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# HOT CAR REPORT

April 14, 2011



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

## Summary:

The 2012 Fiat 500 increased its share of new-car shopping activity by 39.3 percent this week, thus expanding its presence in the North American automotive market. This is the fifth consecutive week of increases by Fiat, which is fueled by the fact that its product is now available for purchase in the United States. In terms of new launches and redesigns, Saab has introduced its new SUV, the 9-4X, to some fanfare. The all-new ute has experienced a 224.3 percent growth spurt as the fledgling model tries to establish a foothold on the market.

## Commentary:

It might well be a case of coming and going in this week's Hot Car Report. Helped by the continued rapid increases in fuel prices, and by the fact that it is an interesting new face, the Fiat 500 leapt to the top of the chart in shopping activity growth. This bodes well for a successful re-launch of the Fiat branch here in the U.S. after a lengthy absence. Saab might be another story. Even as the Saab 9-4X is debuting here with a big gain in traffic, the news regarding Saab coming from Europe is decidedly less positive. The other models experiencing rapid growth are a decidedly mixed bag, but, surprisingly, none of the top five gainers, except the Fiat 500, could remotely be called fuel misers.