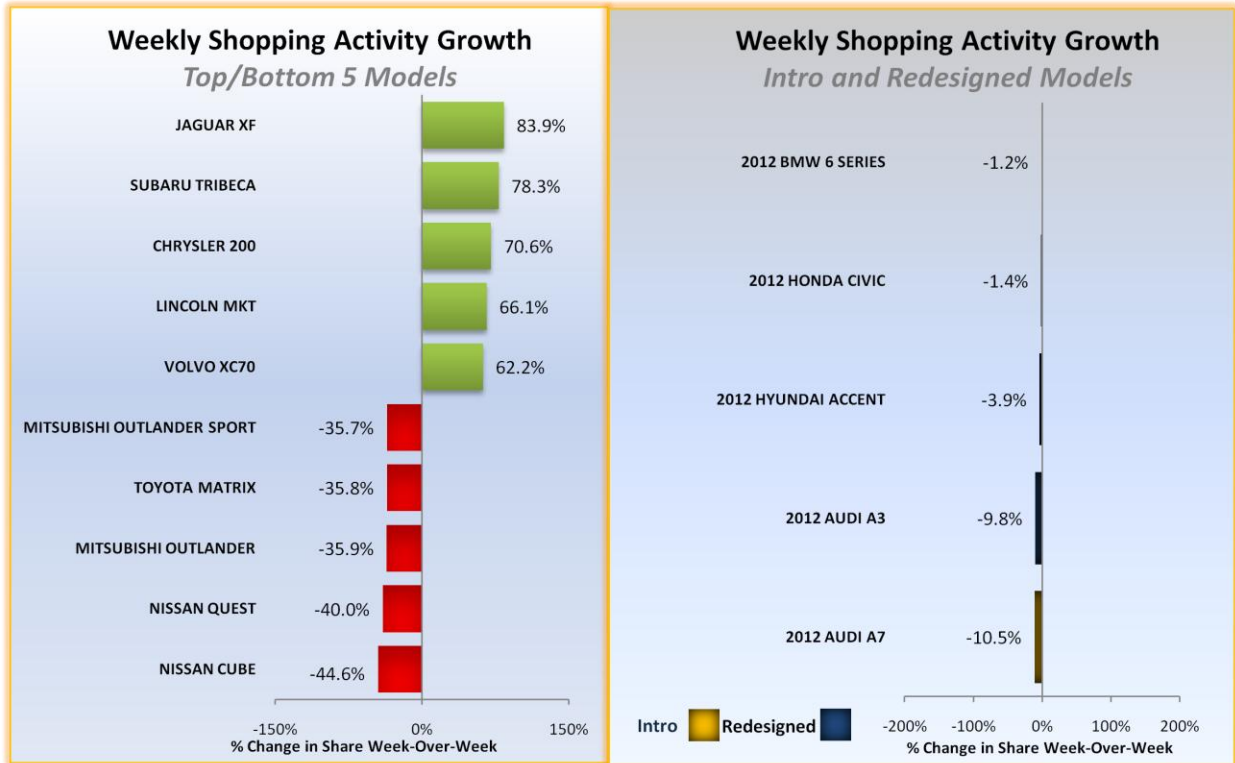


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HOT CAR REPORT

July 28, 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 28, 2011:

In an ever-changing economy, consumers are in search of the best possible deal on any product they shop. At the same time, people want to make sure they feel good about what they buy, as image remains important in everyone's mind. Accordingly, Jaguar has taken a cue from these dynamics and made the XF an attractive play in the automotive space. Not only has Jaguar revealed that it will introduce a wagon trim for the XF, but for a limited time, buyers can get 0% APR on an XF Premium purchase.

Another model on the rise in this week's Hot Car Report is the Lincoln MKT. Lincoln recently announced that the EcoBoost trim on the MKT is set to receive a \$3,000 price reduction. As gas prices continue to weigh heavily on consumers' minds, this has attracted interest to a vehicle that traditionally has been one of Lincoln's least-shopped models on kbb.com.

- Akshay Anand, market intelligence analyst, Kelley Blue Book's kbb.com