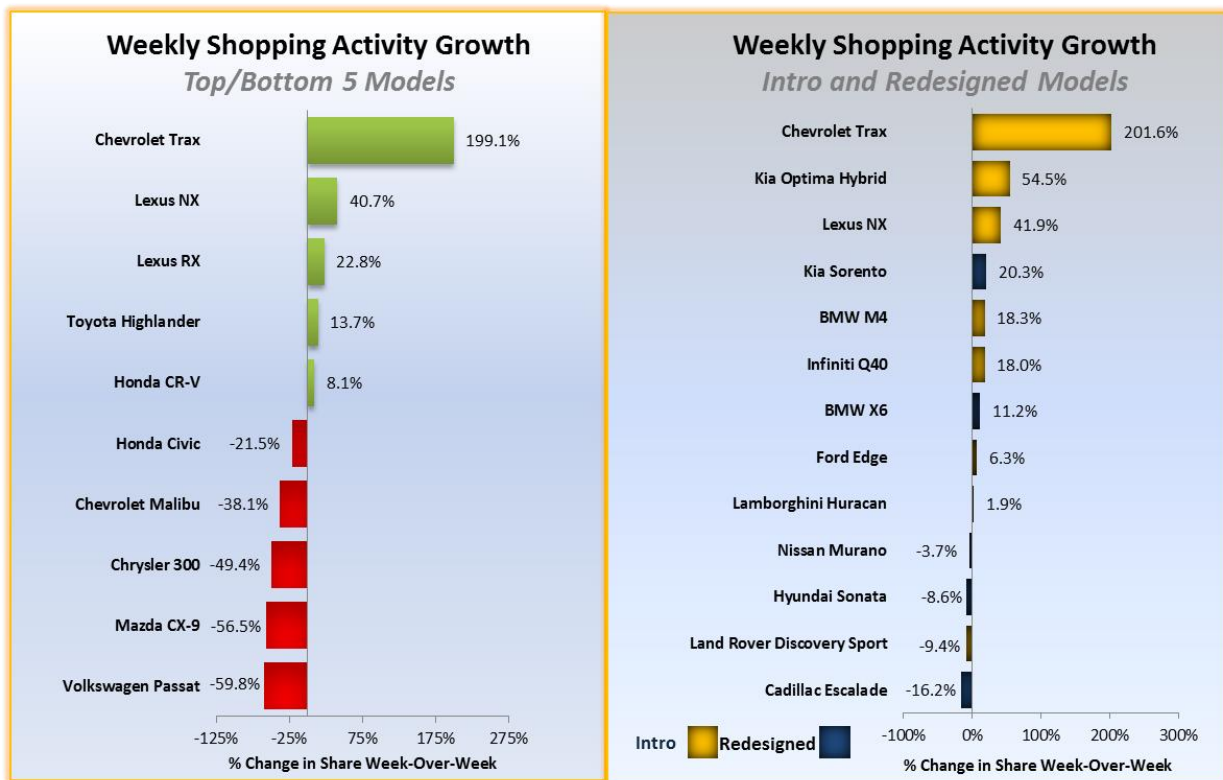


HOT CAR REPORT

January 22st, 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 Chevy Trax keeps gaining steam in what is set to be a very busy year for the brand. With a whopping five model launches/redesigns in the 2015 calendar year, Chevy is a brand to watch out for in terms of gaining market share as long as it keeps putting strong product into the marketplace. However, the Trax will have plenty of competition in the form of vehicles such as the Jeep Renegade, Honda HR-V, Mazda CX-3, Fiat 500x and more.
- The Lexus RX is the dominant SUV/CUV in the luxury landscape, and is set for a redesign in the near future. The NX was a natural move, as car shoppers continue to clamor for smaller utility vehicles; and Lexus already has association with strong SUV/CUV product.
- To no surprise- all five risers this week are CUVs, continuing the growth story seen in 2014.