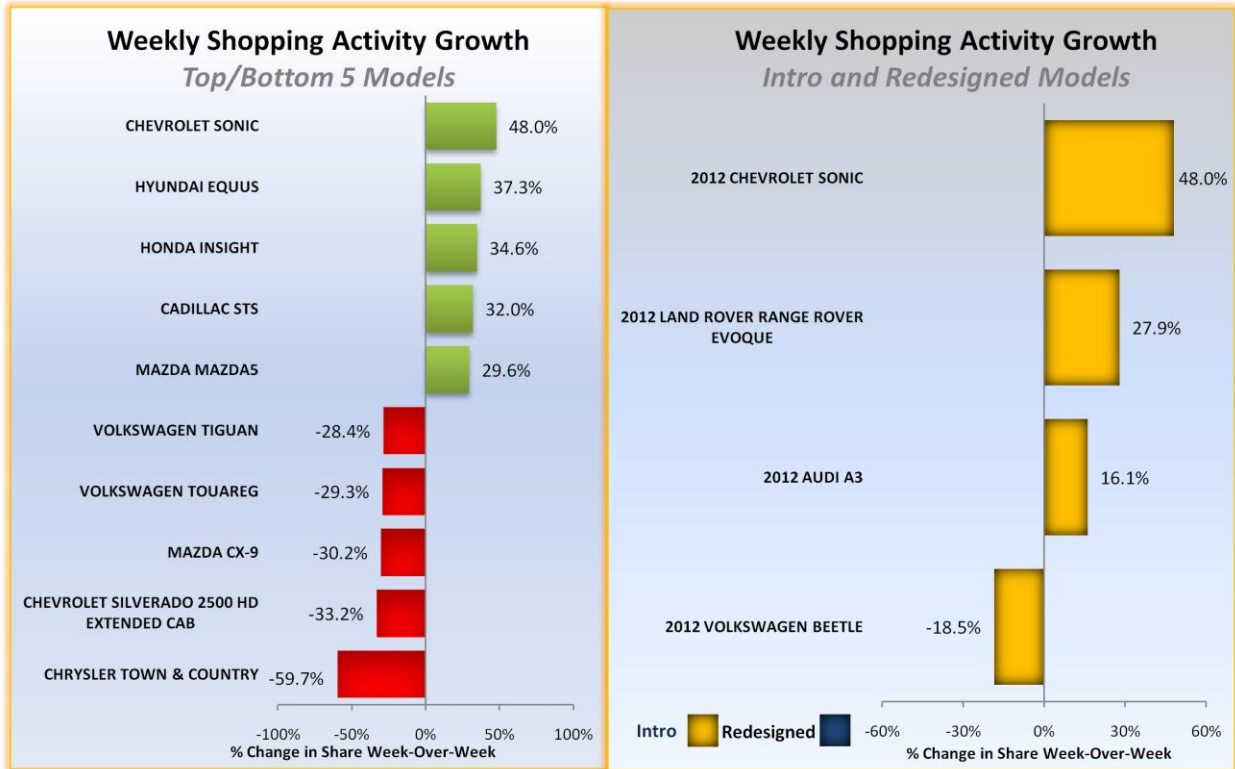


www.kbb.com

HOT CAR REPORT

September 8, 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 – September 8, 2011:

The Chevrolet Sonic makes the Hot Car list for the second time in less than a month. Chevrolet's aggressive marketing campaign, combined with continued interest in fuel-efficient vehicles, has boosted interest once again for the Sonic on kbb.com. With the Aveo being phased out of Chevrolet's lineup, General Motors is looking for the Sonic to come out of the gates swinging and make an impact on the subcompact segment.

In keeping with the fuel-efficiency theme, another car on the risers list is the Honda Insight. The 2012 Insight has received a refreshed design with improvements in both gas mileage and carbon emissions. The updated model is expected to garner anywhere from 45 to 51 mpg, a good boost over the 2011 model's 40 mpg city/43 mpg highway. In addition to improved gas mileage, the Insight also has been modified aesthetically, with an all-new grille and increased rear visibility thanks to a slimmed-down tail spoiler, making it a bit more attractive than the previous generation.

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