

HOT CAR REPORT

April 2st, 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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- To nearly no one's surprise, luxury CUVs are on the rise again. The Lincoln MKC and Lexus NX are fairly new utility vehicles in the ever-popular compact luxury CUV space, continuing to garner shopper attention. It's also a great sign for Lexus that the RX continues to garner shopper interest, as the next generation is set to be unveiled at the New York Auto Show. Lastly, it's worth noting that some luxury brands have been advertising during March Madness, which may also help explain the increase in luxury this week as we gear up for the Final Four and NCAA championship game.