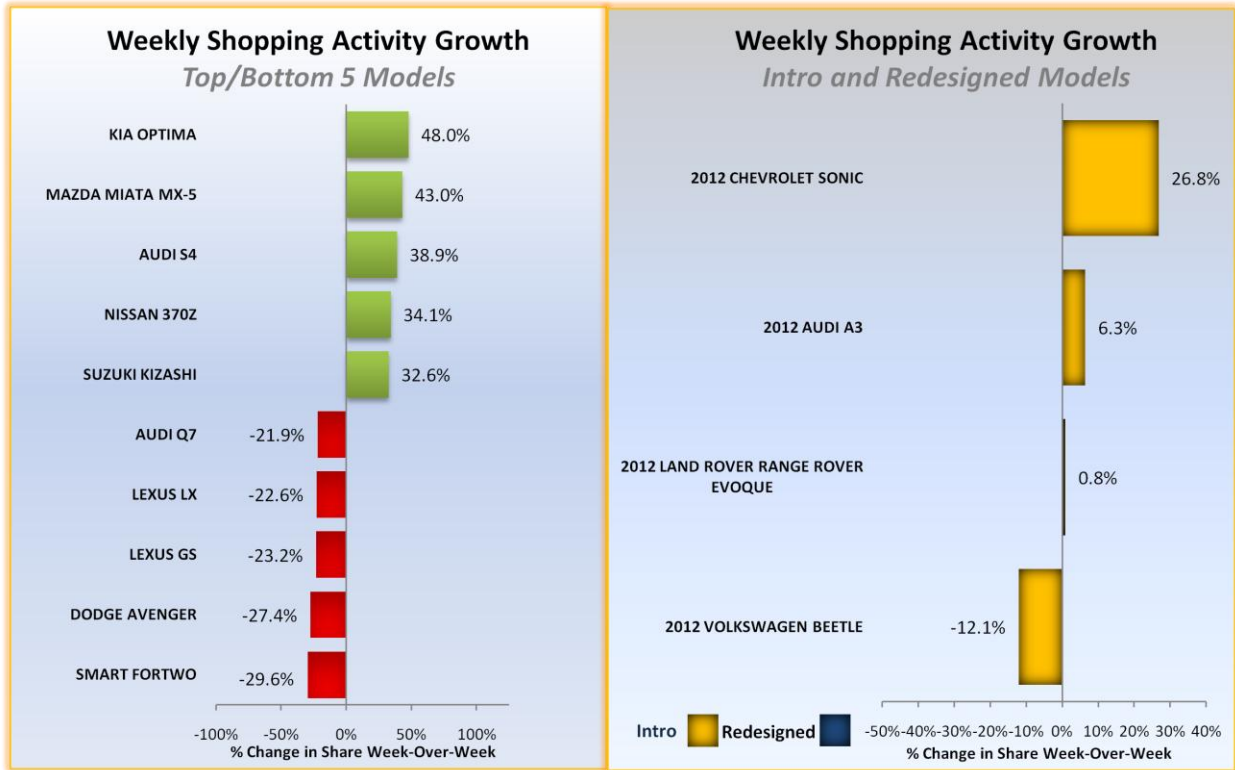


www.kbb.com

# HOT CAR REPORT

October 13, 2011



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

## Kelley Blue Book Hot Car Report Analysis – October 13, 2011:

This week the Kia Optima is the highest week-over-week riser. This is likely due to the media coverage the Optima received following its world-record 64.55 mpg hybrid trim hypermiling achievement, in addition to announcements that the vehicle’s production is underway in Georgia. Overall, these events helped the Optima increase its share of shopper activity on kbb.com by 48 percent week-over-week.

There are a few sporty models included on the top risers list this week, with the Mazda Miata and Nissan 370Z appealing to performance-minded shoppers looking for fun-to-drive vehicles as the winter months approach. There also are more practical performance vehicles included this week, with the Audi S4 listed among the top five. With room for four and all-wheel drive, the S4 most likely appeals to shoppers looking for an all-around performance sedan that could cope well with the upcoming snow season. The S4 is up 39 percent in shopper activity from the previous week.

- Joe Lu, Market Intelligence Web Analyst, Analytic Insights Division, Kelley Blue Book’s kbb.com