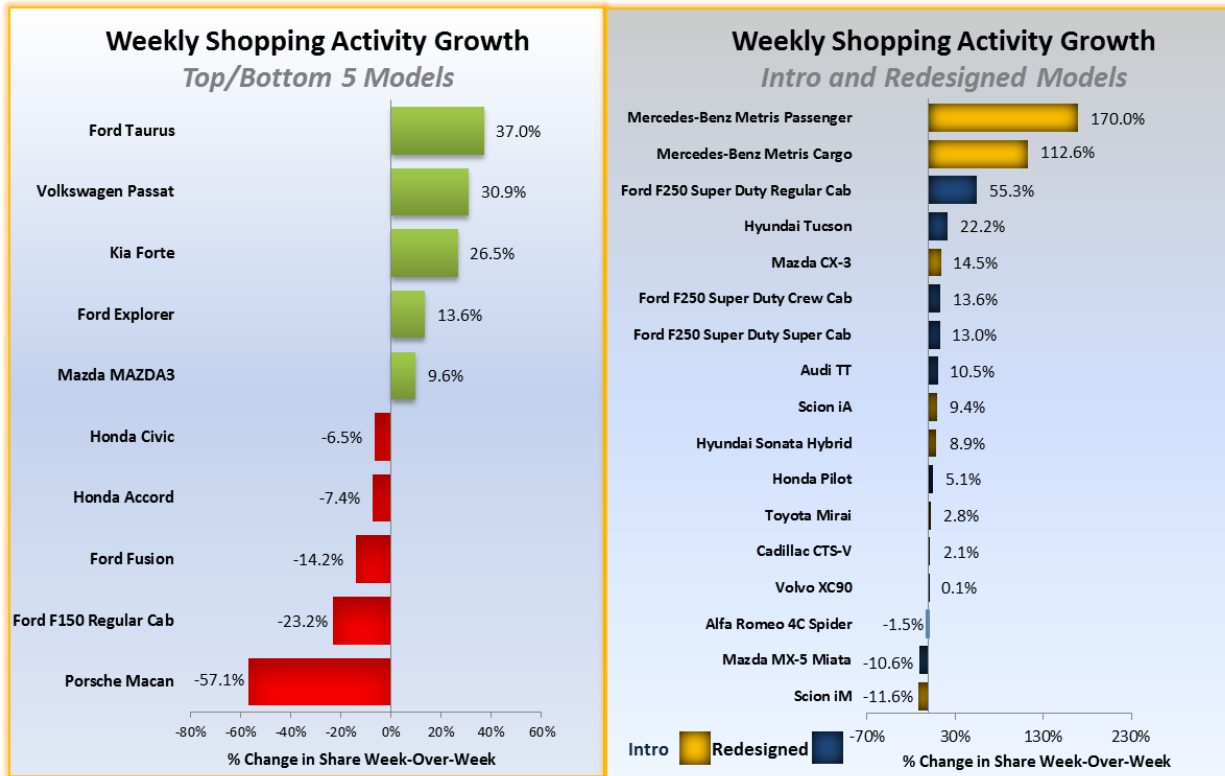


HOT CAR REPORT

August 27, 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

Dhara Mehta, senior analyst, Strategic Insights

Recent buzz around the Ford Taurus potentially exiting the U.S. market has shoppers flocking to KBB.com in search of the vehicle. Despite a 28 percent decline in sales (fleet and new car) for the month of July, the Taurus is one of the top risers this week on KBB.com. One of the biggest challenges for the vehicle is cannibalization from its mid-size sibling, Ford Fusion. The redesigned Fusion ranks the best in styling out of all mid-size sedans according to KBB.com's Mid-Size Sedan study. Additionally, the new Fusion offers more space and better MPG than the previous generation Fusion. With the recent news of the Chinese market, the world's second largest economy, slowing down, it will be interesting to see how this push of U.S. vehicles to the Chinese market will pan out for OEMs.