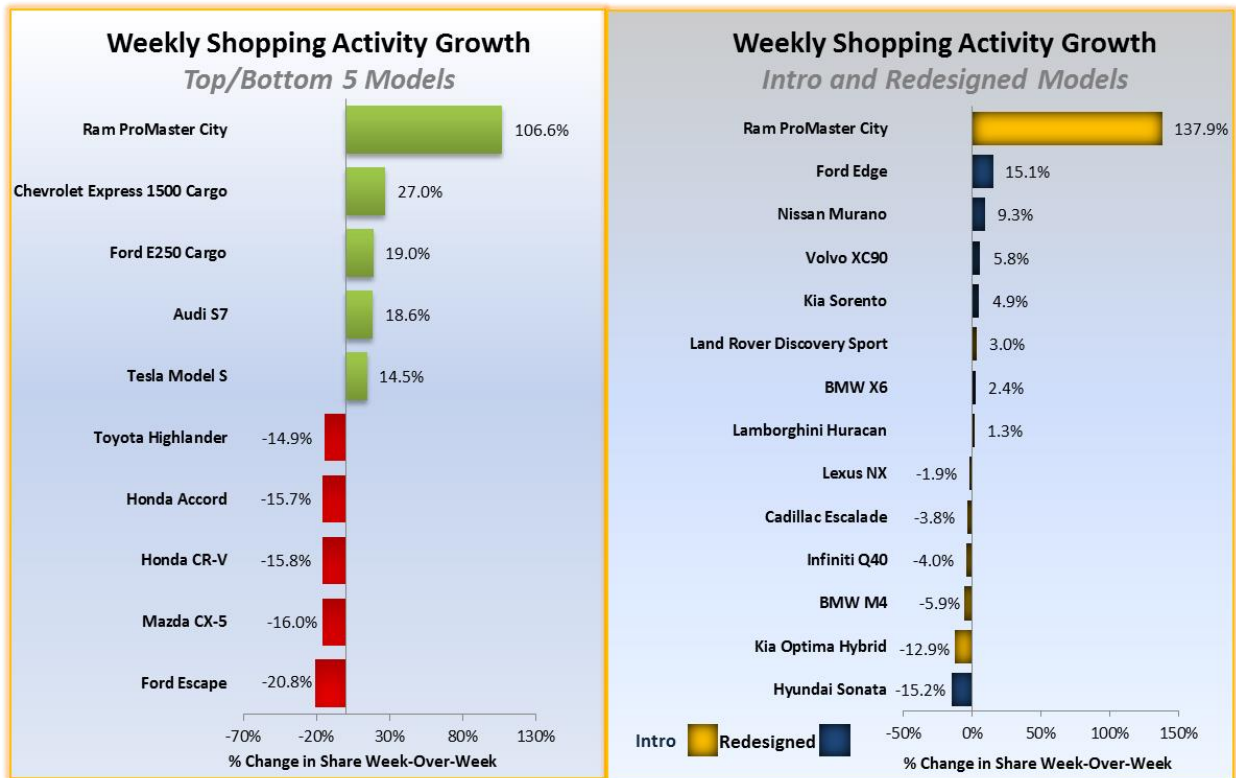


# HOT CAR REPORT

February 5<sup>th</sup>, 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

- In between the Detroit Auto and the Chicago Auto Show Ram drops the Ram ProMaster City, the latest compact commercial van to grace the market. FCA isn't wasting any time leveraging newly shared global assets as this vehicle goes by the Fiat Doblo in Europe. The Ram ProMaster City enters a developing segment that was previously a 1-on-1 fight between the Ford Transit Connect and the Nissan NV200.