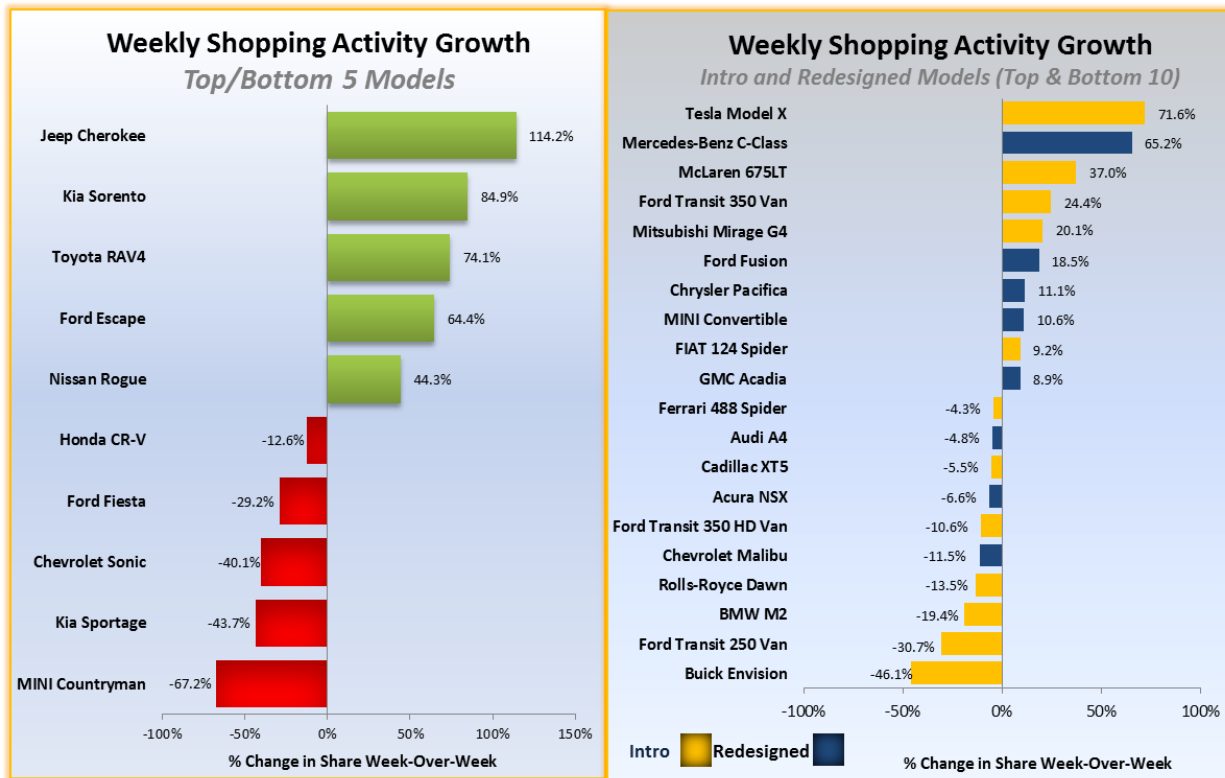


HOT CAR REPORT

June 16, 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

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- Compact crossovers were the big beneficiaries of this week's shopping gains – led by the Jeep Cherokee – with four of the five top gainers hailing from this segment, and the fifth – the Kia Sorento – being close in price. Buyers have gravitated toward this segment for its blend of utility and fuel efficiency, with buyers defecting at similar rates from the compact car, midsize car and midsize utility segments.
- On the bottom end were also some small utilities, with the MINI Countryman down the most. The Countryman is now five years into its lifecycle, amid a segment that continues to increase in competitiveness. The Kia Sportage is all-new, so its decline is more surprising.
- Among new vehicles, the Tesla Model X tops the chart, debuting late last year. Unique features such as its falcon wing doors and panoramic windshield have earned the Model X lots of attention, though production issues have plagued the launch. Meanwhile, the Buick Envision is still in the process of launching, so volatility in its traffic share is to be expected.