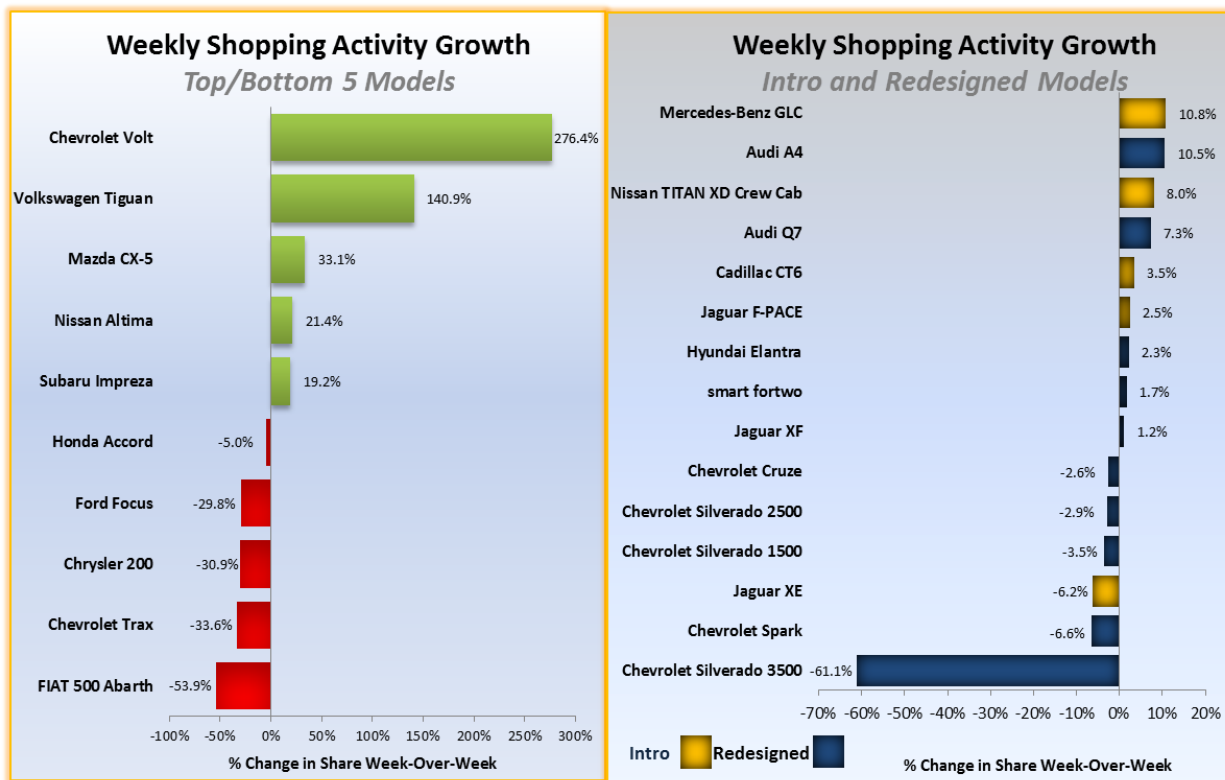


# HOT CAR REPORT

March 31, 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, Kelley Blue Book Strategic Insights

- The second generation of GM's plug-in hybrid, the Chevrolet Volt succeeds in gaining traction amongst KBB.com shoppers this week, and rightfully so. The new Volt offers a slightly larger vehicle size, improved range efficiency and better in-vehicle technology. The second generation Volt also offers a 53-mile all-electric range and a total range of 420 miles, an almost 30 percent improvement from the previous generation. Despite adding all the bells and whistles to the new Volt, the real competition still comes from within Chevrolet. The all-new all-electric Chevy Bolt, is bound to be successful and cannibalize some the Volt's market share. The Bolt targets all consumers considering alternative fuel vehicles, as it alleviates the range anxiety by offering a more than 200-mile range at the price of \$30,000 (plus government incentives on all-electric cars). It will be interesting to see if Chevrolet succeeds in creating a distinct advantage for each model in shoppers' minds. The Bolt is scheduled for production in October 2016.