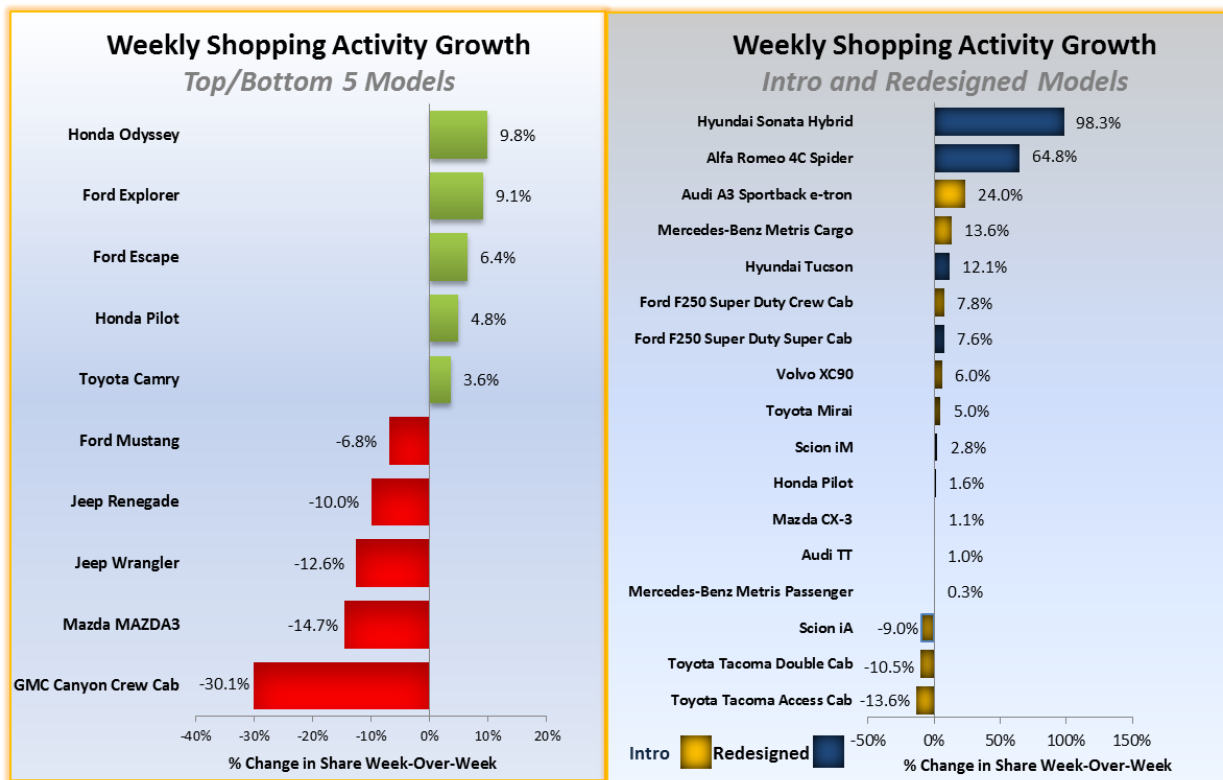


HOT CAR REPORT

September 10, 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 of Strategic Insights

- As we approach the fall months, we have noticed a rise in interest for family vehicles like minivans, CUVs and SUVs, while interest in sports and outdoorsy vehicles has declined. Honda experienced a lot of buzz over the summer months as it launched its subcompact crossover, the Honda HR-V. This week is yet another win for Honda on KBB.com. The segment-leading Honda Odyssey tops the chart, followed by the completely redesigned 2016 Honda Pilot, which came in as the fourth most increased model this week. Despite being part of a declining segment, the Odyssey continues to increase its market share and sales volume. Interest in the Honda Pilot will likely continue to increase in the coming weeks, as shoppers continue to learn of the new redesign. The latest rumors have the 2017 Honda Odyssey joining Honda's all-wheel drive family with CR-V, HR-V and Pilot.