

HOT CAR

REPORT

January 8th, 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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As the truck segment gets rebooted with new launches and redesigns, coupled with falling gas prices, the year 2015 is on its way to becoming a truck-centric year. The comeback of mid-size trucks like the all new GMC Canyon and Chevrolet Colorado has altered shoppers' perception of the segment. Straying away from the construction worker's truck, these new trucks are geared towards more lifestyle functionalities. Based on a Quick Poll conducted by Kelley Blue Book, 50% of shoppers indicated that primary function of a mid-size truck is for fun or outdoor activities, such as camping, surfing or towing their ATV or motorcycles.

Chevrolet Colorado, a recipient of notable truck awards, is the biggest gainer on KBB.com this week. It offers versatility with advanced technology typically available in sedans or utility vehicles for today's tech savvy shoppers.