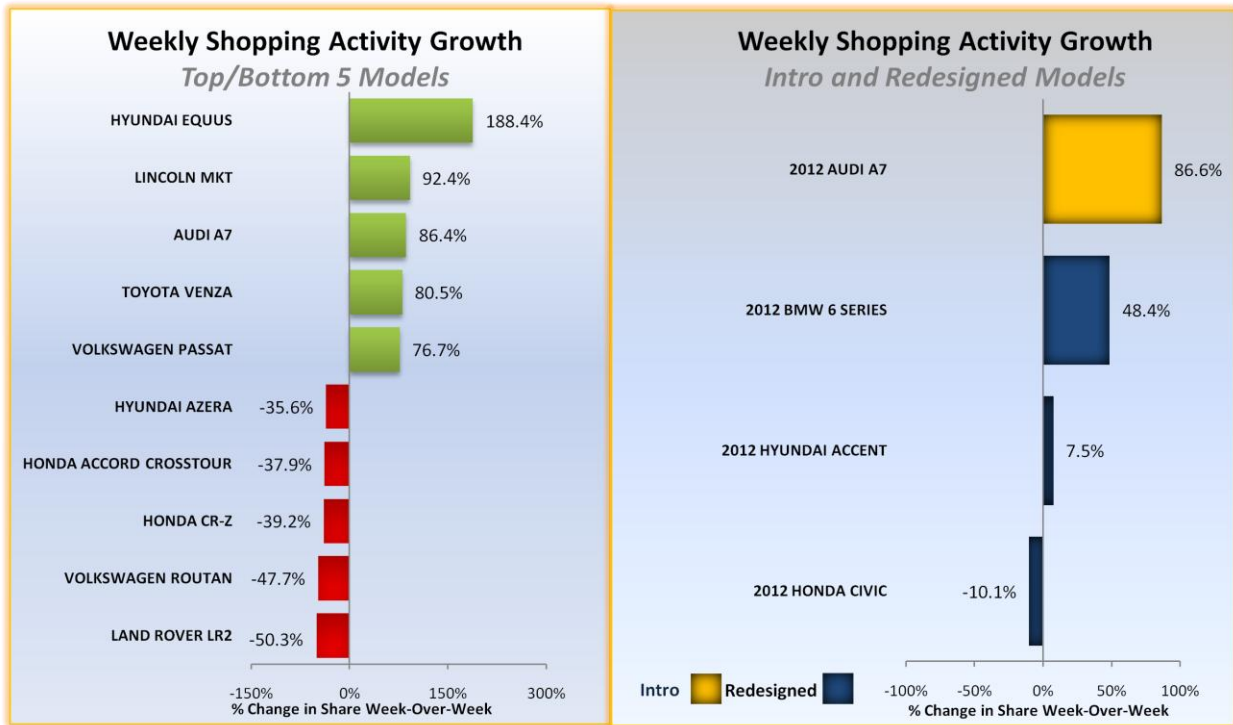


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HOT CAR REPORT

July 14, 2011



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

Kelley Blue Book Hot Car Report Analysis – July 14, 2011:

Gas prices have receded and as a result, automotive shoppers have loosened the tight grip on their purse strings. In the last month, kbb.com has seen a swing back toward interest in luxury vehicles, as previously-on-the-fence luxury shoppers now have returned to the market.

A beneficiary of this repurposed attention is the Hyundai Equus, which has increased 188.4 percent in share week-over-week. Hyundai is in a prime position to capture these fence-sitters now, as the company's marketing has been geared toward a new perspective of luxury with an emphasis on affordable amenities.

In addition to increased interest in the Hyundai Equus, the Lincoln MKT, Audi A7 and BMW 6 Series all have seen increases in traffic on kbb.com this past week, further exemplifying the swing back toward luxury vehicle interest among car shoppers on kbb.com.

- Arthur Henry, market intelligence manager and market analyst, Kelley Blue Book's kbb.com