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# HOT CAR REPORT

December 1, 2011



Note: The Top/Bottom 5 Models represent the most statistically significant gains/losses presented in order of effect size.

## Kelley Blue Book Hot Car Report Analysis for New Cars – December 1, 2011:

Advertising is one of the best ways to embed an idea into the mind of the consumer. Lexus is known for its 'December to Remember' commercial sets in years past and this year is no exception. As we hit the holiday season, the Lexus tagline is resonating with consumers looking for a new car as year-end deals ramp up to their peak and dealers continue to push 2011 model-year vehicles off their lots.

A brand of interest this week is Chevrolet, as it has two models with contrasting stories. With the possibility of a plug-in hybrid model in the coming years, the Cruze has experienced increased media coverage, driving shoppers to investigate what the Cruze has to offer as a traditional gas model. On the flipside, the Volt has dropped in shopper activity due to consumer concerns over its lithium-ion battery. General Motors has been proactive in offering Volt owners a temporarily loaner vehicle while the Volt's issues are investigated.

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