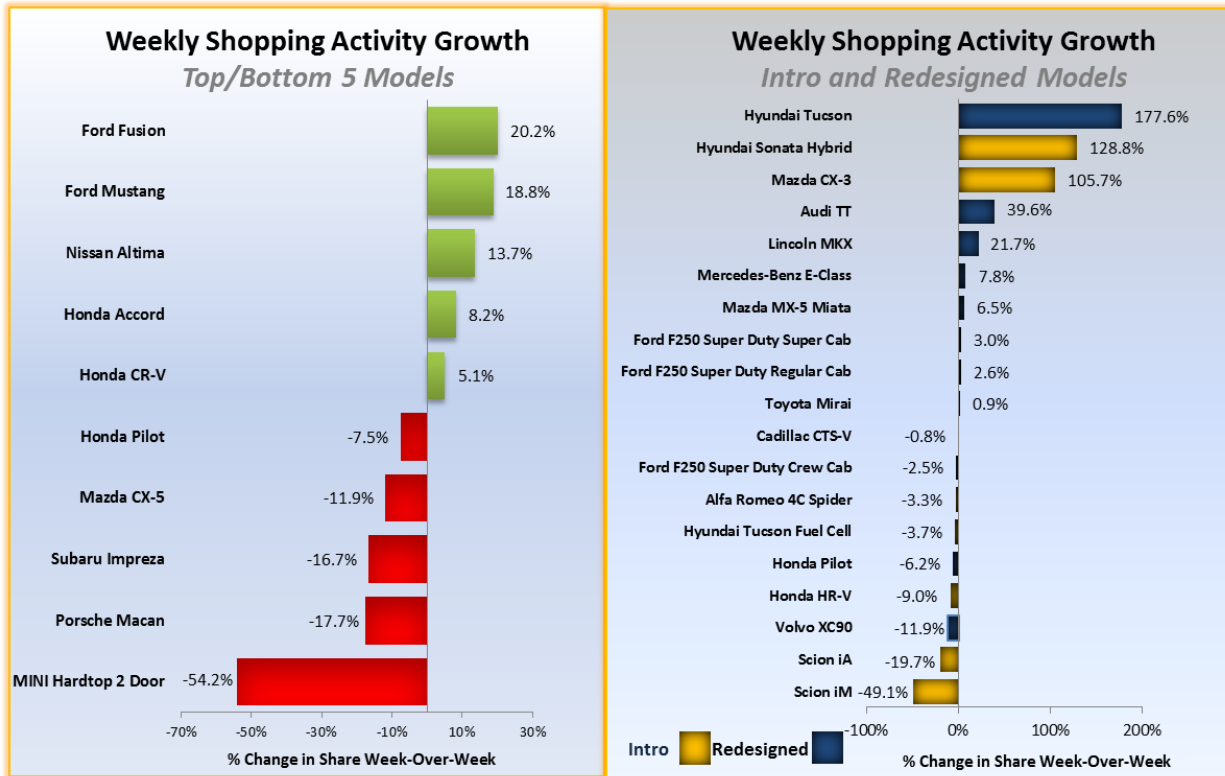


HOT CAR REPORT

August 13, 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, Strategic Insights

- Once again, mid-size sedans dominate on KBB.com. The biggest riser this week, the Ford Fusion stirred the marketplace with a sneak peek of the 2017 Fusion. 2017 is going to be a year of mid-size sedans; along with the Ford Fusion, other high-profile, mid-size sedans will be redesigned around the same time.
- Since the launch of HR-V on KBB.com, we have seen a steady spike in traffic for CR-Vs. Contrary to the common notion that the HR-V is cannibalizing shopper interest from the CR-V, the HR-V actually complements Honda's current lineup, making the brand stronger in the marketplace. Due to increased cross-shopping between the two models, the already popular CR-V gains further interest from the HR-V shoppers. It will be interesting to see if the CX-3 follows the HR-V's success and emulates Honda's synergy for Mazda.