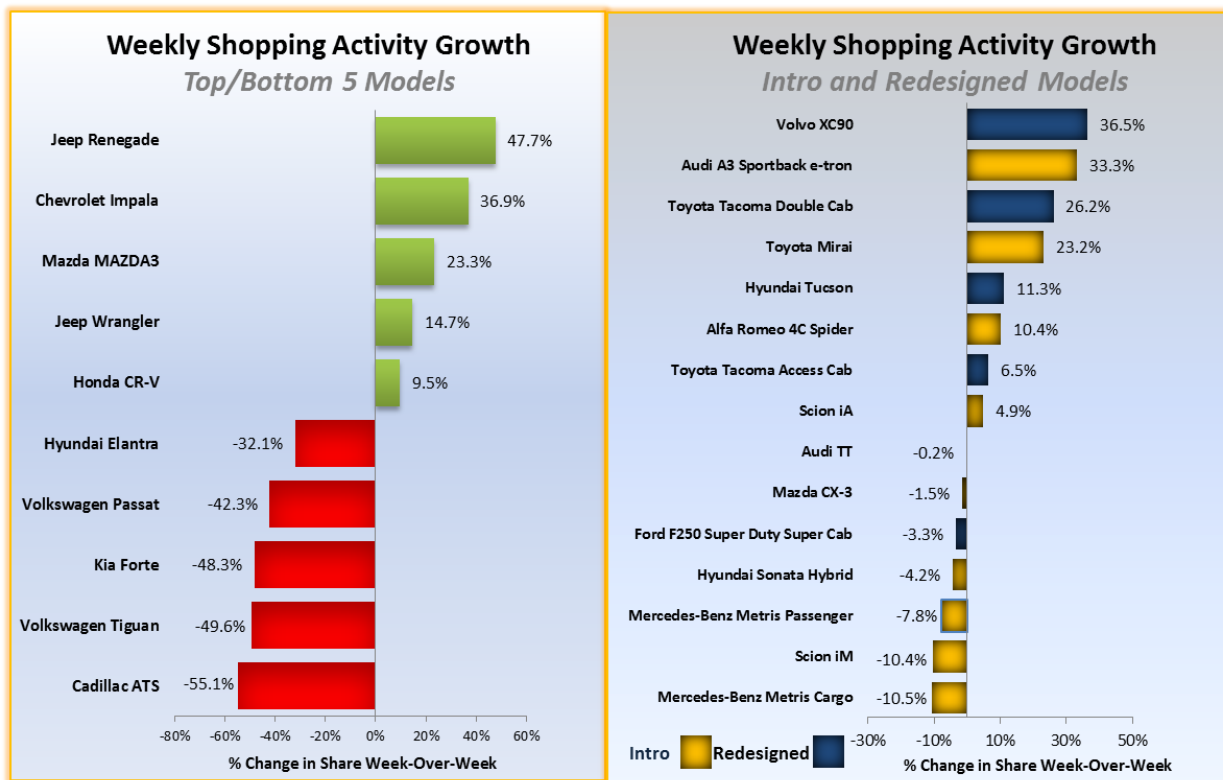


HOT CAR REPORT

September 17, 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

- Jeep has arguably been one of the hottest brands over the last year, and it shows no signs of slowing down. The Renegade, Wrangler, and more have been continuing to increase in sales as shoppers continue to purchase utility vehicles in droves. The Renegade is also part of the burgeoning subcompact CUV segment, which combines affordability with desirable traits, such as reasonable MPG, elevated right height, utility and more.