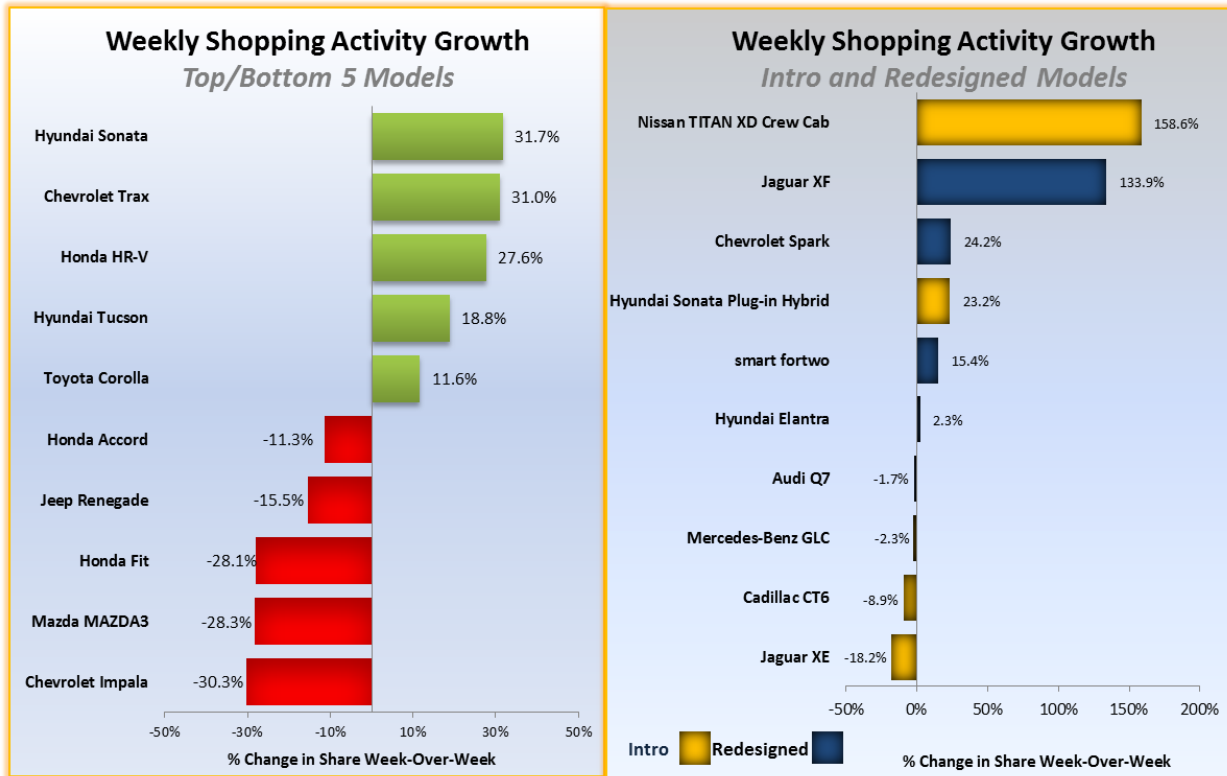


# HOT CAR REPORT

March 17, 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 of Strategic Insights

- The Nissan Titan XD is starting to burst onto dealerships' sales lots and has acquired a subsequent traffic spike in the process. The traffic lift for the Titan comes at a time in which shopper attention has been focused on fuel efficient sedans and SUVs. The Nissan Titan has struggled in the past to gain market share in the truck segment against the market-leading Ford F-Series and Chevrolet Silverado, but it has made an impact in the short-term with the Titan XD.