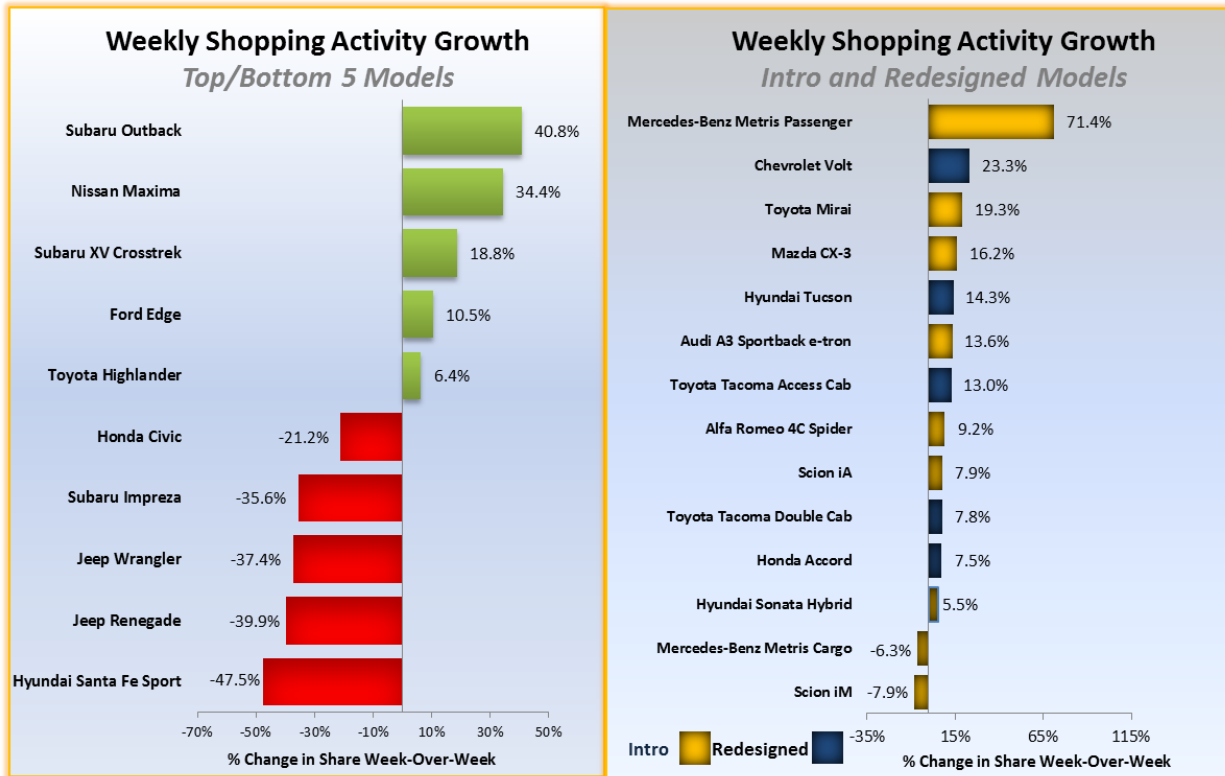


HOT CAR REPORT

October 8, 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

Akshay Anand, senior analyst, Automotive Industry Insights

- Mercedes-Benz has a new van, and if the last year is any indication, it has the potential to do well in the marketplace. The van segment has been a surprise to some, in terms of vehicles that have been introduced and vehicles that have grown, thanks in part to more and more features than ever before. As consumers shift lifestyles, a van is a great option for those with a family.
- Subaru continues its uptrend in every metric possible, including KBB.com traffic. The Outback and XV Crosstrek have done extremely well for the brand and look poised to continue their stellar growth.