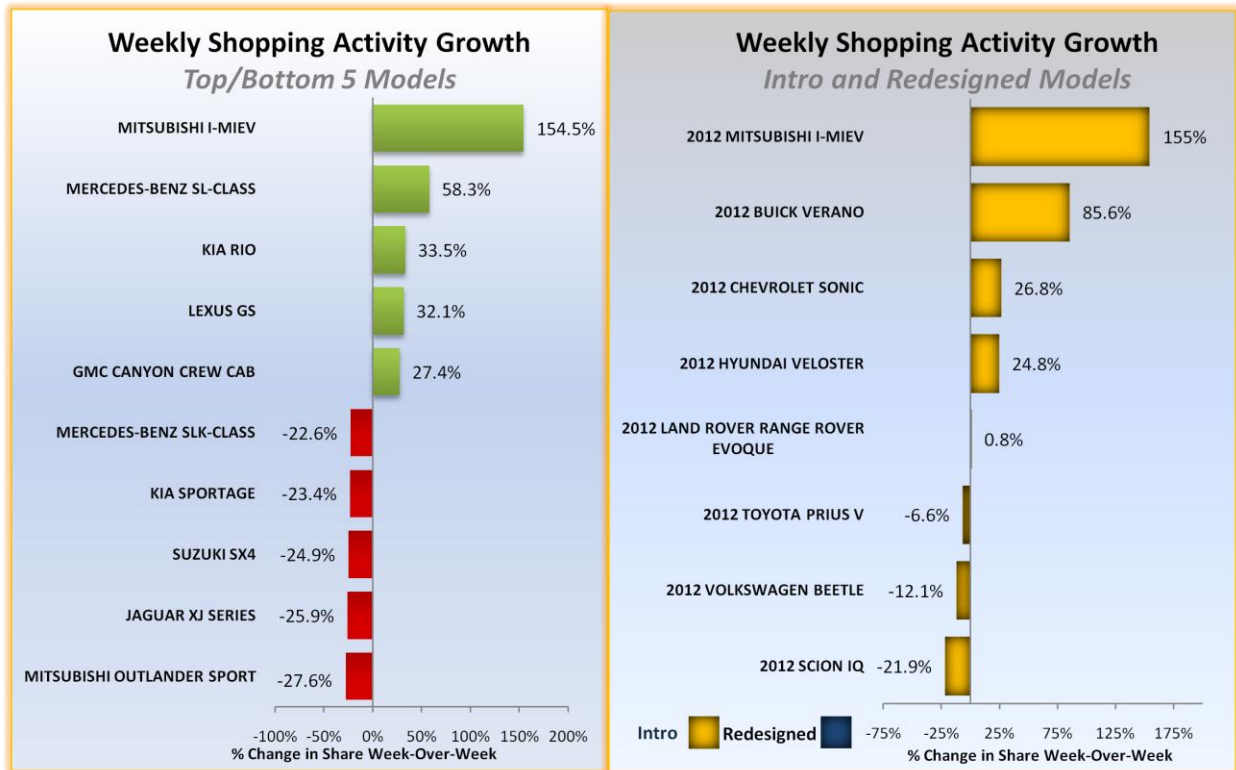


www.kbb.com

# HOT CAR REPORT

October 20, 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 – Weekly New-Car Shopper Activity on kbb.com – October 20, 2011:

The Mitsubishi i-MiEV is the automaker's first foray into alternative fuel in the mainstream U.S. auto market. An all-electric car, the i-MiEV can deliver up to 112 MPGe (miles per gallon equivalent), which is a measure developed by the EPA for comparisons to standard gasoline-bearing cars. The i-MiEV is set to directly compete with the Nissan Leaf and Chevrolet Volt. While the model is set to be released in early 2012, shopper interest already is soaring thanks to an aggressive marketing platform and interest in alternative-fuel vehicles.

Several other relatively new models and redesigns also see a pop in traffic share on kbb.com this week. The Buick Verano, the first compact sedan offering from Buick since the 1990s, recently released pricing starting in the mid \$23,000s, yet is targeting entry-level luxury owners as potential buyers. Given this relatively low price point, shoppers are naturally curious about what the Verano has to offer. We also see a healthy increase in shopper interest for the Kia Rio thanks to recent advertising boosts. Kia also released the 2012 Rio's starting price point at \$13,600.

- Akshay Anand, Market Intelligence Analyst, Analytic Insights Division, Kelley Blue Book's kbb.com