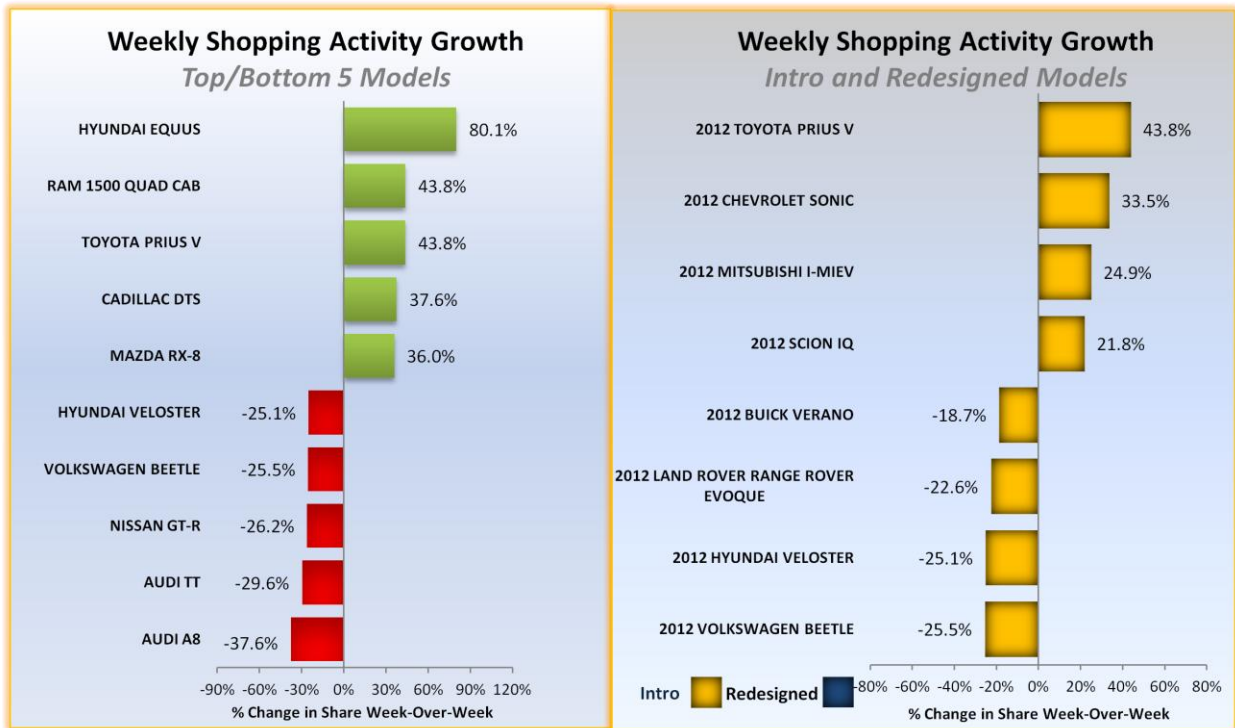


www.kbb.com

HOT CAR REPORT

November 10, 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 – November 10, 2011:

Consumers seem to be mindful of fuel economy these days as the entire list of newly introduced and redesigned models gaining share on kbb.com this week are 40-plus MPG highway vehicles. Leading the way is the 2012 Toyota Prius V with a 43.8 percent week-over-week gain in new-car traffic share. This marks the second consecutive week in which the Prius V has improved its share standing. However, it still may be too earlier to speculate whether the Prius V is cannibalizing traffic that would normally have gone to the original Prius.

The vehicle that is currently 'king of the hill' is the Hyundai Equus, improving traffic share on kbb.com 80.1 percent week-over-week. With its recent ad campaign, Hyundai's second entry into the luxury market is making a big impression on consumers. It appears that Hyundai's foray into the luxury atmosphere has become a viable play for the Korean brand.

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