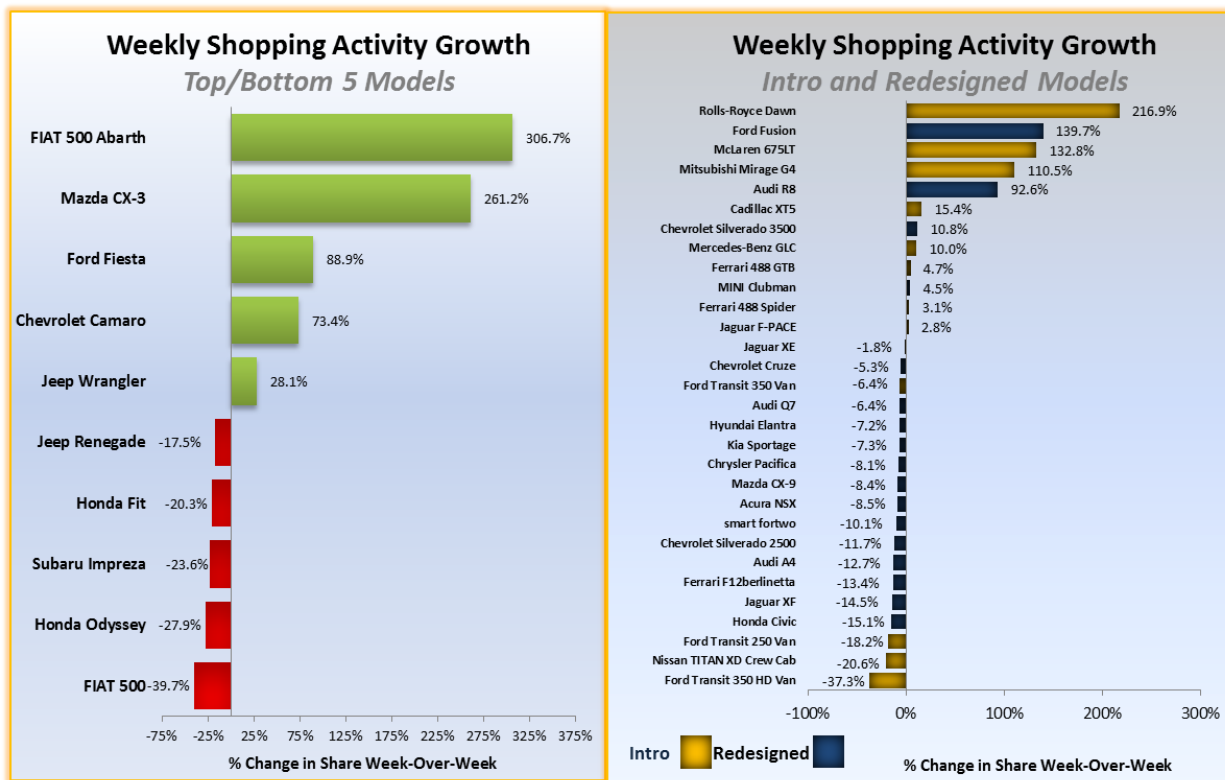


# HOT CAR REPORT

May 5, 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

Dhara Mehta, senior analyst for OEM Strategic Insights

- It's been a big week for the Fiat brand since they unveiled the price of their sporty Miata-based performance car, the Fiat 124 Spider. Along with the pricing, the company introduced three new variants of the model. The most expensive trim introduced was Fiat 124 Spider Abarth, and the halo effect from the Fiat 124 Abarth likely caused the surge in 500 Abarth traffic on KBB.com. It will be interesting to see if this hype continues in the next few weeks.
- Another big winner in the performance car category this week is the all-new 2016 Chevrolet Camaro Coupe, which hit dealerships in the first quarter of 2016. One major focus of the new-generation Camaro compared to the old is GM's focus on fuel economy without compromising the Camaro's performance. Shoppers on KBB.com are actively researching the sixth-generation Camaro before heading to the dealer lots.