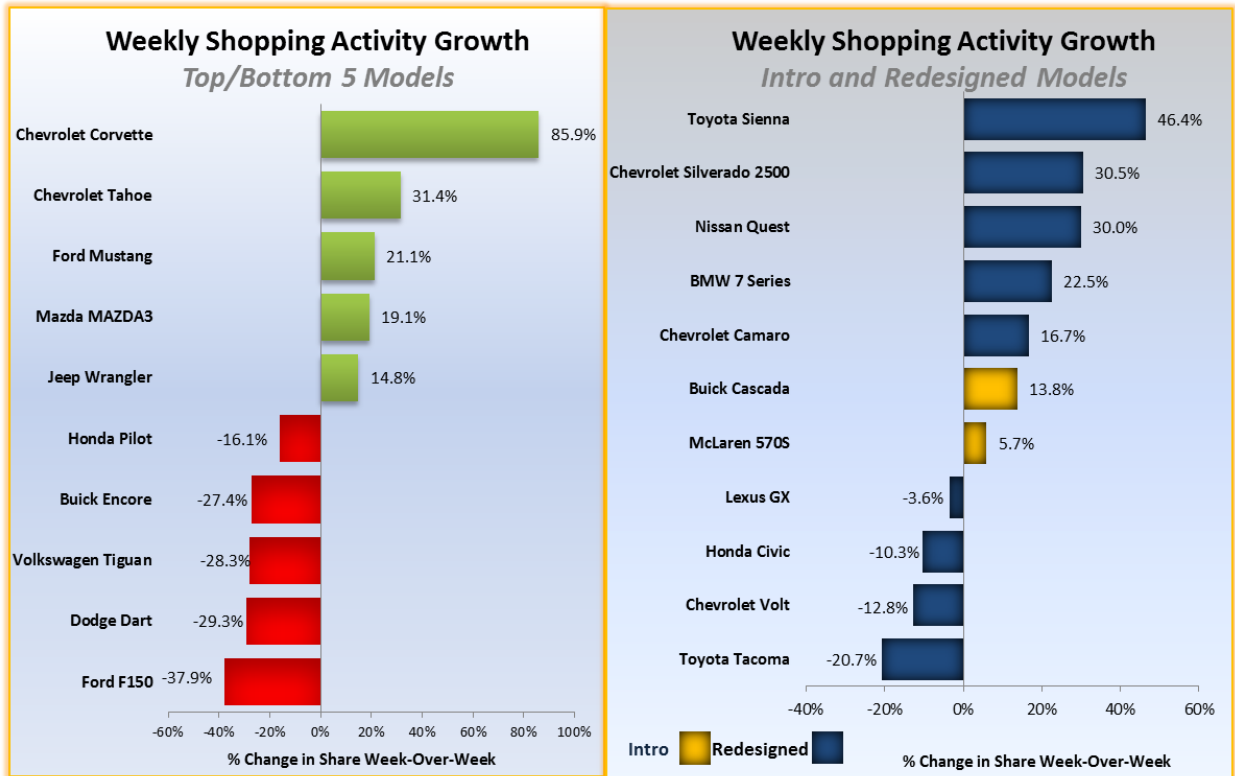


HOT CAR REPORT

December 10, 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

- The Corvette is gaining interest, even as general interest in sports cars declines because of seasonality. There are several stories around the World Wide Web that are drawing interest toward the Corvette, ranging from product news to human interest pieces, but the biggest news is the expansion of the Bowling Green's Performance Build Center. The center runs its "Build Your Own Engine" program that allows customers to participate in building their vehicle's LT4. This supports the fact that this year more shoppers have been more concerned with vehicle image and appeal than practicality.