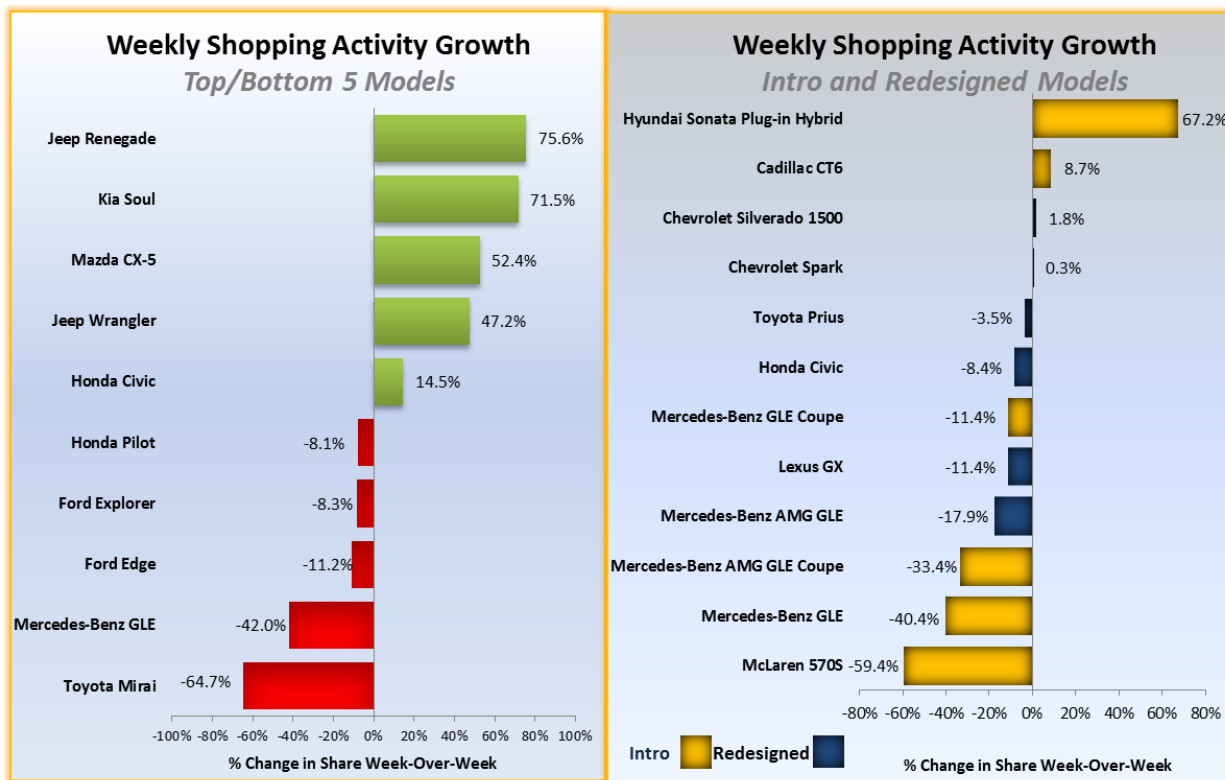


HOT CAR REPORT

January 28, 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

Akshay Anand, manager, Commercial Insights

- The story may be trite at this point, but it's as salient as ever – consumers are interested in small SUVs, and these are the hot vehicles on KBB.com. The popular Jeep Renegade takes the top spot this week, as Jeep's continuous pushes have ensured the small, yet rugged utility vehicle remains top of mind for consumers. News of the Renegade Trailhawk has also been causing off-road enthusiasts to investigate the model further.