

HOT CAR REPORT

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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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- With the economy getting better, one of the more iconic nameplates in the industry, the Maybach, saw a healthy boost in shopper interest. Rumors have been flying that Maybach may be getting an SUV, as the exotic SUV market is poised to heat up with new entrants. Brands such as Bentley, Aston Martin, Lamborghini, Rolls Royce, and more have all either confirmed production for an SUV or have been seen testing out SUV concepts. So why not Maybach too?
- Electric vehicles may be down in shopper interest and sales over the last several months, but it doesn't mean they're being completely abandoned. Great deals on many EVs and slowly increasing ranges are causing a subset of consumers to at least investigate what there is to offer here and there.