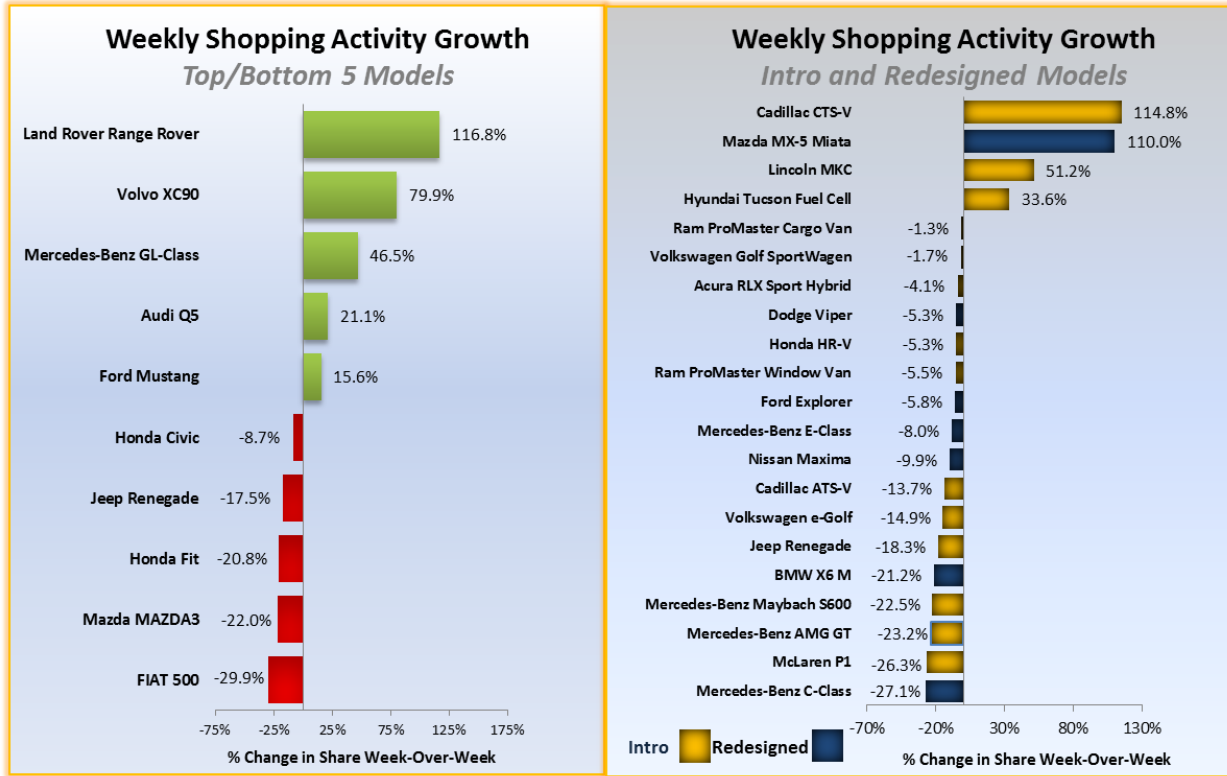


HOT CAR REPORT

June 3, 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

- Sedans are the most considered body type by luxury shoppers, but from an industry perspective, there's been an increase in luxury SUV traffic. Growth in luxury SUVs can be attributed to macro-economic trends that have shifted consumer demand. We see from consumer responses that more shoppers are looking for more prestige and sophistication in their next vehicle, coupled with the trend to move towards larger vehicles.