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# HOT CAR REPORT

March 24, 2011



Note: For Top/Bottom 5 Models, only vehicles where the weekly page views fall above the 30<sup>th</sup> percentile are used for analysis.

## Summary:

The phrase 'large and in charge' can describe the group of vehicles that are on top in this week's Hot Car Report. Rebounding 46.7 percent in share of new-car traffic is the Lincoln MKS, which is returning to its normal levels of shopping activity after having suffered a lull in interest the past three weeks. The 2011 Chrysler 300 continues to benefit from its recent ad campaign and improves 51.1 percent in share. In addition, previews of hybrid options have sparked renewed interest in the Infiniti M and Volkswagen Touareg models. Finally, rounding out the top models in this week's list is the Volkswagen Routan minivan, which is drawing interest due the current Volkswagen sales event.

## Commentary:

One would think that as gasoline prices near the \$4 per gallon mark in many areas of the country, the all-electric-all-the-time Nissan Leaf would not suffer a nearly 30 percent decline in shopping activity for the week. Part of the drop comes as a result of a decline from the elevated levels of the week before. Meanwhile, another fuel-sipper – the Lexus CT – also suffered a fall-off in interest, though not nearly as large as that of the Leaf. Most of the big gainers were aided by significant advertising and promotional efforts. The Infiniti M has been boosted by ads for its hybrid version, and the Touareg's hybrid option also sparked interest. The results might additionally indicate that, though fuel prices experienced a sharp jump, consumers might be getting used to the fluctuations.