

# 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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- As the economy outlook continues to improve, it comes as no surprise that shoppers are once again in market searching for larger vehicles. This week's top risers are validation to this shift. The commercial vehicle segment has been rapidly growing with new, versatile and competitive offerings. For years Ford's Transit Connect was the only player in this segment, but with the recent entry of RAM ProMaster and Nissan NV 200 this segment has become more attractive for shoppers. Second fastest growing segment, minivans, has been surfacing the news since the recent launch of redesigned Odyssey and Sienna. These redesigns have altered shopper perceptions of minivans by offering advanced technology and comfort typically seen in luxury vehicles. The question remains, with competitive offerings and similar MPG, will the minivan segment successfully take share away from utility vehicles?