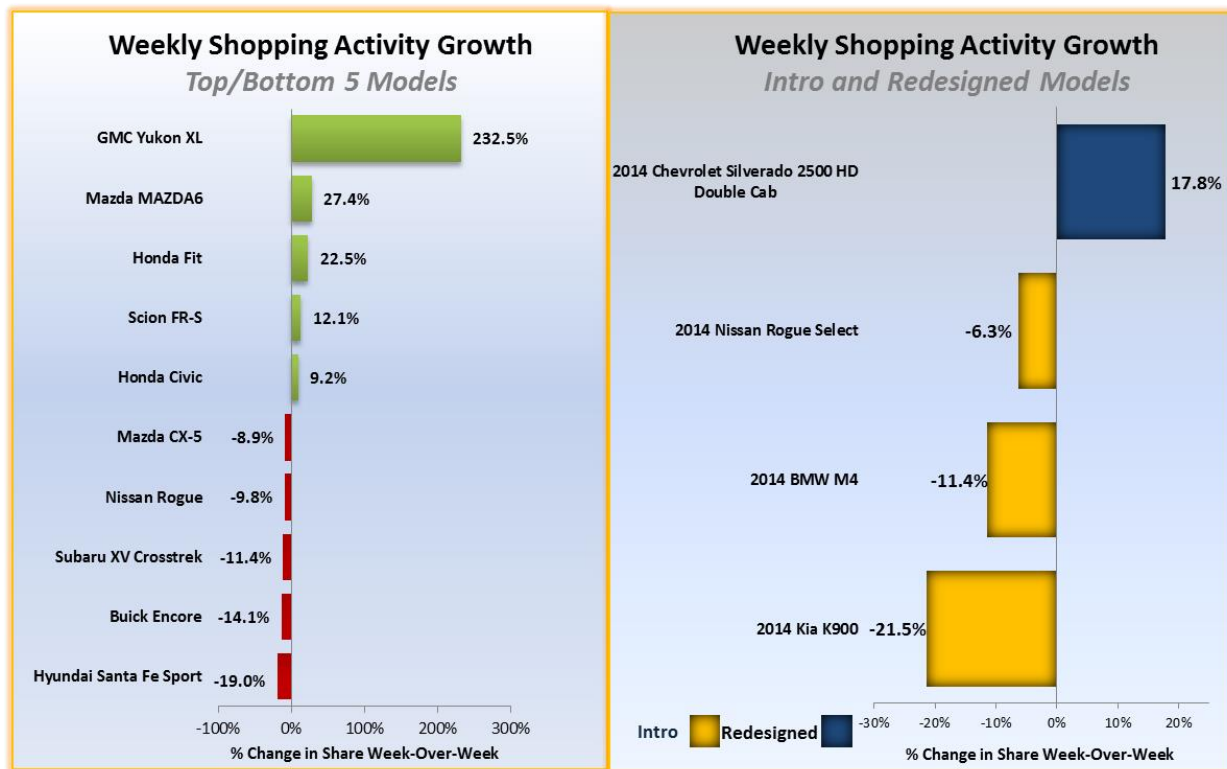


HOT CAR

REPORT

May 8, 2014



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

Arthur Henry, Sr. Manager, Market Intelligence

“The All-new Yukon will be hitting showrooms soon and shoppers are showing interest on KBB.com. It’s a good time for the redesigned Yukon to hit the market because shoppers have been gravitating more toward SUVs and crossovers for the past year. In addition, shoppers are more acceptant of full-size SUVs because gas prices have stabilized and shoppers are now accustomed to current-day fuel costs. From our consumer studies, fuel efficiency has been deprioritized over the past three years and has been replaced with concerns of safety and driving comfort.”