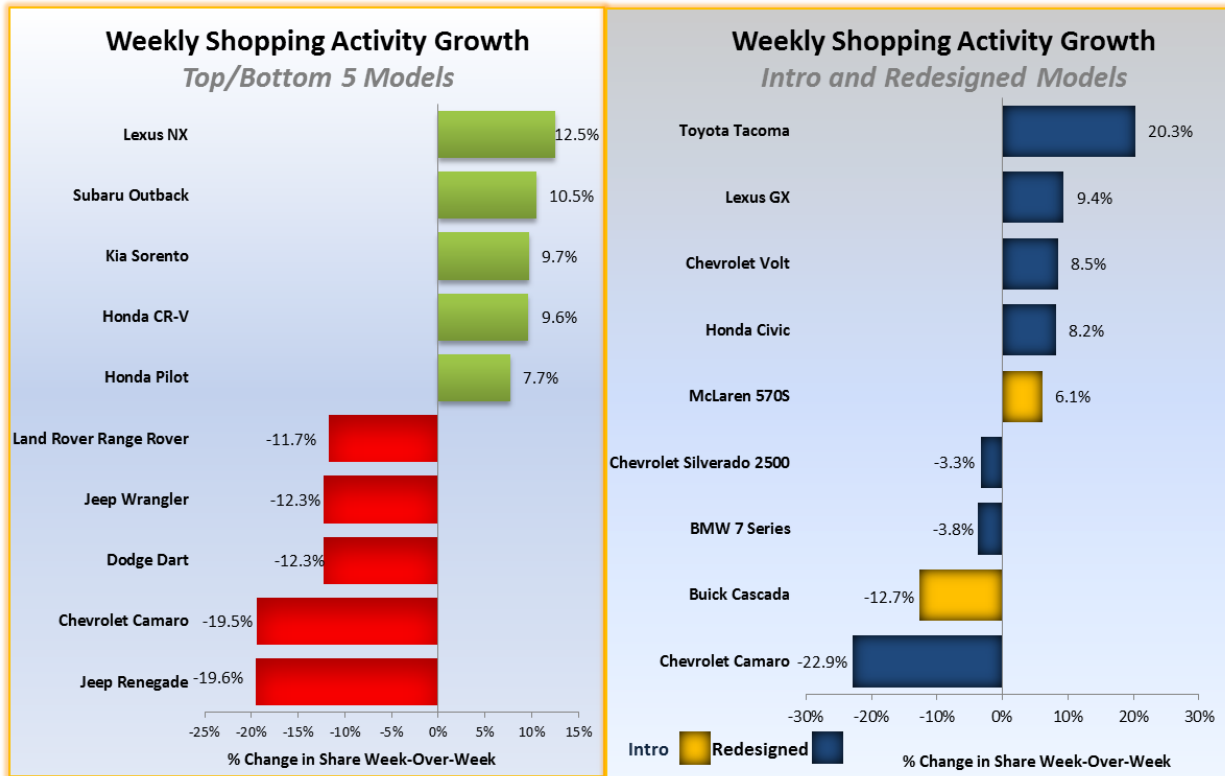


# HOT CAR REPORT

December 3, 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, manager, Commercial Insights

- November continued a trend we've been seeing over the last couple of years – SUVs, SUVs, and more SUVs. Notably, several of the risers this week tout safety as key components of their vehicles, such as the Subaru Outback, Kia Sorento, and all-new Honda Pilot. Given that safety is typically one of the most sought-after traits of a vehicle along with durability/reliability, this is no surprise. The SUV boom looks like it won't be stopping any time soon.