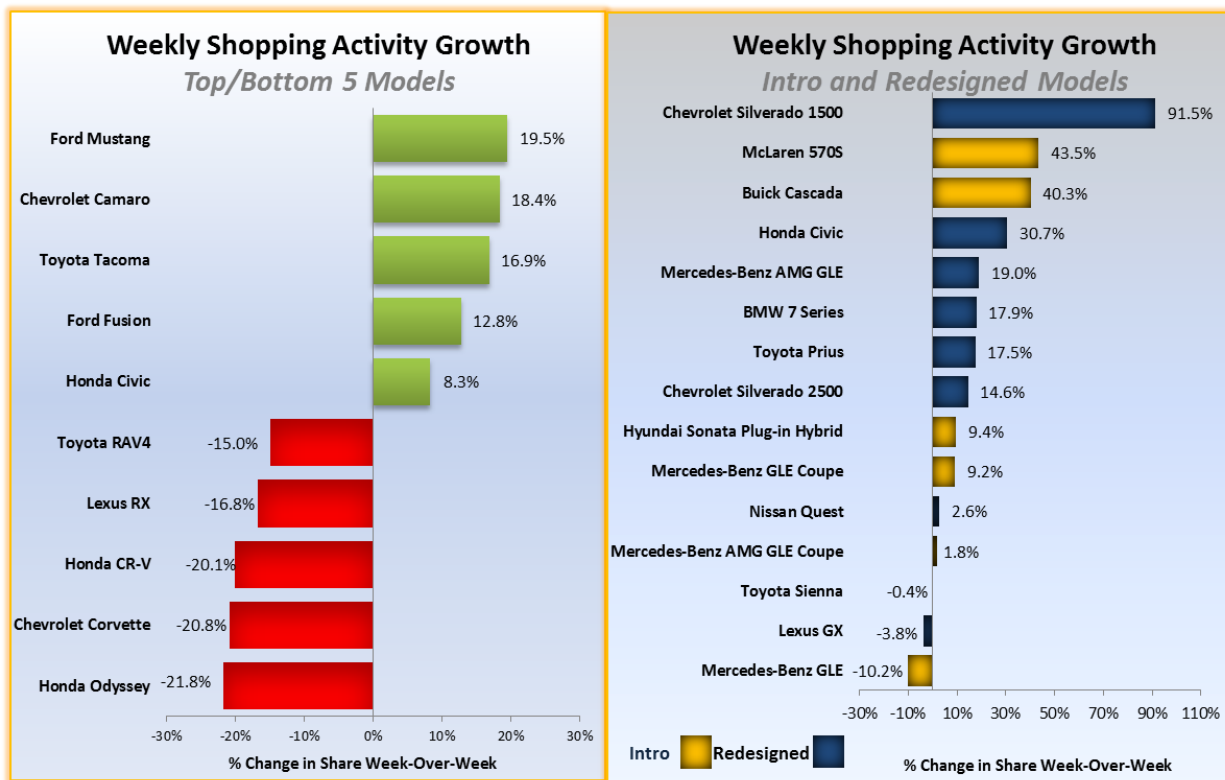


HOT CAR REPORT

January 14, 2016



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, senior manager, Strategic Insights

- The new year and new models drive renewed interest to the top five movers in shopping activity.
- With the 2016 North American International Auto Show (NAIAS) in full swing, recently redesigned models are getting more attention from shoppers.
- In the vein of auto show season, those models with a sportier, edgier and higher performance motif tend to outshine their mainstream counterparts.