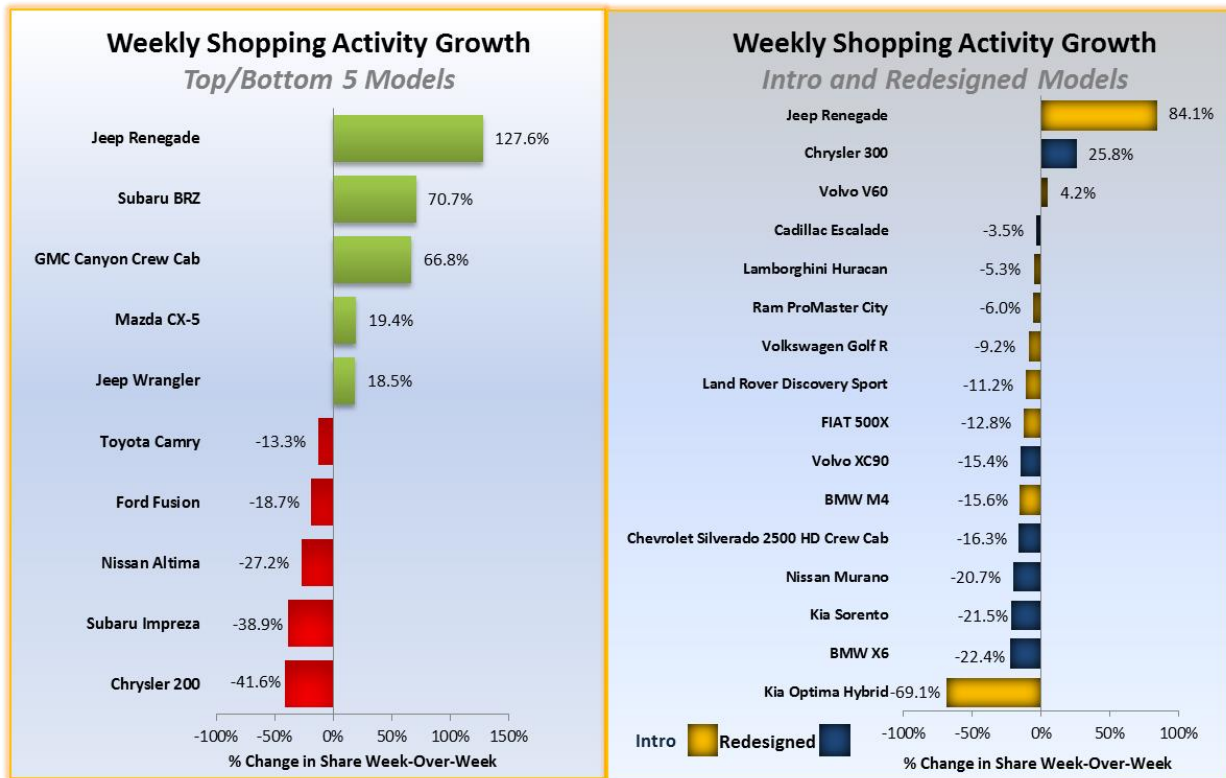


HOT CAR REPORT

March 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

- This week's winners are the perfect paradigm of the current industry trend; the return of smaller size trucks and utility vehicles. The 2014 LA Auto Show debutant, Jeep Renegade has successfully peaked shoppers interest on kbb.com and is gaining a lot of traction for the growing brand. The renegade offers a unique Jeep styling and outdoor versatility. The subcompact CUV is one of the fastest growing new car segments and is set to heat up by end of this year as the new entrants go on sale, including Jeep Renegade, Honda HR-V and Mazda CX-3 and more. It will be interesting to see how these vehicles pan out in sales and whether they cannibalize their counterparts, Jeep Wrangler, Honda CR-V and Mazda CX-5.
- To no one's surprise, the GMC Canyon is another winner this week. As the truck market continues to heat up, it's attracting shoppers from many different segments; utility vehicles being the most popular one. We see on KBB.com that owners and shoppers of utility vehicles make up a big chunk of compact truck shoppers.