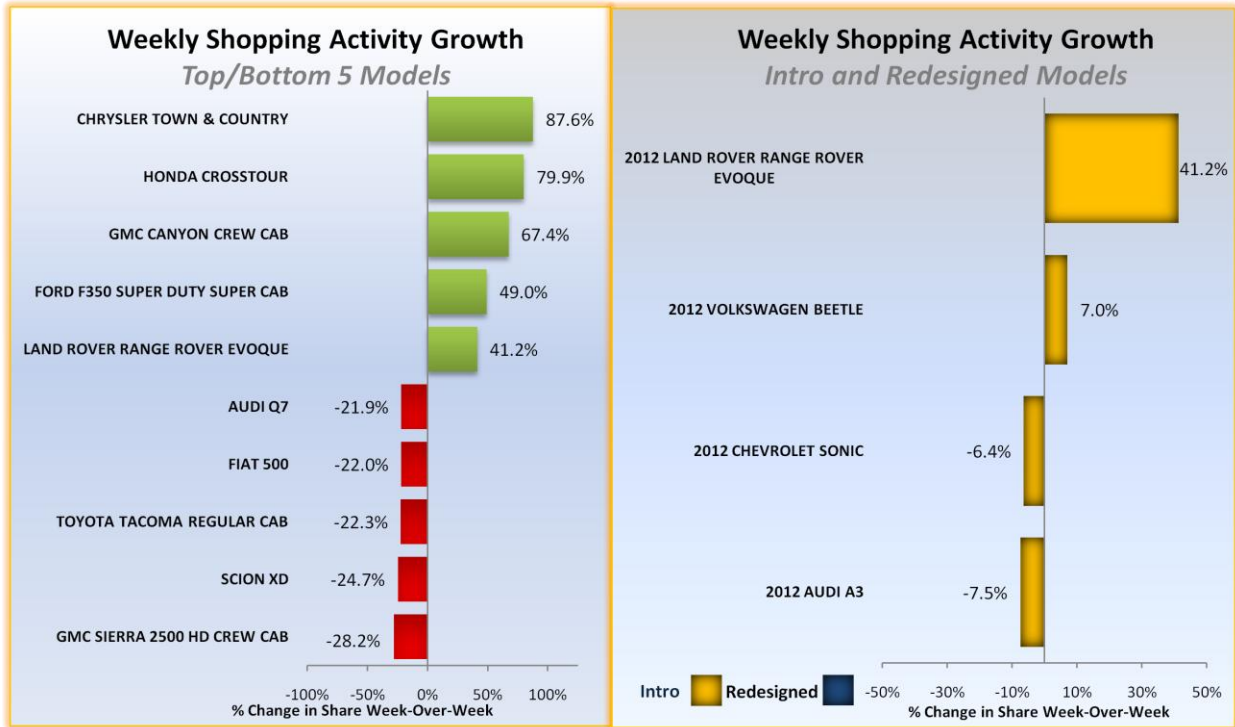


www.kbb.com

HOT CAR REPORT

October 6, 2011



Note: For Top/Bottom 5 Models, only vehicles where the weekly visits fall above the 30th percentile are used for analysis.

Kelley Blue Book Hot Car Report Analysis – October 6, 2011:

Available at a Land Rover dealership near you is the 2012 Land Rover Range Rover Evoque. Starting at \$43,995 the Evoque is Land Rover's stylish new entry into the Compact-Luxury SUV segment. With its newfound availability to consumers, the Evoque has increased 41.2 percent in market share week-over-week.

A veteran vehicle catching the consumer's eye is the Chrysler Town & Country increasing 87.6 percent in share week-over-week in large part to the attractive lease and incentive deals being offered. Another contributing factor with the renewed vitality of the Chrysler minivan is the release the 2012 model.

- Arthur Henry, Market Intelligence Manager and Market Analyst, Analytic Insights Division, Kelley Blue Book's kbb.com