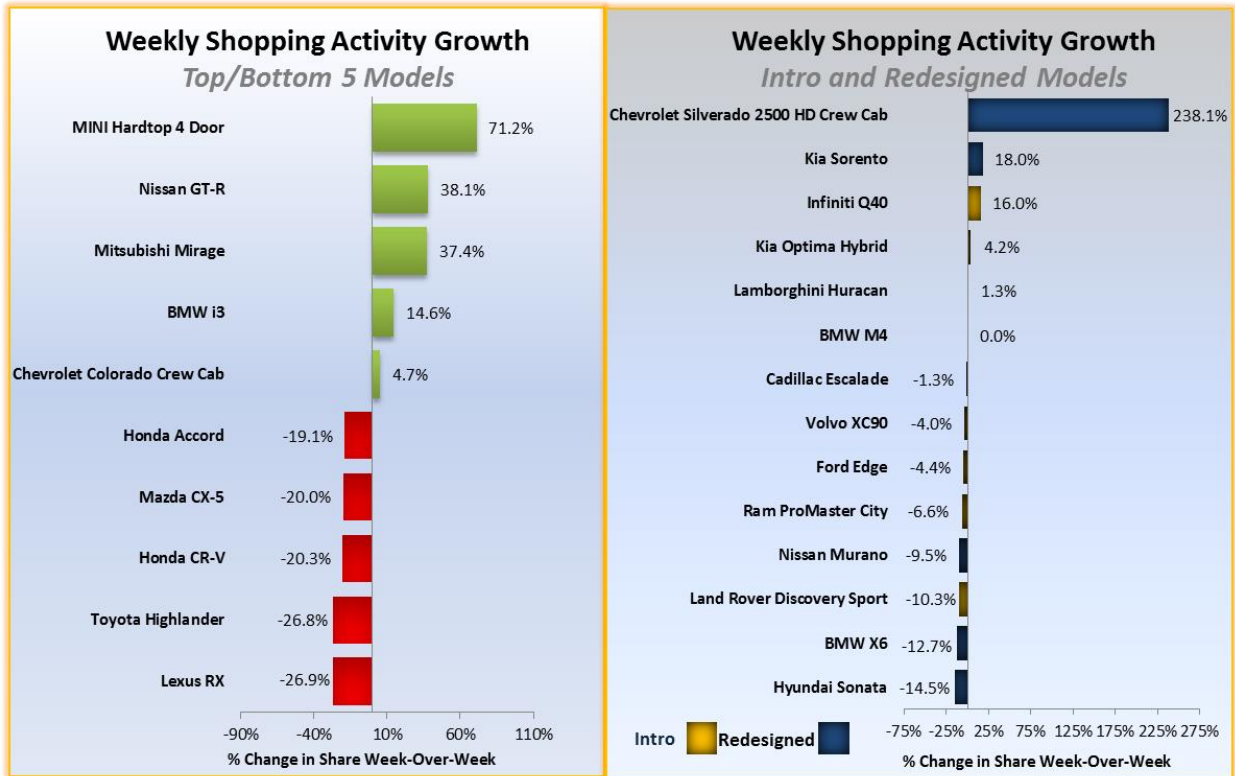


HOT CAR REPORT

February 12th, 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 Market Intelligence

- MINI debuts a 4-Door Hardtop MINI Cooper and shoppers immediately engaged with the vehicle on KBB.com. Last week after the MINI advertised during the Big Game pre-show, the consumer response was over shadowed by models that were advertised during the game. After the dust settled MINI continues to gain the attention of more shoppers.