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HOT CAR REPORT

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

Summary:

The Ford F-150 Regular Cab has experienced a 29.7 percent increase in share week-over-week on Kelley Blue Book's kbb.com. This boost in interest can be credited to Ford's recent "Torture Test" ad campaign, featuring the F-150's four new engines. Meanwhile, in today's market where gas prices are rapidly increasing, consumers continue to look for more fuel-efficient versions of their favorite vehicles.

Commentary:

Despite the continued increases in the cost of gasoline and continued media coverage of the issue, some large vehicles gained on the kbb.com shopping activity scale this past week. As noted above, significant advertising efforts drove activity for the Ford F-150 full-size pickup truck, not a vehicle that you would expect to flourish in the era of \$4/gallon gas. Ads and offers also drove more awareness of Volkswagen Routan and Touareg, indicating growing aggressiveness by VW in the U.S. market. Yet another counter-intuitive finding was the dip in activity on the Honda CR-Z, a fuel-sipping hybrid.