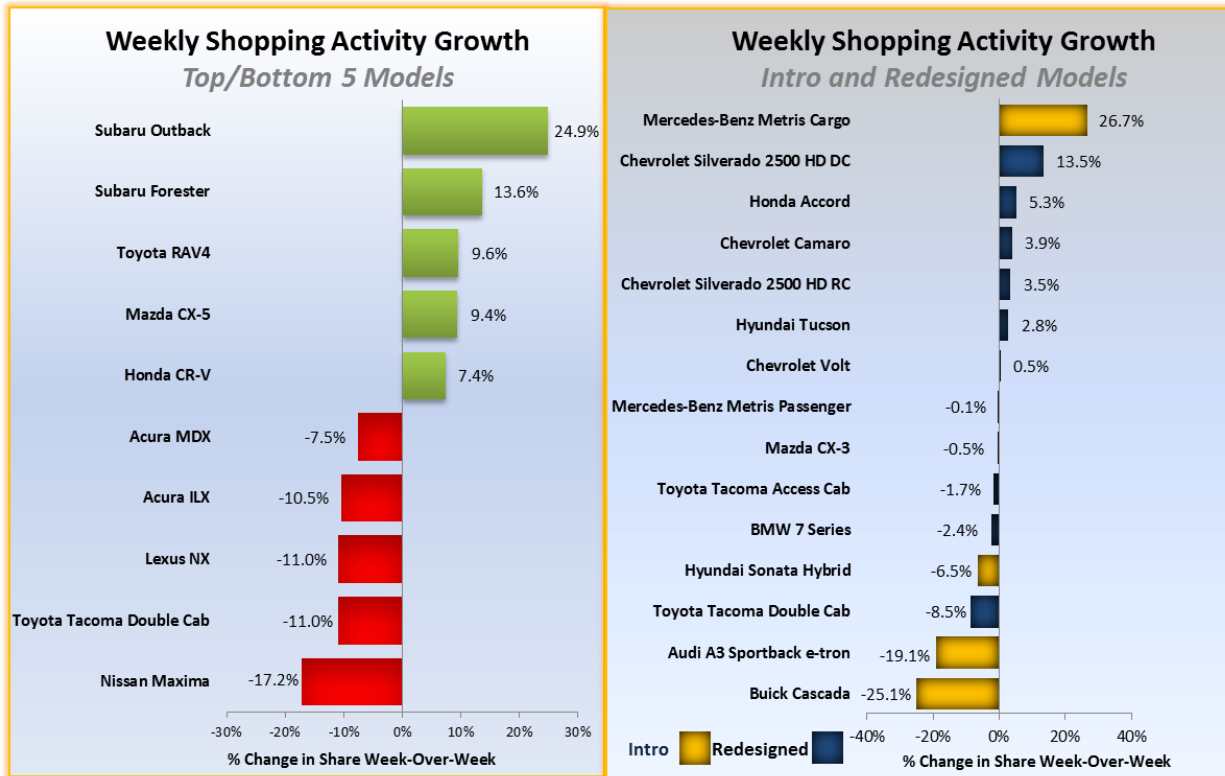


HOT CAR REPORT

November 5, 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

Dhara Mehta, senior analyst of Strategic Insights

- Love is indeed in the air with Subaru's recent kick-off of 2015's 'Share the Love' event. Looking at the third quarter 2015 results from KBB.com's Brand Watch™ study, Subaru ranked high on both practical and emotional factors, compared to Toyota and Honda, which skew more toward practical than emotional. This may be the result of Subaru's refreshed product line coupled with their 'Love' campaign. The campaign has revitalized the brand, echoing both emotional and practical messaging. When looking at the 'Share the Love' event combined with the popularity of the SUV segment, it's no surprise that shoppers on KBB.com are researching the Outback and Forester.
- Risers this week all come from the utility vehicle segment, alluding to the continuous popularity of this segment. Additionally, compact SUVs continue to thrive in sales, increasing 40 percent year-over-year (Oct. 2014-Oct. 2015).