

# 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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The Honda HR-V was one of the most anticipated launches of this year. It comes as no surprise that it quickly reached the top spot on the Hot Car Report. HR-V is poised to be a success story, as it falls under the reliable Honda family and enters one of the hottest segments of the year, Subcompact SUVs. However, the question remains whether HR-V will dominate the Subcompact SUV segment, similar to the CR-V in the Compact SUV segment. Subcompact SUVs will become a very competitive segment with new launches, such as the Mazda CX-3, and current players like the Jeep Renegade. Time will tell if the segment will continue to garner shoppers' interest, especially as the market floods with more and more fuel-efficient vehicles.