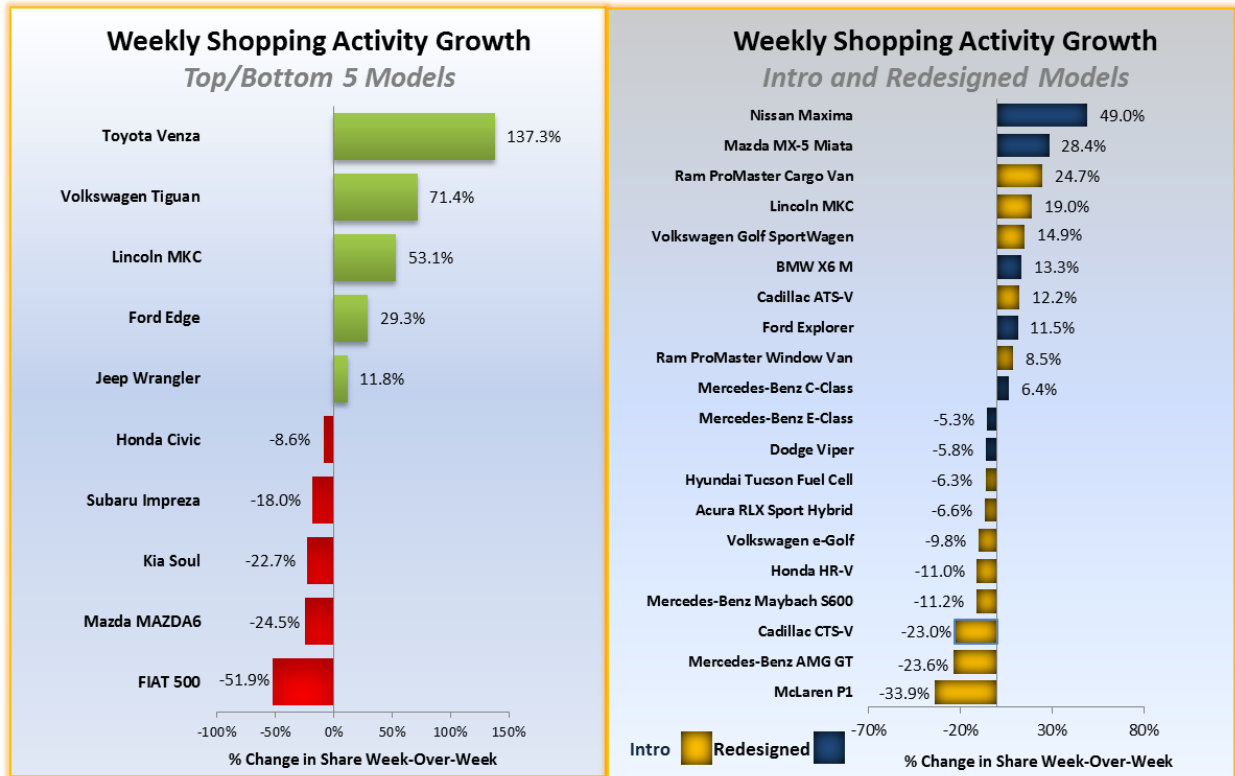


HOT CAR REPORT

June 11, 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

Akshay Anand, Senior Analyst, Insights

- Once again, the Hot Car Report features 5 utility vehicles. At this point, it's an upset when sedans lead the way in any given week versus SUV/CUVs.
- The Toyota Venza is disappearing after the 2015 model year, and as we've seen in the past, this is causing consumers to come to kbb.com to see if there are any deals on the outgoing model. Production is scheduled to end this month. Conversely, we see a direct competitor to the Venza, the Ford Edge, pop in shopper interest as well. The Edge is all-new and consumers have taken a liking to it from both a traffic and sales perspective.