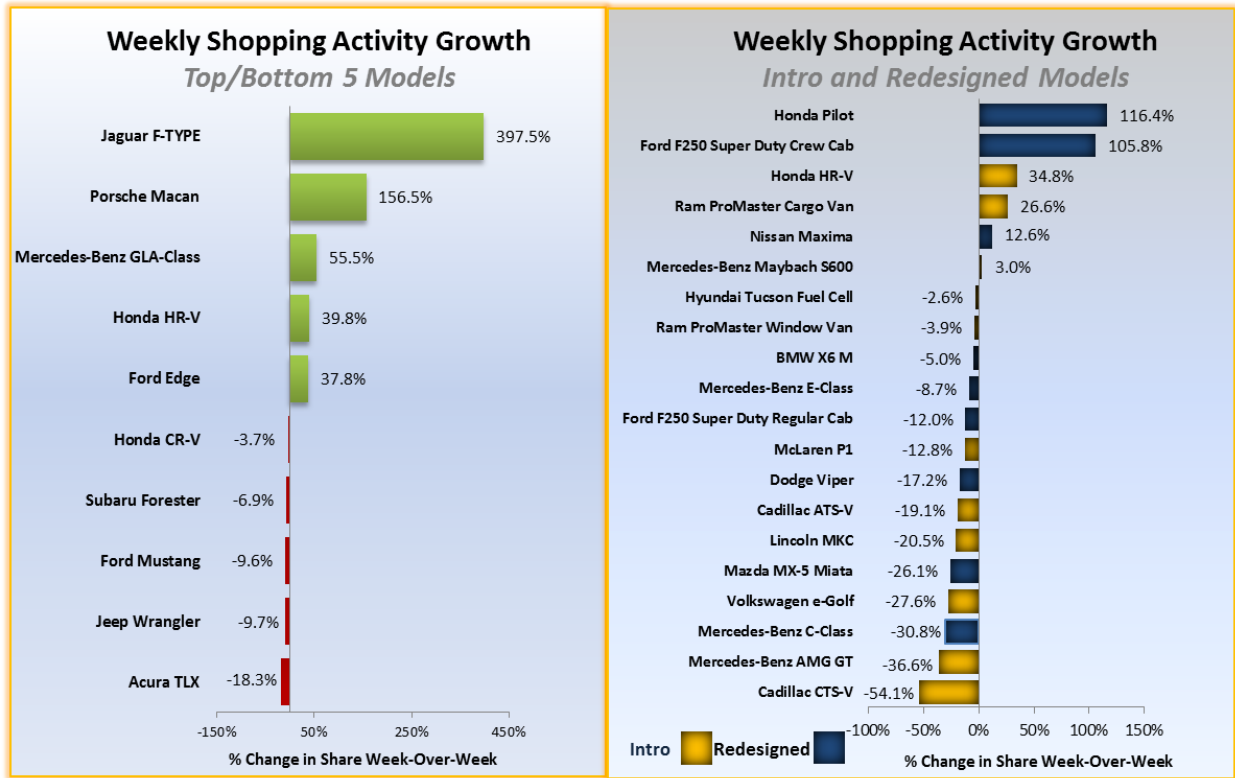


# HOT CAR REPORT

June 18, 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

Arthur Henry, Senior Manager of Market Intelligence

- Summer is upon us and it brings about graduations, weddings and luxury car shopping. The two vehicles with the highest increase in traffic are the Jaguar F-Type and the Porsche Macan. There is no question as to why the F-Type attracts shopper attention as it is the current poster child of luxury roadsters. The interesting observation lies with the increased attraction to the Porsche Macan. There are a couple of factors indicating interest towards the sporty Ute. First, would be the fact that more people purchase SUVs with the intention of pounding the pavement more so than dirt roads. Lastly, the SUV has replaced the sedan as the ideal vehicle of choice.