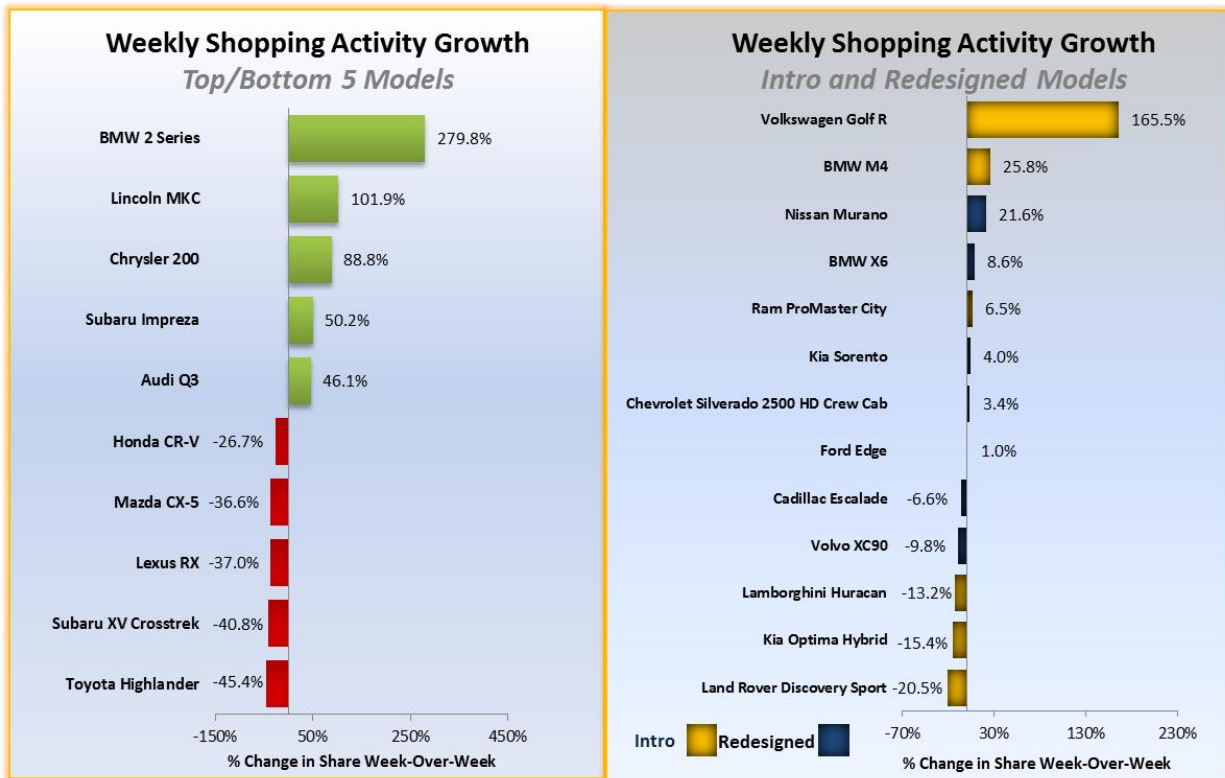


HOT CAR REPORT

February 19th, 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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- BMW announced the 2 Series would receive a Grand Tourer variant which will offer up to 7 seats, a rarity in the luxury compact segment. The vehicle has a sliding second row of seats and a third row that folds into the floor. While it's questionable if the variant will hit showroom floors in the states, consumers are still drawn to entry level luxury and any news surrounding it.
- The Lincoln MKC and Audi Q3 pop this week as luxury and compact crossovers continue to remain hot. Both are fairly new in their lifecycles, which always helps shopper traffic and sales.