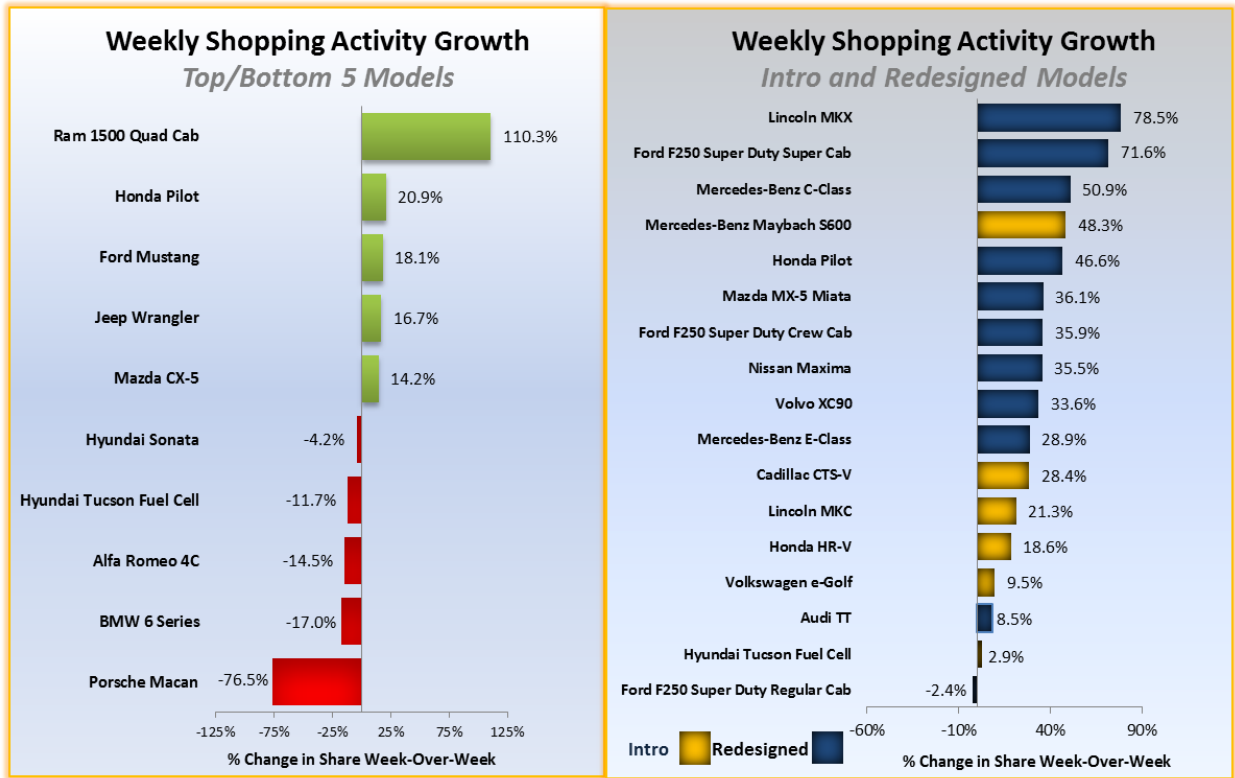


HOT CAR REPORT

July 16, 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, Automotive Industry Insights

- Trucks have been hot over the last couple of years. Perhaps the biggest success story across full-size and midsize trucks in that timeframe has been the Ram 1500, which has experienced sales gains month after month. Although incentives can be high at times, consumers are clearly interested in the vehicle, particularly those seeking a diesel option.
- The Honda Pilot is all-new as competition in the midsize SUV/CUV segment continues to heat up. One of the stalwarts of the segment, the new Pilot offers many more premium features than its predecessor, such as its first ever panoramic glass roof.