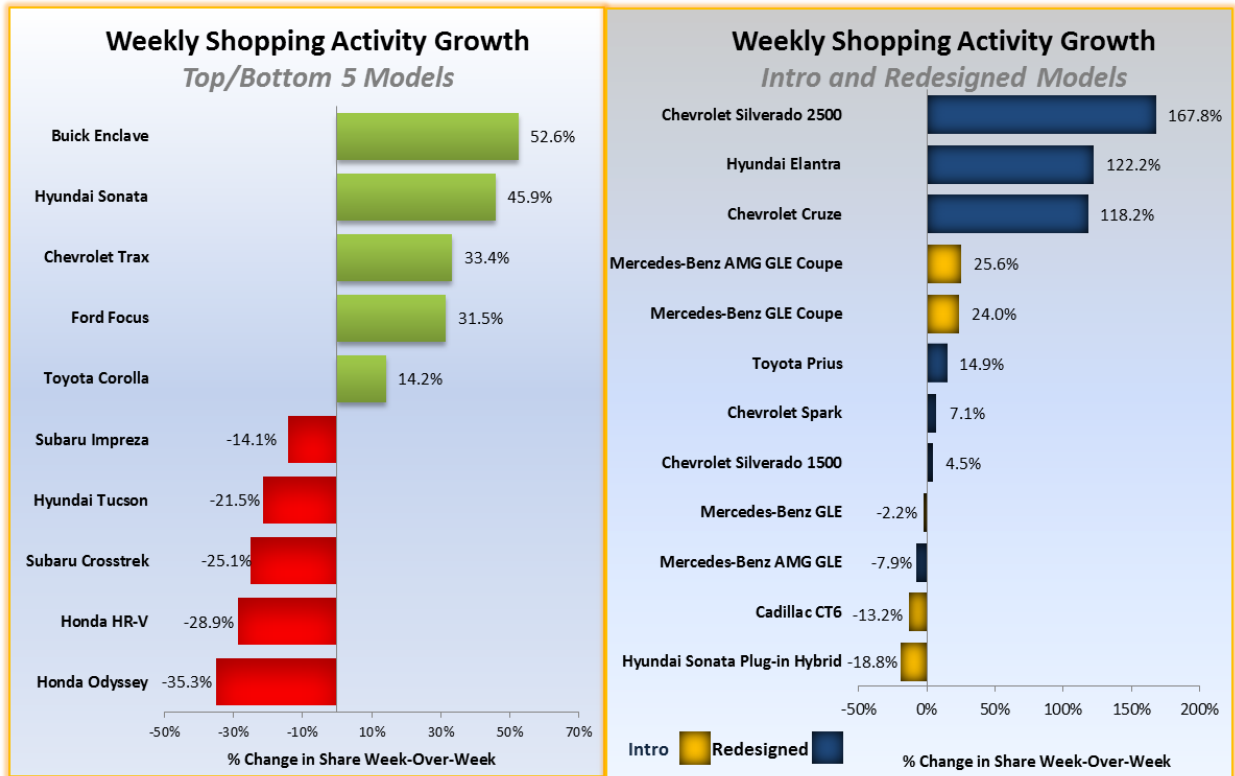


HOT CAR REPORT

February 18, 2016



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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- It is not surprising that Buick and Hyundai continue their upward momentum yet again this week on Kelley Blue Book's KBB.com. Both brands featured their new car launches during the Super Bowl, thereby experiencing a huge lift in traffic following the game. Although this week's risers, the Enclave and the Sonata, were not featured in the big game, it is not unusual to see a halo effect of the brand carry over to its flagship models. According to Kelley Blue Book's Big Game Automotive Survey, 40 percent of shoppers recall having seen a Hyundai commercial during the Super Bowl; however only 13 percent marked the actual commercial, "First Date," as memorable. Similarly, 22 percent of shoppers recall seeing a Buick commercial, but a smaller percentage marked it as memorable. It will be interesting to watch how far the hype continues for these particular brands.