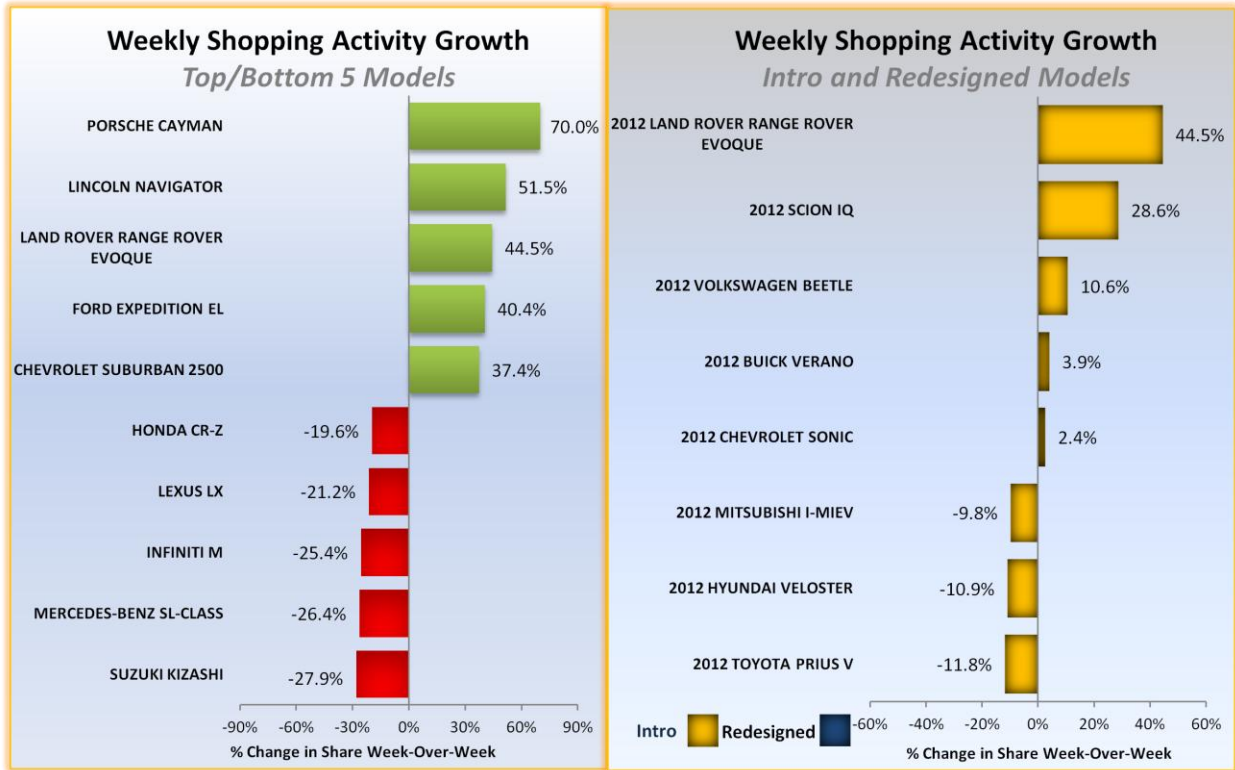


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# HOT CAR REPORT

October 27, 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 27, 2011:

The Land Rover Range Rover Evoque is rising in kbb.com shopper activity for the second time in three weeks. Consumers continue to be intrigued by an affordable model from a prestigious brand like Range Rover, and as a result, the Evoque continues to gain shopper activity share. There also is talk that the CUV may be getting a beefier 300 horsepower engine in the future. The current Evoque model carries 237 horsepower.

The other theme from this week's *Hot Car Report* is the rise of the SUV. Four of the top five risers this week are SUV/CUVs, indicating a shift back into those segments after a long downward trend, thanks to gas prices and seasonality. As we approach the winter months, bigger vehicles tend to increase in interest as a result of the weather. Gas prices have begun to taper off from their summer highs and consumers also have been handed another reason to look at big vehicle segments, as SUV/CUVs tend to be less fuel efficient than compact and subcompact cars.

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