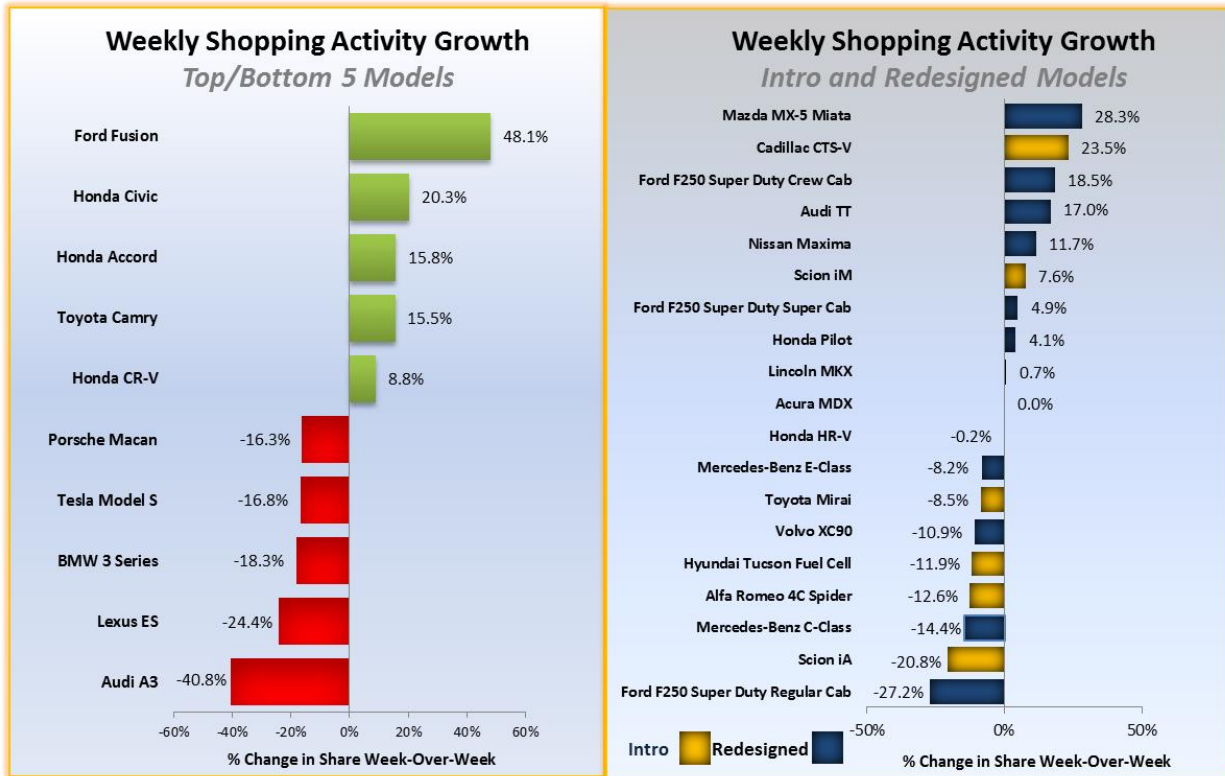


# HOT CAR REPORT

August 6, 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

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- Practicality and value are the name of the game this week, as we see vehicles that are already some of the most shopped vehicles on KBB.com dominate the risers list, while all of the fallers are luxury vehicles. Perhaps this is an indicator of the weakening consumer sentiment numbers we've seen, but above all, it's worth noting that 3 of the 5 risers are mid-size sedans. We saw a few months this year where sedans held their own in terms of sales volume; yet July wasn't one of them, as SUVs continued to dominate. Is this a sign that sedans are ready for another surprise month in August, or is it merely a blip in the radar? The next few weeks will be very telling.