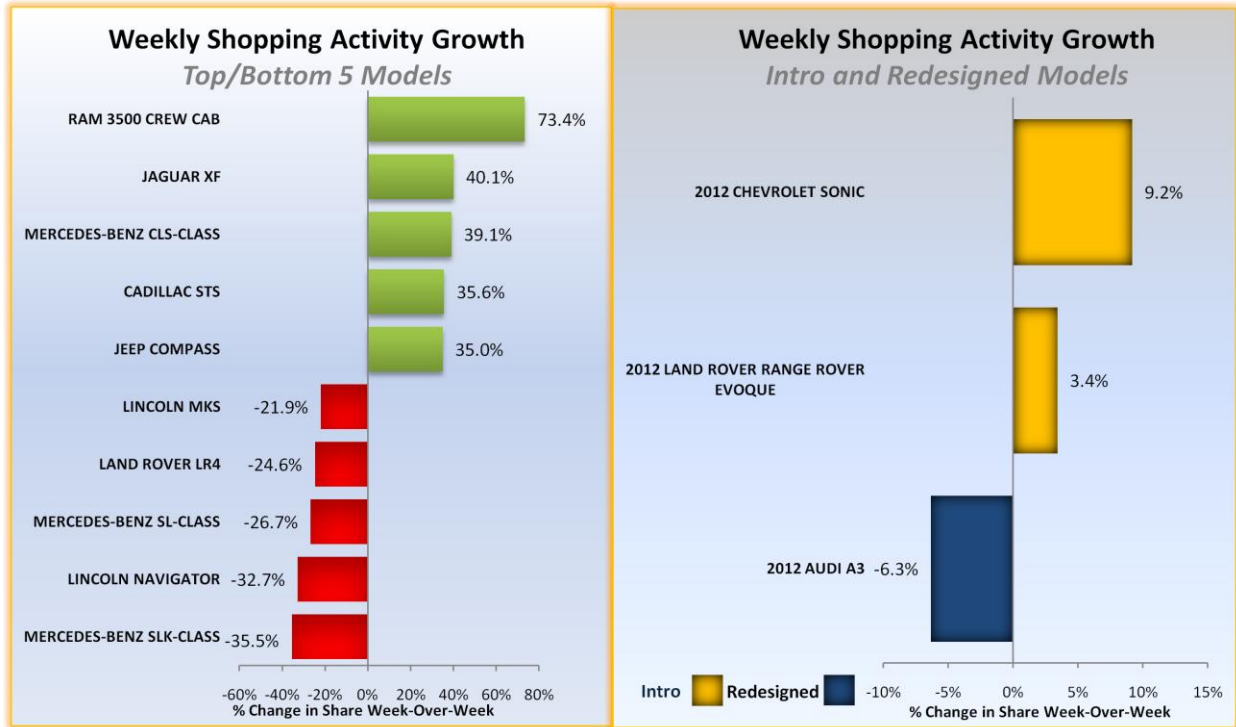


www.kbb.com

HOT CAR REPORT

August 25, 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 25, 2011:

The Ram 3500 Crew Cab was the largest mover this week on kbb.com. Its lift in shopper activity can be attributed to the brand's current Summer Clearance event, where a buyer can get special incentive offers or cash on the hood. Incentive and lease deals can be effective during these current economic times to persuade truck shoppers as the influences of unstable gas prices are muted on large trucks due to the fact that the majority are purchased for the purpose of work.

Another vehicle gaining interest on kbb.com this week is the Jaguar XF. The XF has increased 40.1 percent in share of visitation week-over-week. The reason for its increased popularity is two-fold. First, the driving reason for the increased visitation is due to refreshed styling to the 2012 model, which was inspired by the recently redesigned XJ. The second reason for this lift in traffic is due to the special lease and financing deals currently being offered on the vehicle.

- Arthur Henry, Market Intelligence Manager and Market Analyst, Analytic Insights Division, Kelley Blue Book's kbb.com