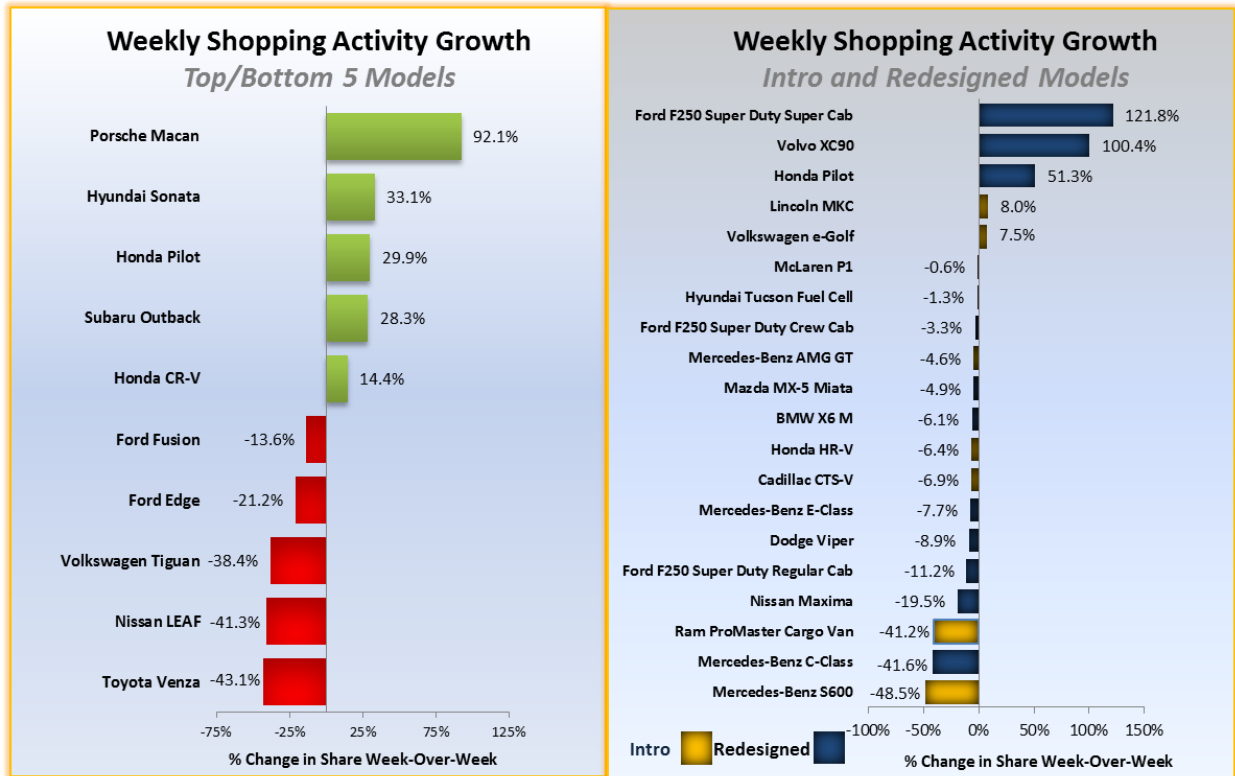


# HOT CAR REPORT

June 25, 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

It has been said that imitation is the best form of flattery. However, it is unclear if Porsche is touched by China's Zoyte, who has released images of the T700- an exact copy of the Porsche Macan that will be released later this year. Shoppers, on the other hand are fascinated with the news, as research for the Macan has increased. Thus resulting in increased views of the model's photo gallery and vehicle specifications. Porsche has yet to make a decision as to what actions they may take against its Chinese replica. It is also unclear as to the lasting stateside affect this will have on Macan vehicle sales.