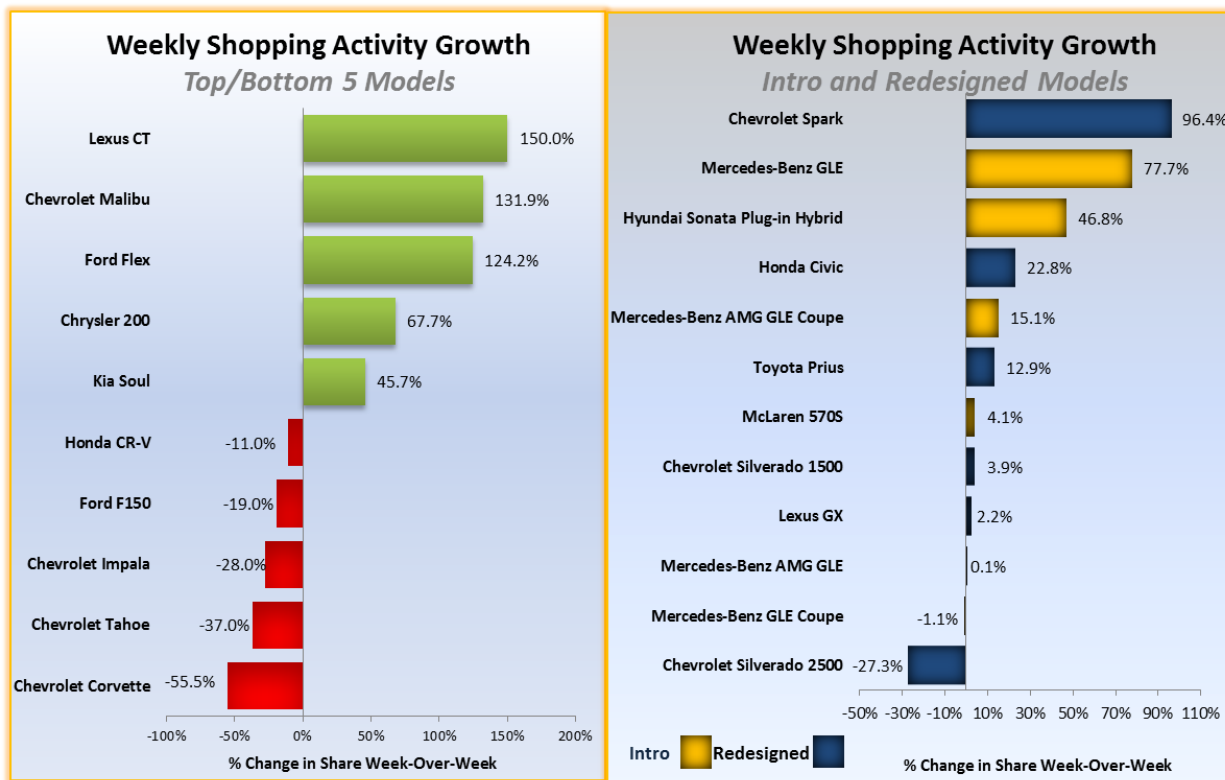


HOT CAR REPORT

January 21, 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

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- Despite the declining sedan segment, the 2016 Chevrolet Malibu and the 2016 Chrysler 200 continue to impress KBB.com shoppers with their improved styling and upgraded infotainment systems. At last year's New York International Auto Show (NYIAS) reveal, the 2016 Chevrolet Malibu debuted with the Chevrolet MyLink system (a [Kelley Blue Book Best Auto Tech Award](#) finalist) as standard, featuring Android Auto and Apple CarPlay compatibility. Similarly, the new Chrysler 200 comes with upgraded and a more polished Uconnect system to offer even better performance. According to the In-Vehicle Technology survey fielded by KBB.com, nearly one in three consumers view the availability of in-car technology features as a make-or-break for their shopping choices.
- Styling also plays a huge role for both sedans. The previous generation Malibu and the 200 have typically been seen as fleet cars. Based on a quick poll conducted by KBB.com in September 2015, almost half of all consumers associated the Chevy Malibu with a rental car, with 28% of consumers viewing the Chrysler 200 similarly. It will be interesting to see if the new Malibu and the new 200 succeed in changing shoppers' perceptions of the vehicles.