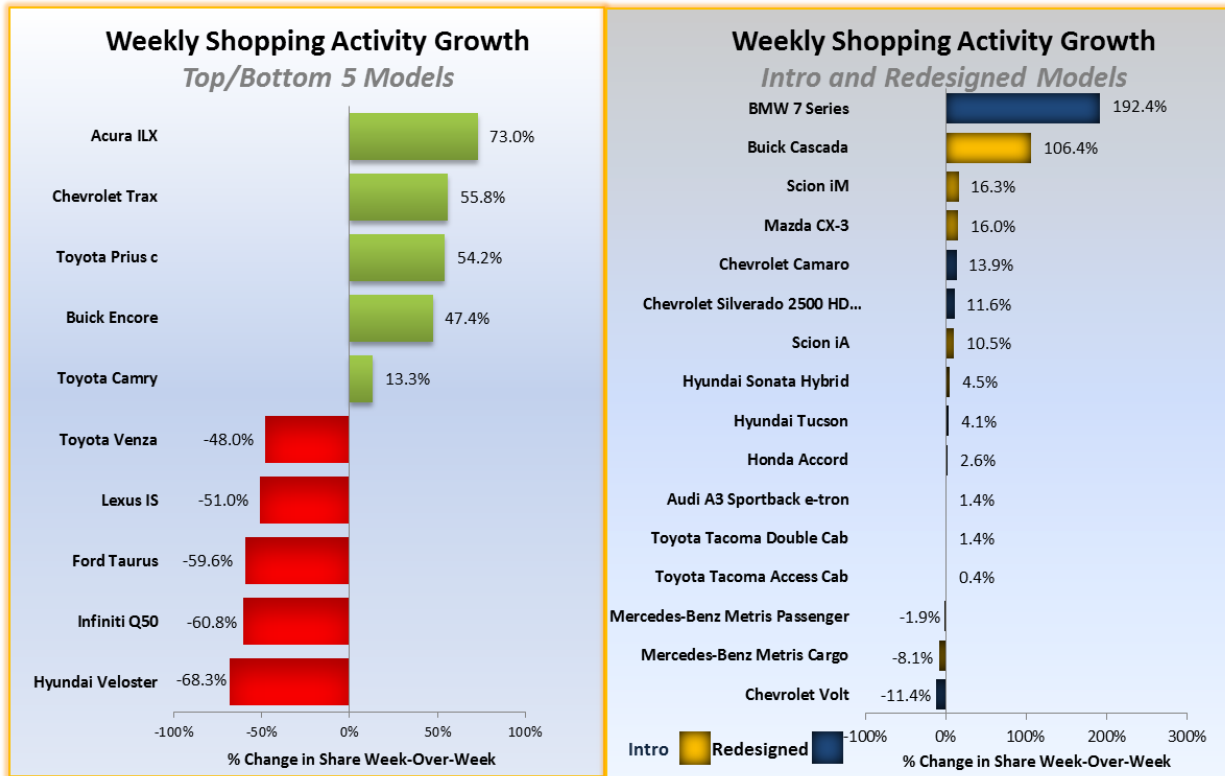


HOT CAR REPORT

October 22, 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 of Strategic Insights

- BMW has partnered with Uber to unveil the new and most technologically advanced 7 Series to the U.S. market. This one-day event will only happen in New York, Los Angeles, Chicago and Miami. BMW's marketing stunt has paid off, as it is drumming up big interest for a vehicle that only a handful of shoppers can afford in a high-end, luxury segment that has been declining due to the shift toward luxury SUVs.
- Buick's dedication to improving their luxury image and product lineup took another step in the right direction with the release of the Cascada. Buick's first convertible in 25 years is slated to be their "halo" vehicle. Currently perceived as a leader in affordability for the luxury shopper, the Cascada is aimed to improve the brand's shopper perceptions of exterior styling and prestige.