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HOT CAR REPORT

August 11, 2011



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

Kelley Blue Book Hot Car Report Analysis – August 11, 2011:

The top movers this week show a combination of economic efficiency combined with a continued interest in luxury, a segment that has remained stable when compared to changes that have affected other segments in a fairly volatile manner. Despite fuel price volatility, luxury segments have remained stable in share during the last several months.

The Nissan Versa has benefited from a well-received redesign combined with an aggressive advertising campaign. The Versa is one of the least expensive cars on the market. With many consumers looking strictly at pricing and fuel economy, the Versa definitely falls into their consideration lists.

Another top mover is the Suzuki Grand Vitara. The entire Suzuki family is being refreshed for the 2012 model year, and Suzuki's overall sales are up in 2011. In addition to a total model refresh, Suzuki also is releasing a new special edition of the Grand Vitara called the "Ultimate Adventure Edition." As consumers slowly move back to SUVs/CUVs and become more and more selective with their vehicle purchase decisions, it seems that newly refreshed models, such as the Grand Vitara, stand to benefit.

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