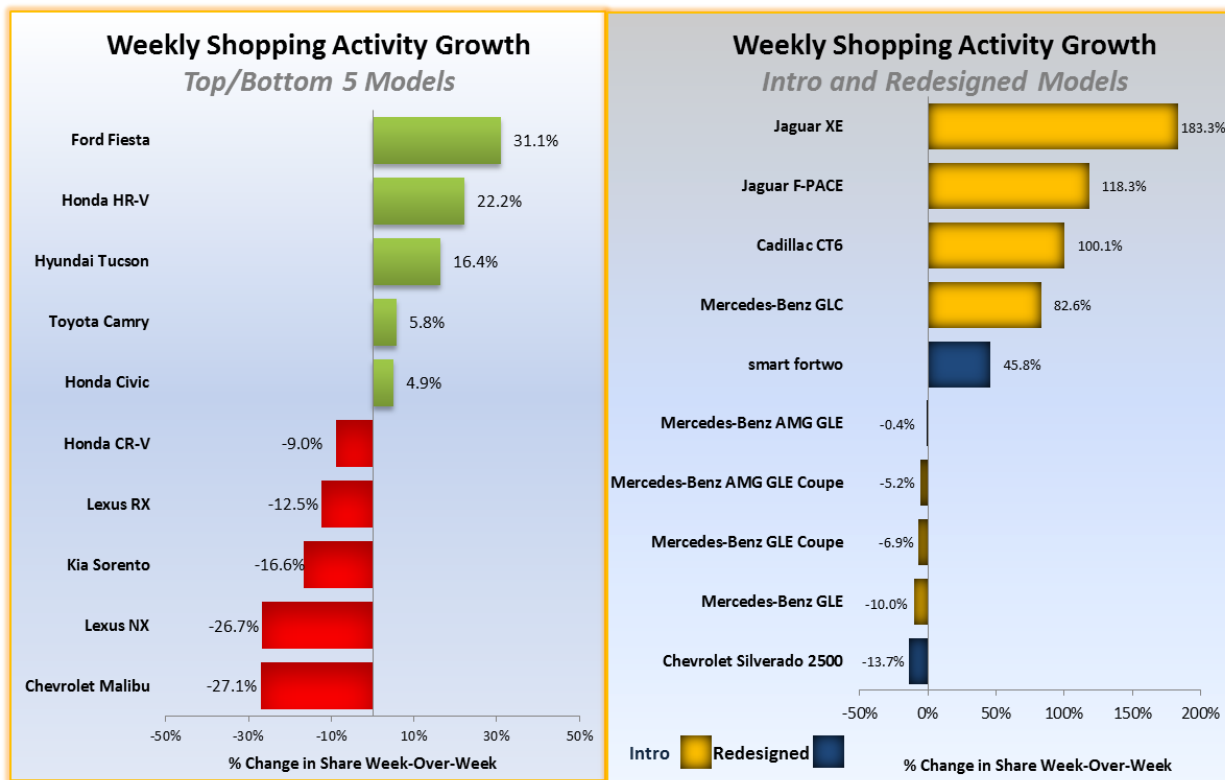


# HOT CAR REPORT

March 10, 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

Arthur Henry, senior manager, Strategic Insights

- In today's economic climate of low gas prices and interest rates, luxury brands can certainly maximize their efforts with new-car shoppers, as is evident with Jaguar's new line of entry-level priced luxury vehicles that is creating a scene. Following the general public's ability to obtain the tangible products, the XE and F-PACE have had dramatic lifts in traffic, as the two were previously only showcased in earlier auto shows. Following on Jaguar's heels is the Cadillac CT6 and Mercedes-Benz GLC, new products in their own right.