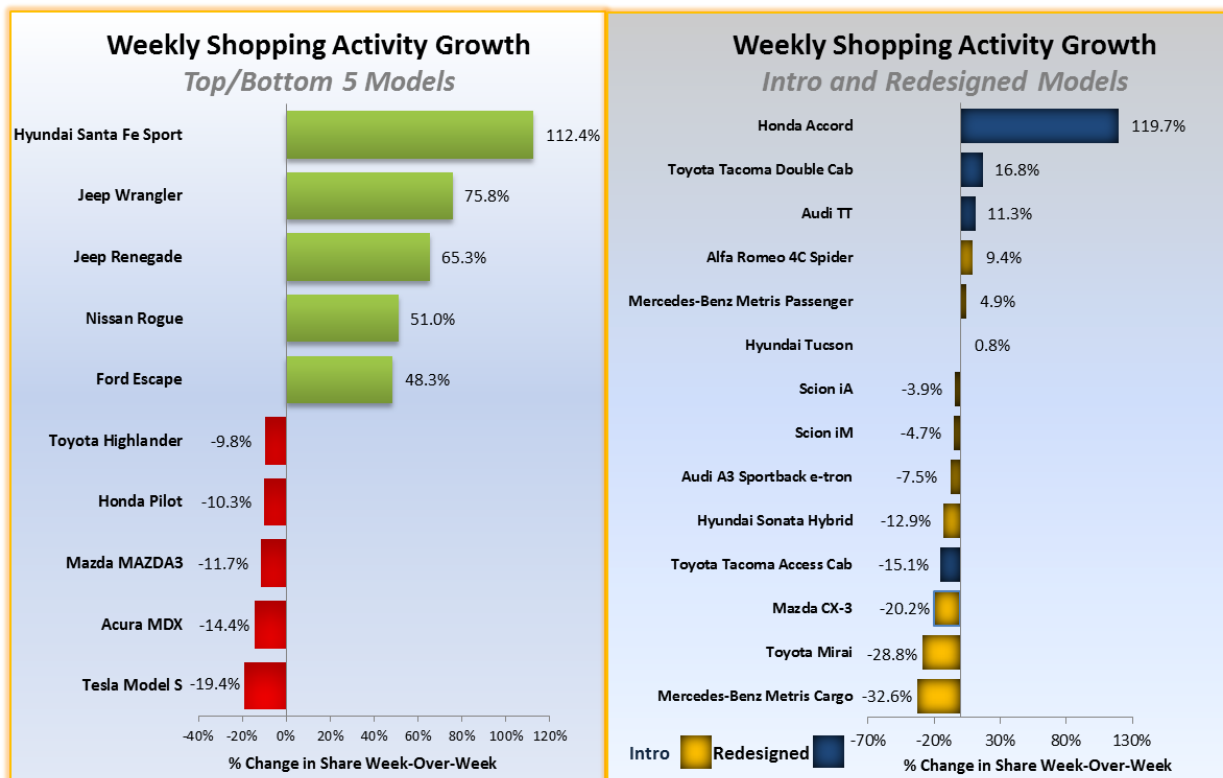


HOT CAR REPORT

September 24, 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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- SUVs are in full swing on Kelley Blue Book's KBB.com. Rightfully so, as this segment has seen the largest growth in share this year, along with the launch of game changer entrants like the Jeep Renegade and the Honda HR-V.
- This week's top risers consists solely of subcompact/compact CUVs, which certainly attests to the popularity of vehicles that offer the versatility of an everyday commuter vehicle with good fuel economy and can also offer the ability to do some off-roading at a comfortable price. Both the Hyundai Santa Fe Sport and Jeep rank above average in performance and affordability factor within non-luxury utility vehicles according to KBB.com's BrandWatch study.
- Honda Accord is another big winner this week. The 2016 Honda Accord gets a facelift to offer a more premium look with its LED taillights, upgraded infotainment system with Apple CarPlay or Android Auto and lastly a 7-inch touchscreen on select models. It will be a waiting game to see if Apple CarPlay and Android Auto will be as impactful for Honda as they were for Hyundai.