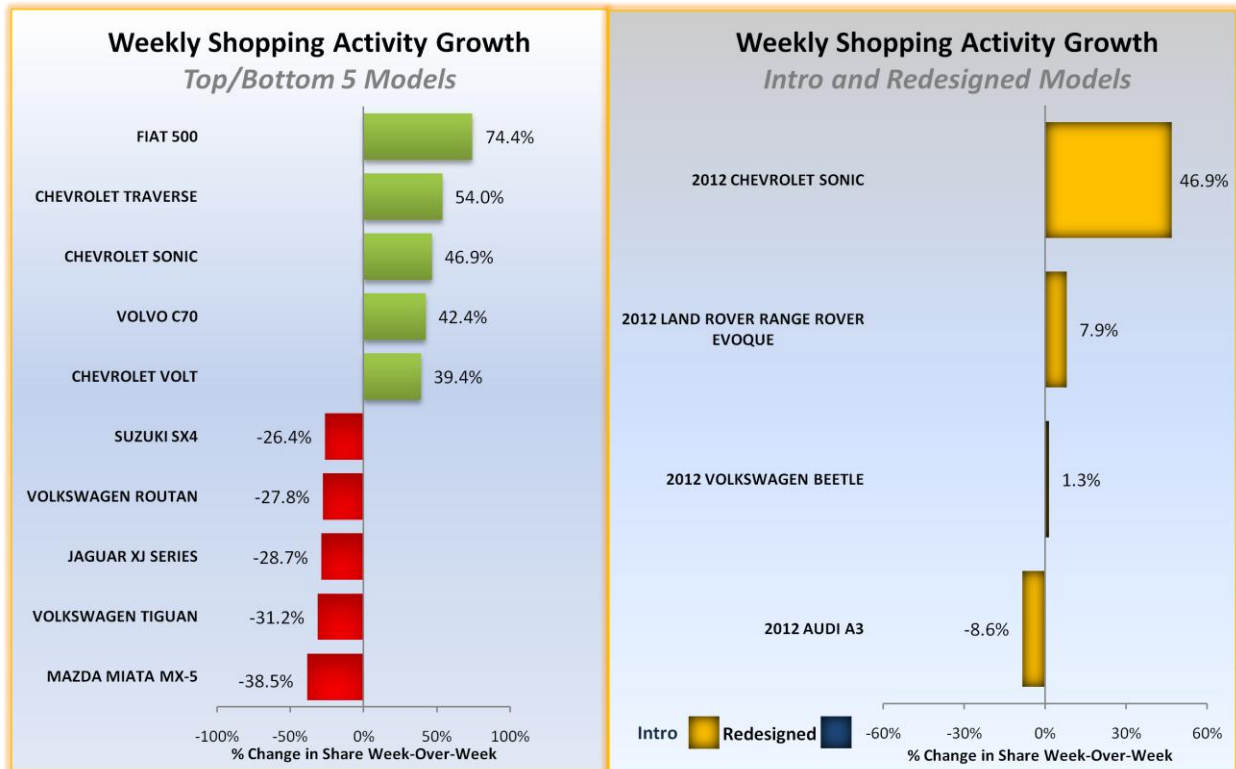


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HOT CAR REPORT

September 15, 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 15, 2011:

With gas prices up slightly from August, consumers are again looking at fuel-efficient vehicles. The Fiat 500 recently rolled out its aggressive 'Simply More' advertising campaign, and it has been resonating with consumers as we see traffic for the 500 spike this week. The 500 has been a steady gainer since its launch on kbb.com earlier in the year. The recent buzz around the 500's 'Gucci' design package, wrapped around New York Fashion Week, also helped to spur interest in the model.

Two other fuel-efficient models popping up on this week's Hot Car Report are the Chevrolet Sonic and Chevrolet Volt. The Sonic has risen three of the last five weeks on the Hot Car Report, a definite positive for General Motors in the highly competitive subcompact segment. The Volt's limited production and high demand spiked interest this week. However, availability is set to expand nationwide later this year, which should inject even more interest into the alternative-fuel sector.

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