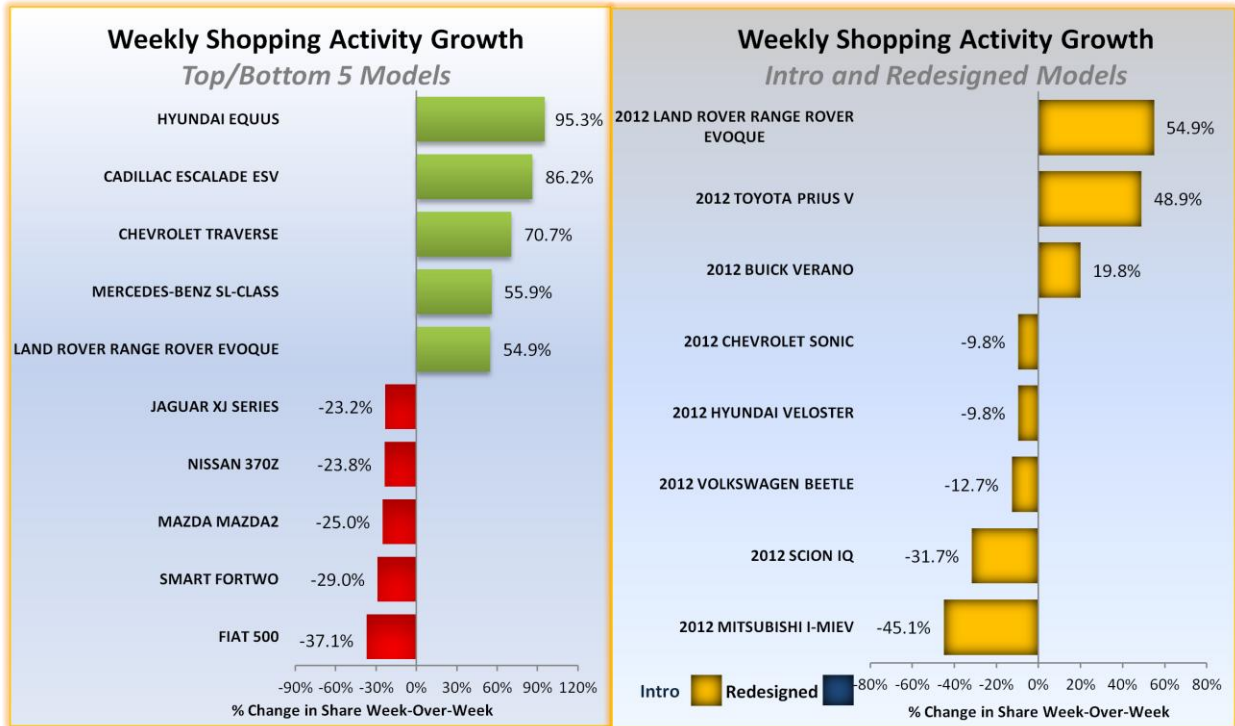


www.kbb.com

# HOT CAR REPORT

November 3, 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 3, 2011:

The Land Rover Range Rover Evoque continues to rise on kbb.com, as it makes its appearance on the *Hot Car Report* for the third time in four weeks. There are three catalysts driving interest in the Evoque.

1. An aggressive ad campaign for the new luxury utility vehicle
2. More consumers shop luxury vehicles in the autumn months
3. With the stabilization of gas prices, consumers are more interested in SUVs

Another vehicle that is turning heads is the 2012 Toyota Prius V. The Prius V is bucking the trend of a softened hybrid market with a 48.9 percent increase in share week-over-week. This may be the result of its entrance into the market, as consumers are curious about its pricing and the relative differences to the standard Prius.

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