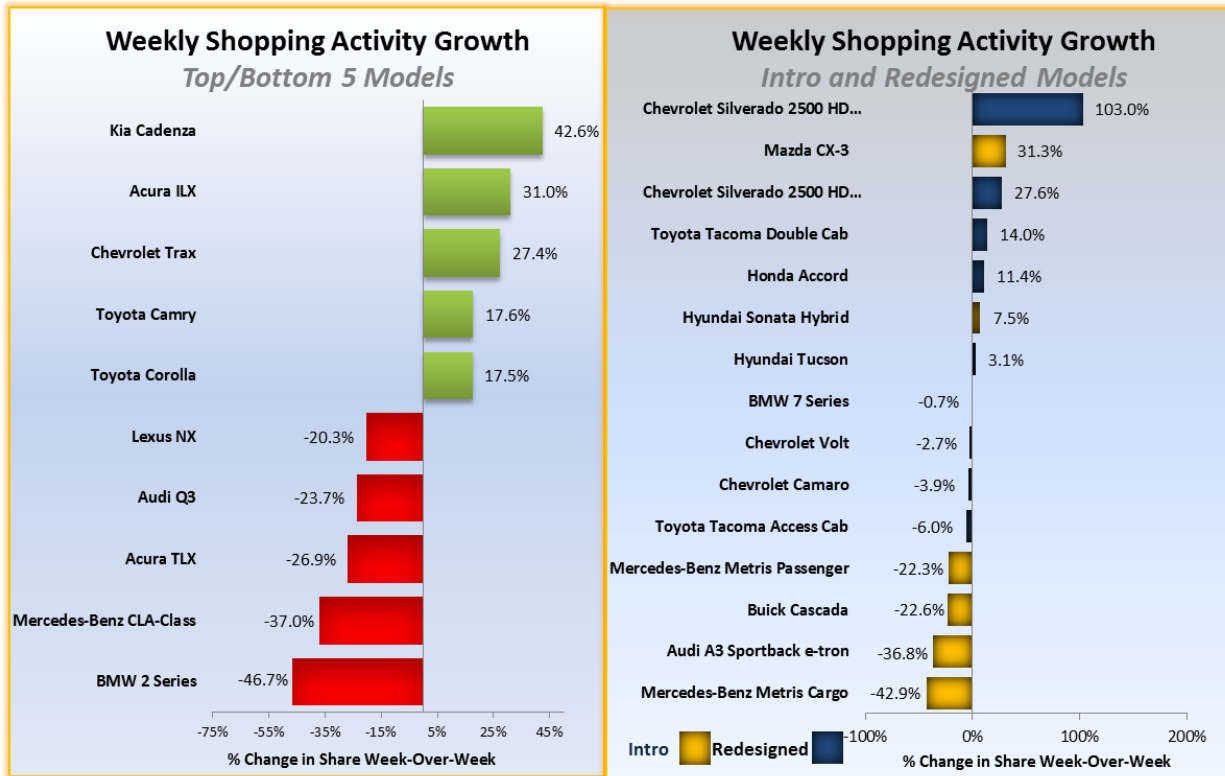


HOT CAR REPORT

October 29, 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

- As the end of the year approaches, shoppers are becoming more interested in what's around the corner for next year. The beneficiary of this week's shopper curiosities is the Kia Cadenza. Major changes are expected with the 2017 model-year Cadenza in regards to styling and packaging. In the meantime, shoppers are reacquainting themselves with the current generation.