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HOT CAR REPORT

July 21, 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 21, 2011:

The automotive landscape has changed. Brands that were often dismissed by shoppers twenty years ago as being sub-standard in terms of quality and product offerings have turned it around and are now the most popular among consumers. One brand highlighting positive change in consumer perceptions is Audi. In the past year, Audi's share of luxury new-car shopping activity on kbb.com has risen 3.36 percentage points, which is the most of any luxury brand. Audi's success can be attributed to a string of popular introductions and redesigns, with the most recent being the 2012 Audi A3.

The future looks bright for the new redesigned A3 for a couple of reasons. The first is that Americans are warming up to the idea of owning a hatchback, as traffic to these vehicles on kbb.com has risen over the past couple of years. The second is the impressive debut the 2012 A3 experienced on kbb.com, as it has seen a 151.9 percentage increase in share week-over-week. Another vehicle of note in this week's Hot Car Report is the GMC Canyon Extended Cab, which has increased in share 106.8 percent. This increase in traffic is a by-product of stabilizing gas prices, which have caused shoppers to once again add larger vehicles to their consideration lists.

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