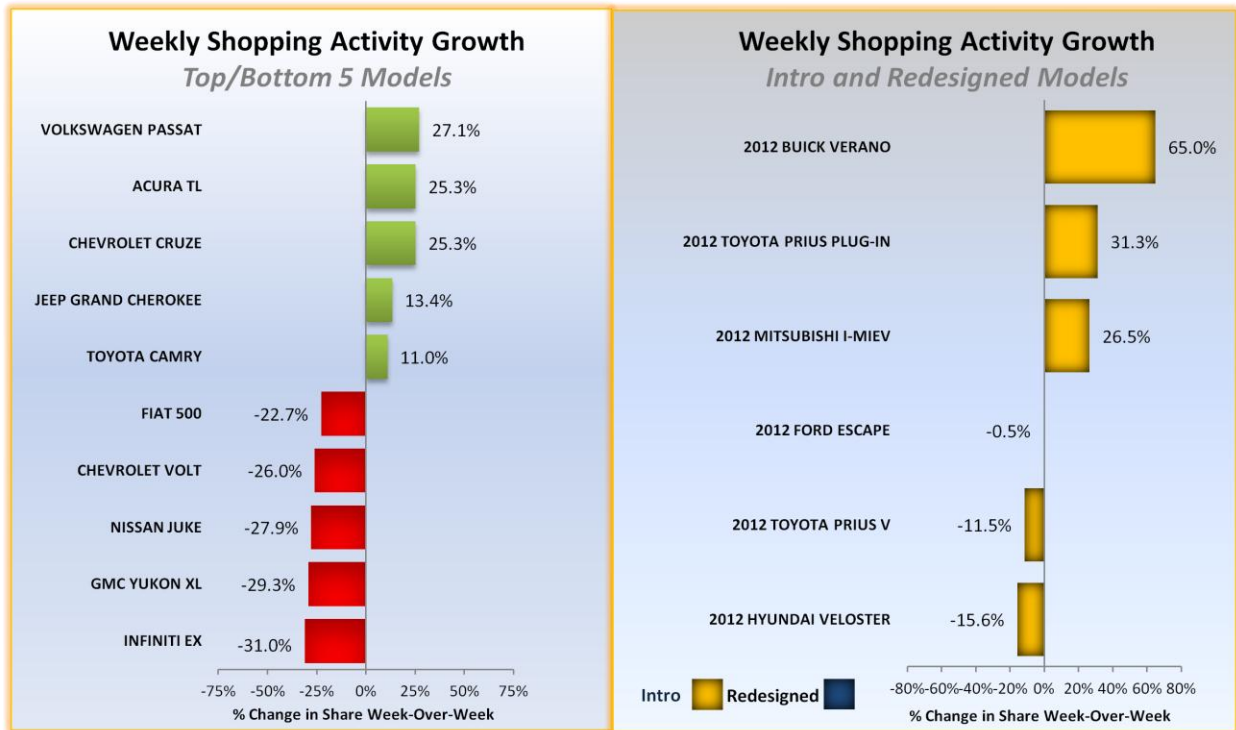


www.kbb.com

HOT CAR REPORT

December 15, 2011

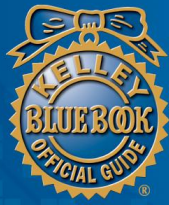


Note: The Top/Bottom 5 Models represent the most statistically significant gains/losses presented in order of effect size.

Kelley Blue Book Hot Car Report Analysis – December 15, 2011:

The only thing more attractive than new sheet metal is affordable new sheet metal. This logic can be applied to the 2012 Buick Verano. Verano garnered an additional 65.0 percent share of traffic on kbb.com in a week's span. This boost in research activity can be attributed to recent reviews of the vehicle published on various online media sites. It also has received nationwide coverage through magazines, newspapers and the on the Internet, with its key selling point being the vast amount of features available at \$22,585 MSRP (Manufacturer's Suggested Retail Price). Proof positive that good PR works!

Another vehicle that is popular on the review junket is the 2012 Volkswagen Passat. The Passat is making headway in the Asian-dominated mid-size car market in regards to kbb.com traffic. Since last week, the Passat's share of traffic increased 27.1 percent. One of Volkswagen's goals was to dial down the vehicle's styling so that it would become more appealing to the mid-size car shopper. It appears that for now, the strategy is working, but only time will tell if it is sustainable.



www.kbb.com

HOT CAR

REPORT

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