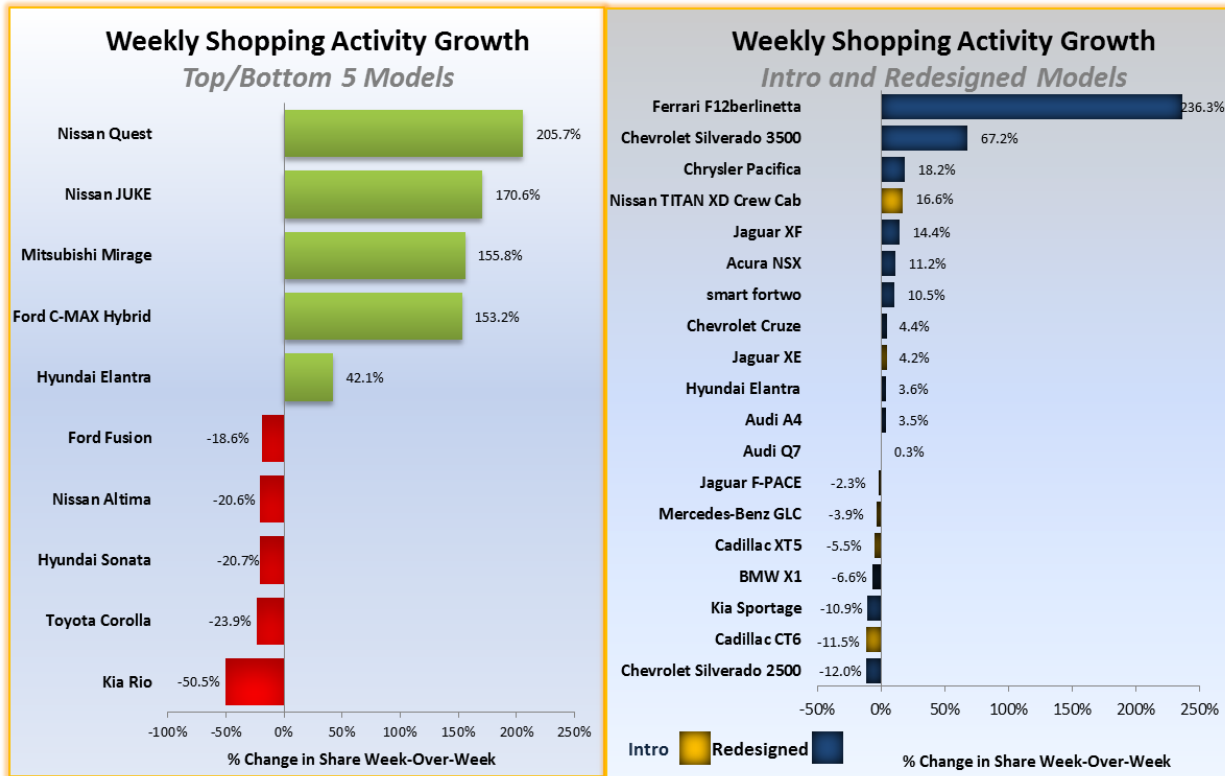


HOT CAR REPORT

April 21, 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

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- Despite the fact that 2016 is the last year of its lifespan, the Nissan Quest has gotten some renewed interest as fresh entries—like Kia Sedona and Chrysler Pacifica—come into the segment and remind shoppers of the amazing utility of minivans. The Quest is one of the most affordable entries, so buyers looking for a great deal may be drawn to it. The Pacifica takes over for Town & Country in the Chrysler lineup and also had a strong week.
- The Mitsubishi Mirage is significantly updated for 2017, and this time it adds a sedan version called the G4. The styling has also evolved to be much more contemporary, with a more aggressive grille and sculpted hood, and the Mirage has received some new options, like Apple CarPlay and Android Auto, while remaining one of the most affordable new cars in the industry.
- The biggest declines in activity this week were generally amongst sedans, with three different mid-sized models represented. Shopper activity for utilities began to outpace that of cars in mid-2015.