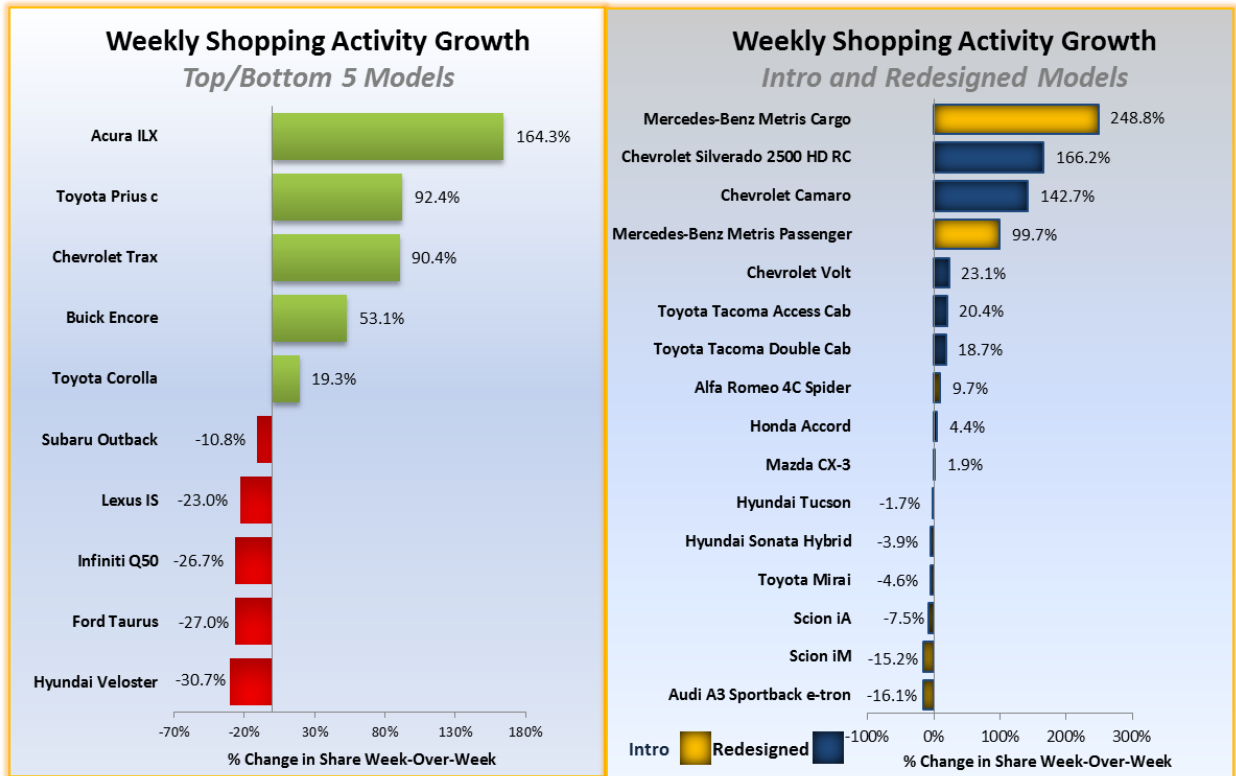


HOT CAR REPORT

October 15, 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

Arthur Henry, senior manager, Strategic Insights

- Interest in the Acura ILX is growing for several reasons. First, news of the all-new Honda Civic is drawing comparisons to the ILX in order to compare and contrast the differences. Second, the ILX is gearing up for the 2015 Specialty Equipment Market Association (SEMA) Show, and the images of the customized vehicles are sparking more looks at the vehicle. Lastly, with the end of the year approaching, shoppers are paying more attention to the pricing on the 2016 model.