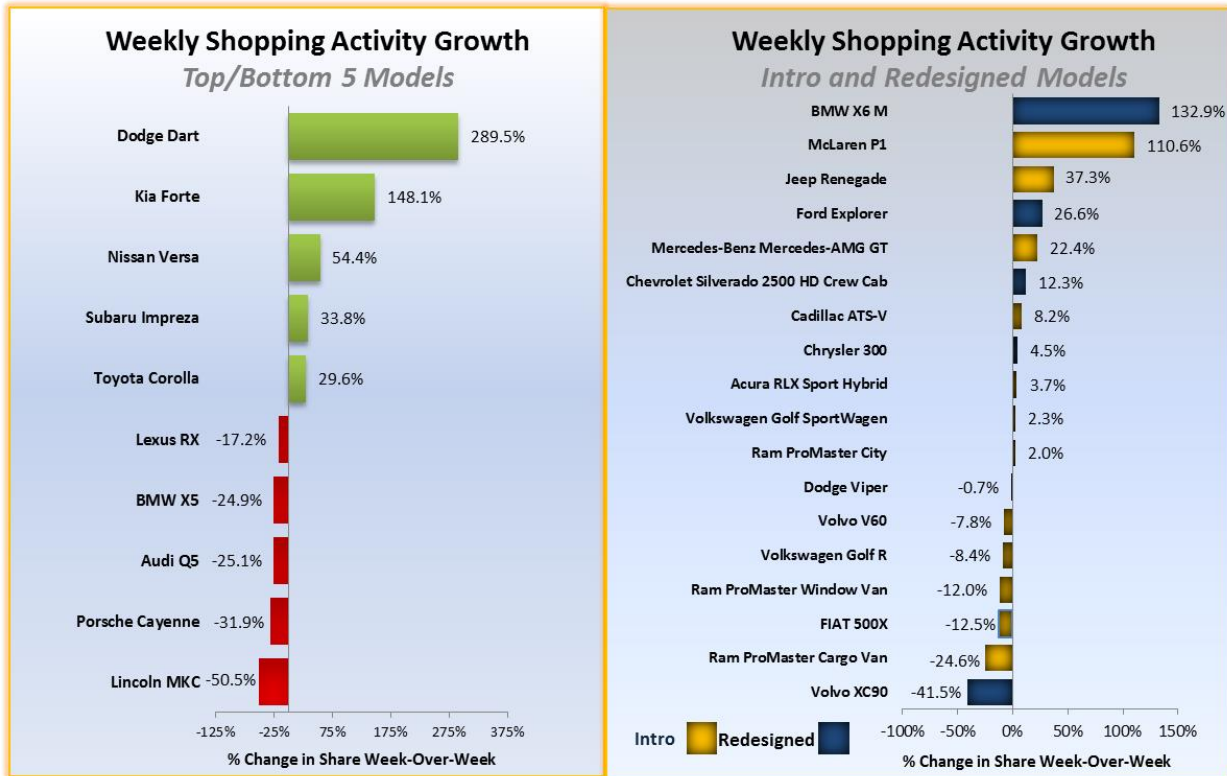


HOT CAR REPORT

April 16th, 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

Arthur Henry, Senior Manager of Market Intelligence

- The Dodge Dart is making news with the pending class-action lawsuit concerning a defect in its manual transmissions. As shoppers have been showing more attention toward Compact Sedans the Dart has generated more attention as the matter has gained more notoriety.
- The BMW X6M has been redesigned and is gaining shopper interest. The SUV that was built to be a track star is moving up in popularity because shoppers are more interested in performance vehicles today, more so than the utilitarian vehicles.