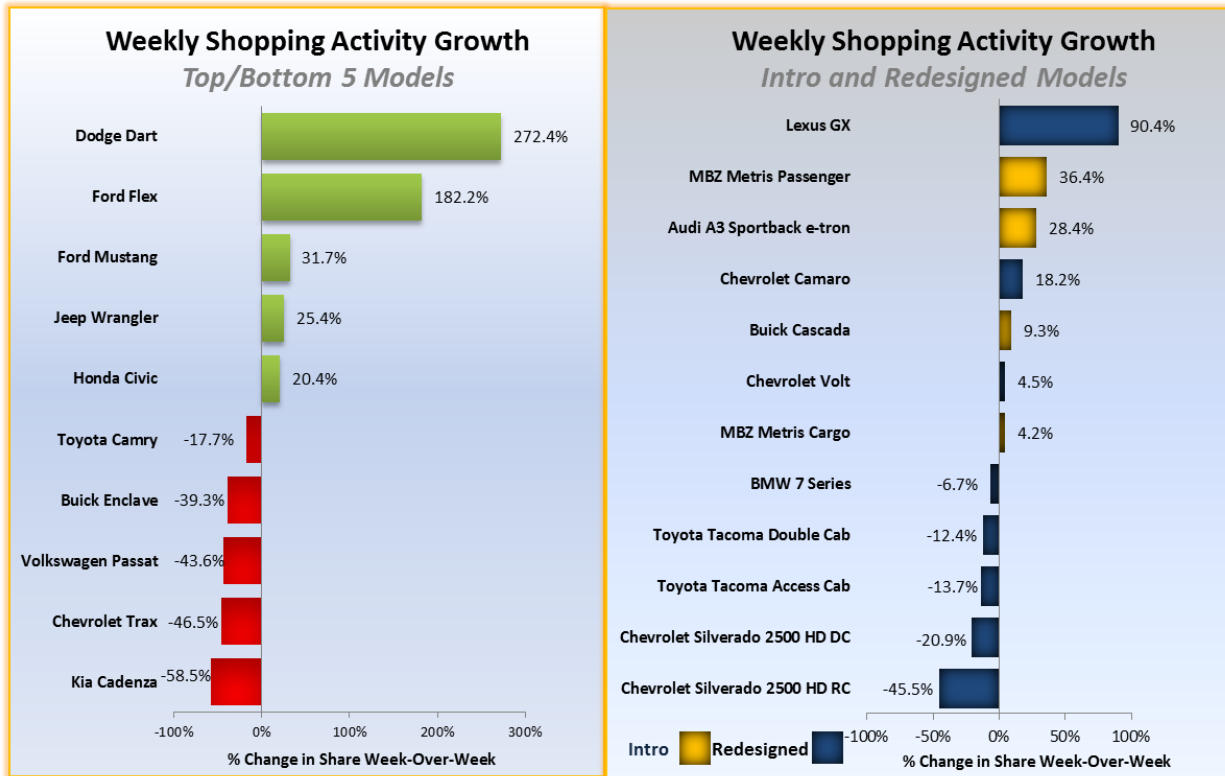


# HOT CAR REPORT

November 12, 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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- One word summarizes this week – polarizing. One of the most talked about cars this year at SEMA in Las Vegas was the Dodge Dart GLH SEMA concept. This polarizing concept has many shoppers anticipating the full production of the high-performance compact car, yet leaves some wishing this upgrade was merely a bad dream. Regardless of the SEMA outcome, KBB shoppers are actively researching the Dart, as traffic shot up nearly 300 percent in one week. The question remains, once the SEMA hype fizzles away, will the Dart continue to maintain shoppers' interest?
- The Ford Flex is another model that is a big winner this week. Flex has always been seen as the alternative to the traditional SUVs, due to its unique design. And the launch of the 2015 Ford Flex has garnered further interest to this model on KBB.com. However, the next couple of weeks will be interesting to see how well the Ford Flex competes with the recently redesigned Honda Pilot.