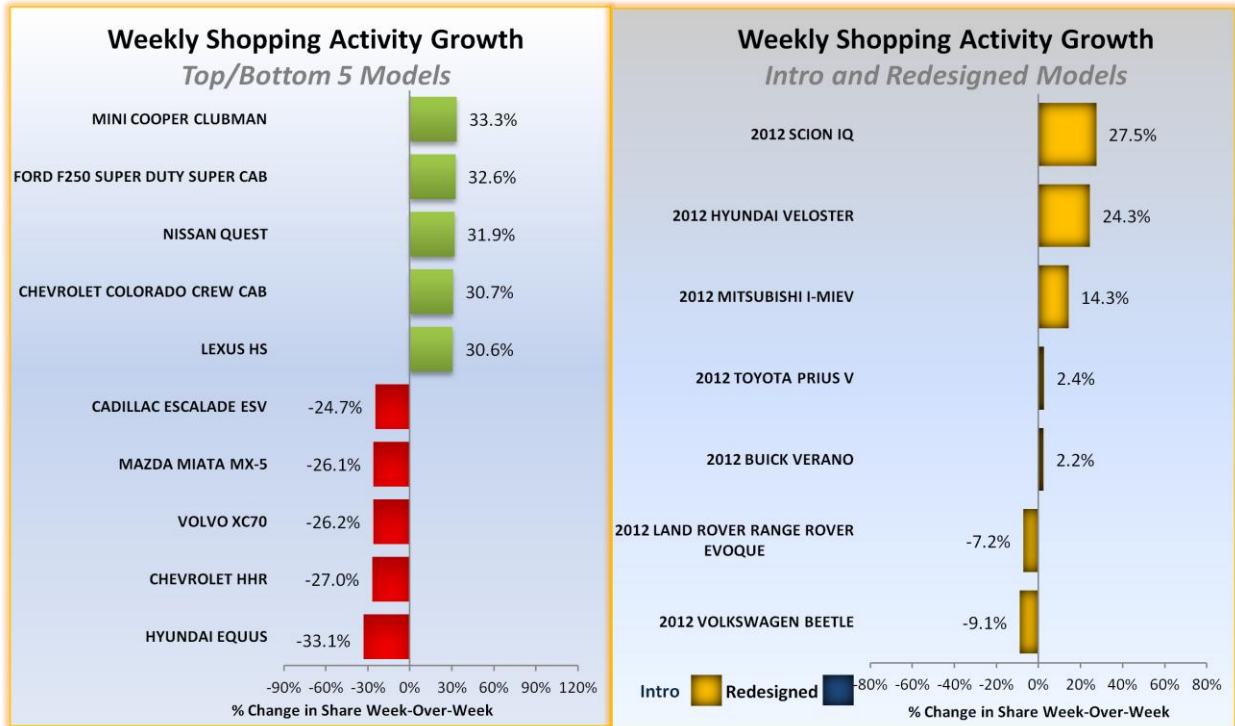


www.kbb.com

# HOT CAR REPORT

November 17, 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 – November 17, 2011:

Today, 'small' is the new 'big,' and the model with the biggest gain in share week-over-week is the micro 2012 Scion IQ. The IQ has been on the rise for the past two weeks and shopper interest in the vehicle looks to be spurred by recent consumer and expert reviews through various publications. Typically new car introductions gain popularity through advertisements and other exposure from the television medium, however, the IQ has been known by non-car enthusiasts as its popularity in Europe and Japan has been showcased in the American media for some time.

Another small car making a big splash is the MINI Cooper Clubman. With the release the 2012 model, kbb.com has seen an influx of shopping activity for the Clubman. The Clubman's current rebate and incentive program also is spurring a rise in Clubman interest.

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