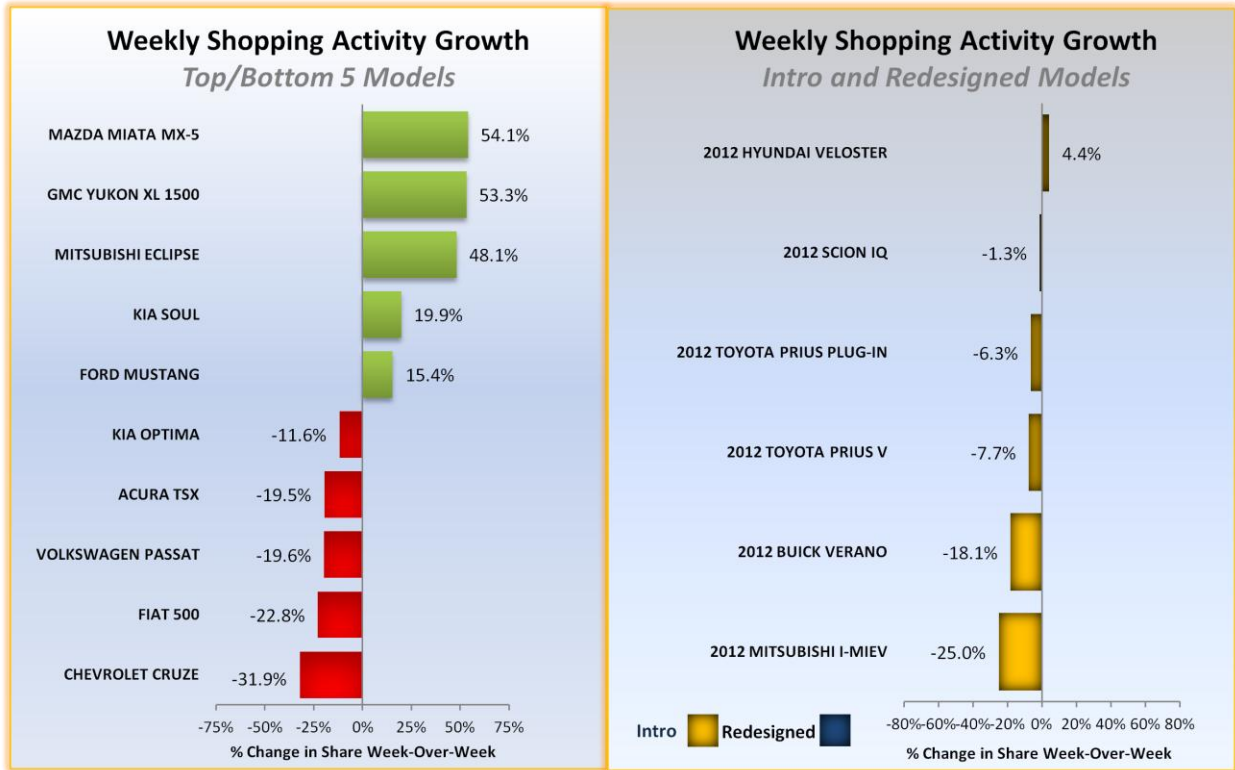


www.kbb.com

# HOT CAR REPORT

December 8, 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 8, 2011:

The Mitsubishi Eclipse is being phased out of production and consumers seem intrigued by what the last model year of the longstanding vehicle has to offer. Both the 2012 Eclipse Coupe and Spyder currently carry 0 % financing offers, while the 2011 Eclipse Spyder has a \$2,000 cash rebate. With consumers on the lookout for good deals and interesting news, the Eclipse fits the bill in both areas.

An example of vehicle marketing success is the Kia Soul. Designed with quirkiness and a younger generation in mind, the Soul started off on the right foot by branding itself with the fun-loving hamsters that everyone now associates with the model. Despite it being a couple years old, Kia has kept the design up-to-date with a recent refresh. These unique marketing tactics in concert, these tactics are working, which not many models can attest to. Kelley Blue Book would not be surprised to see more Kia models rise on the *Hot Car Report* in the coming months, given that the NBA will return on Christmas day and Kia is a major advertising partner with the sport.

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