

HOT CAR REPORT

January 29th, 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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- Another week, another solid gain for the Chevy Trax. The subcompact from GM keeps gaining steam and shows no signs of slowing down, as shoppers continue to look at the subcompact CUV segment as perhaps the hottest in the market right now.
- Again, we see smaller CUVs and one midsize dominate the risers list. Lower gas prices may very well be a factor. Even though utility vehicles are more fuel efficient than ever, lower fuel prices mean even more shopping for SUVs and CUVs.