

HOT CAR REPORT

March 19th, 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

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- New sheet metal is driving automotive shopping interests this week. The first quarter of the year is typically when the next generations of vehicles are unveiled to the masses through various forms of media outlets, so it is no surprise that the only commonality between the top models displayed is “NEW”.
- The Nissan Maxima is capturing the attention of shoppers in a fashion earlier than one would expect of a resign. The All-New Maxima was teased during the Super Bowl and is gaining steam for its full unveil at the New York Auto Show.
- Announcement of a third-row seat equipped Volkswagen Tiguan is sparking interest in VW SUVs. This highlights the sign of the times where SUVs dominate the market place and when a brief announcement about added SUV features can nearly quadruple shopper interest.