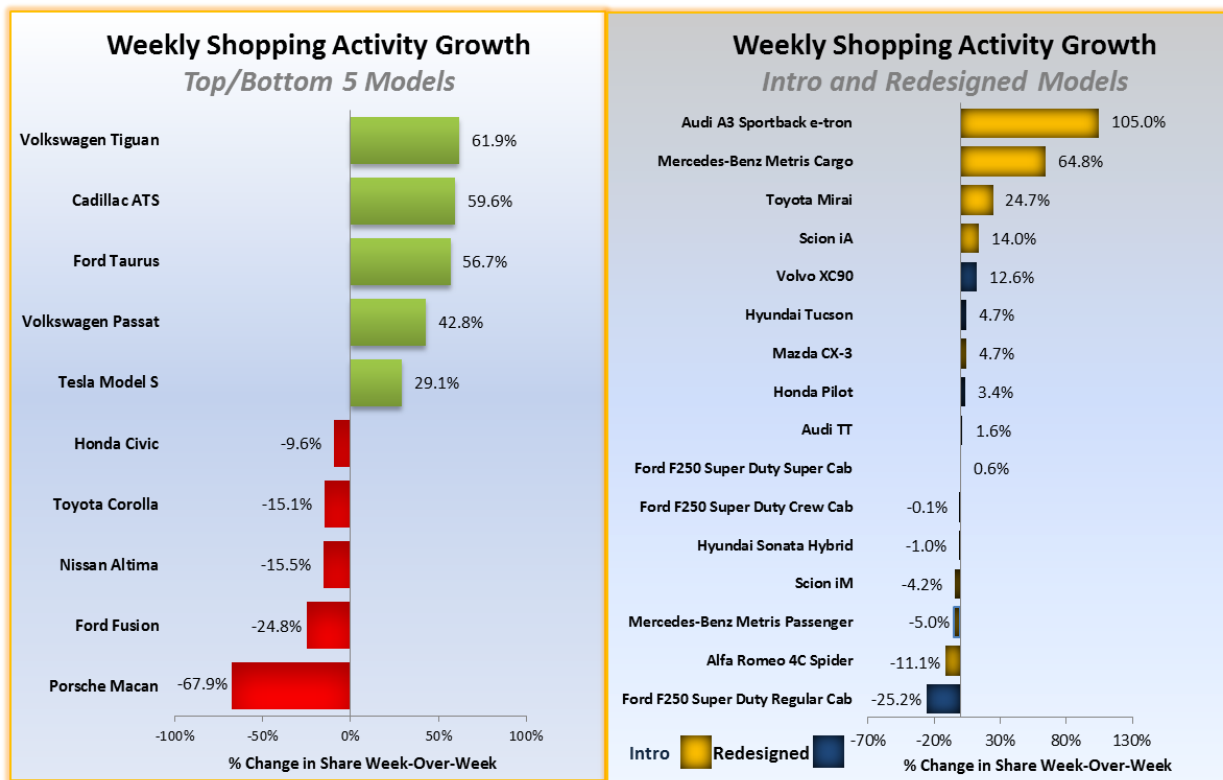


HOT CAR REPORT

September 3, 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

- An interesting week for the risers list, as a few of the vehicles have been lagging behind industry average in terms of sales over much of 2015. Recently, the Tiguan has had some good months, but as Volkswagen is in a retrenching period in the U.S., many of their models have seen sales dropping. The Cadillac ATS and Ford Taurus have struggled, as well, as of late, and consumers visiting their pages may be a promising sign. With the Tesla Model S dominating headlines, as well, with reviews and stock market pricing, consumers tend to check out the vehicle more.