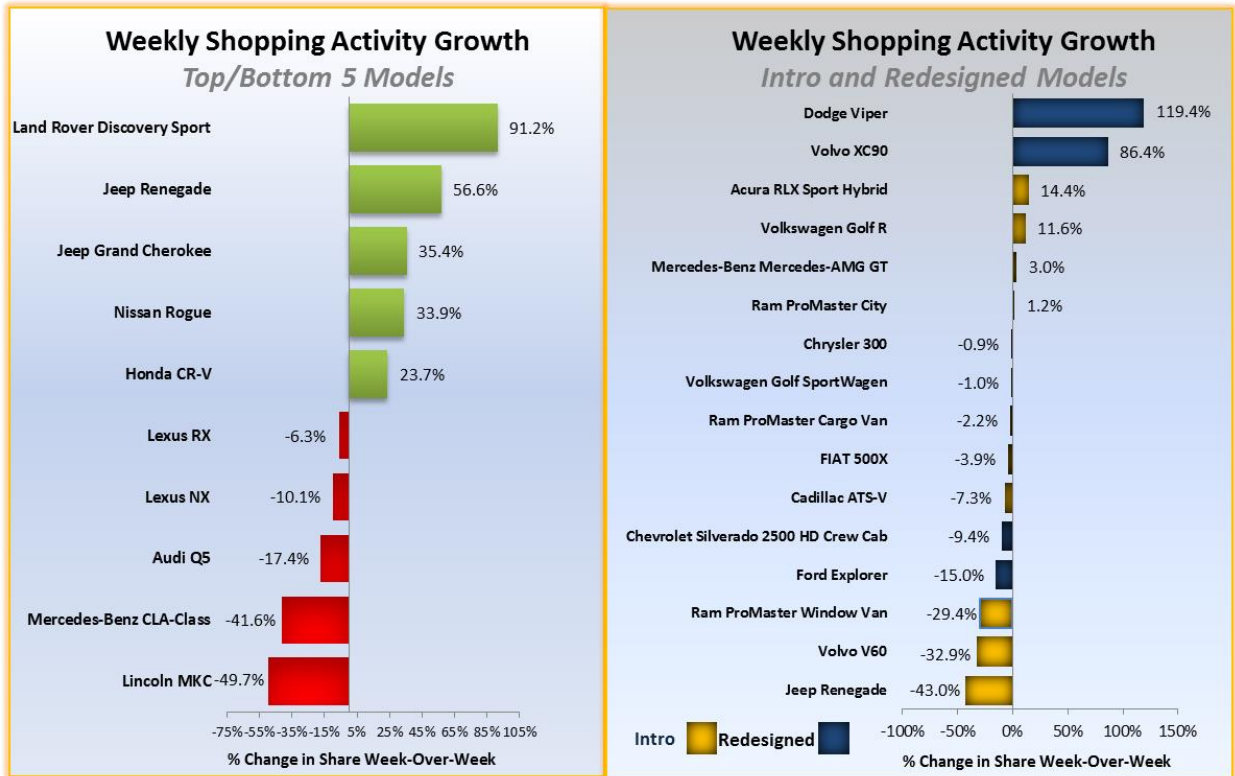


# HOT CAR REPORT

April 9<sup>th</sup>, 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

Akshay Anand, Senior Analyst, Insights

- Compact CUVs keep on rising, and at this point, it's a surprise when compact CUVs don't dominate the risers on the Hot Car Report. The Land Rover Discovery Sport replaces the LR2 in North America, and is one of the brand's lowest priced vehicles at under \$40,000 starting MSRP. Any time a brand like Land Rover produces a relatively affordable vehicle, consumers take note. The Jeep Renegade also continues its buzz and consumer interest in the white-hot subcompact CUV segment, and should continue to do so for months to come.