

HOT CAR REPORT

May 14th, 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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- Over the last 4 months, gas prices have risen from roughly \$2.05 per gallon to roughly \$2.67 per gallon as a national average. Over the last month, prices have risen over 12%. While the current prices aren't near most of the 2014 levels, some areas of the country are being hit extremely hard, such as Southern California, which is seeing prices creep close to \$4.00 per gallon. New car shoppers are always in tune with gas prices, and this recent rise in prices has been no exception. All the vehicles on the riser list this week are highly fuel efficient with either hybrid/diesel trims or exclusively alternative fuel cars. We've seen this before when gas prices rise sharply, and time will tell if costs stabilize in this price range or rise further.