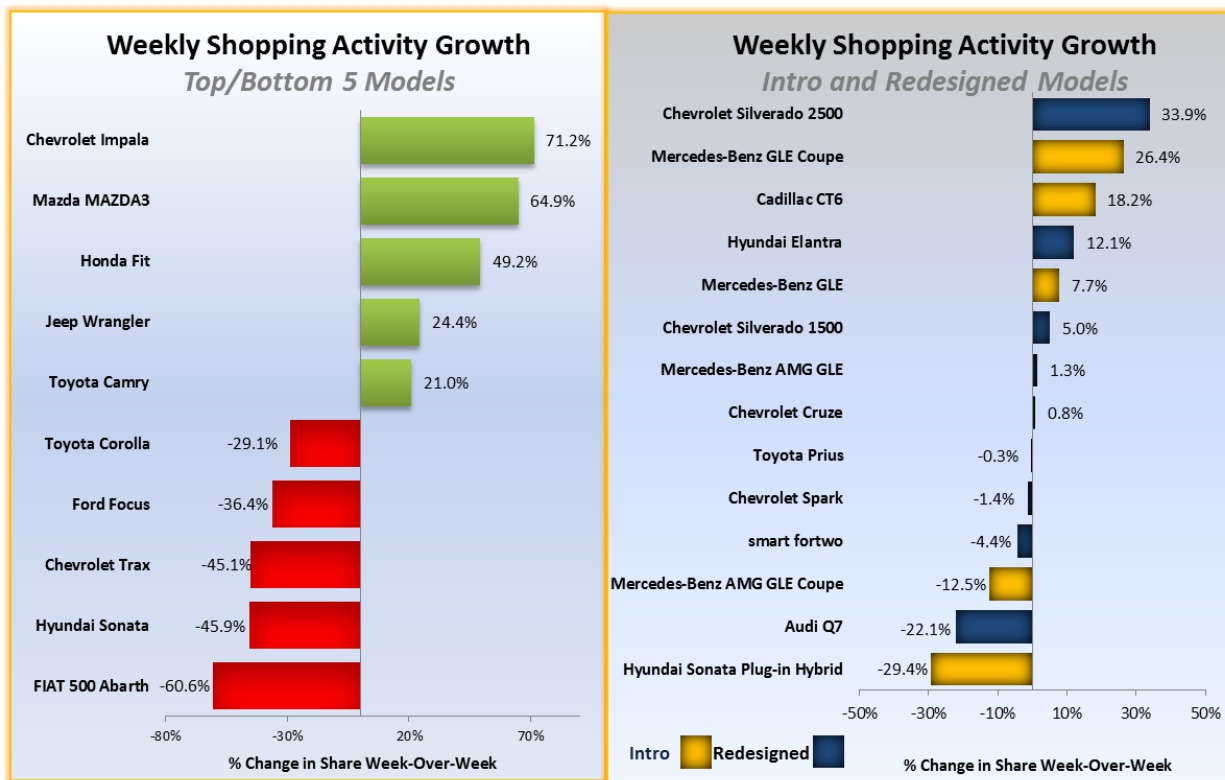


HOT CAR REPORT

March 3, 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

Dhara Mehta, senior analyst, Strategic Insights

- Despite a declining shopper interest in the full-size car market, the Chevrolet Impala continues to impress the KBB.com audience. A winner in its category for Kelley Blue Book's [2016 5-Year Cost to Own Awards](#), the Chevrolet Impala offers a bang for its buck, with its massively spacious and luxury-like interior at an affordable Fair Purchase Price. However, it will be interesting to watch how the Impala withstands the competition in the near future now that the redesigned 2016 Toyota Avalon has entered the market. Additionally, the rise of subcompact SUVs is taking share away from all segments, particularly the full-size car segment. Owners of full-size cars are more likely to trade in for subcompact SUVs than any other segment.