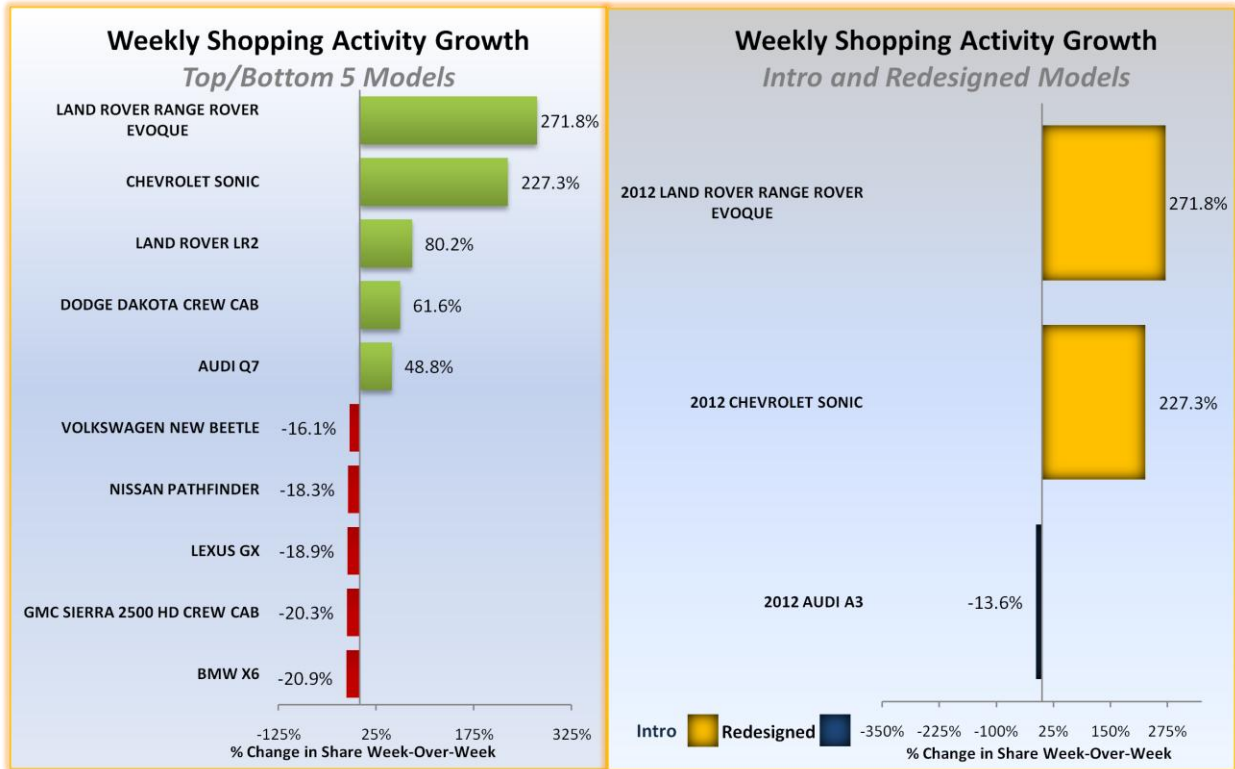


www.kbb.com

HOT CAR REPORT

August 18, 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 18, 2011:

The model that has gained the most share on kbb.com this week is the Land Rover Range Rover Evoque. The Evoque was released just a few weeks ago, yet it is already picking up steam as a much-visited model. As the smallest of the Range Rover models, the Evoque also is the least expensive, filling a need for luxury SUV/CUV shoppers who still have price at the forefront of their minds. The Evoque also was designed with fuel efficiency in mind, churning out 28 highway mpg.

The other big mover on the list this week is the new Chevrolet Sonic. Compact and subcompact cars have risen in shopper activity since gas prices have been on a steady increase, so it's no surprise that the affordable Sonic has been met with such anticipation by new-car shoppers on kbb.com. Time will tell if the Sonic is more successful than its predecessor (the Aveo), but the initial signs of heightened consumer interest on kbb.com look promising for Chevrolet.

- Akshay Anand, Market Intelligence Analyst, Analytic Insights Division, Kelley Blue Book's kbb.com