



www.kbb.com

HOT CAR REPORT

September 29, 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 29, 2011:

“It’s back.” Volkswagen’s slogan re-introducing the 2012 Beetle to the world and its national advertisement campaign has captured the attention of consumers, as vehicle interest on kbb.com has grown 99.7 percent in share week-over-week. The redesigned Beetle caught the eye of the public earlier in the year with its Super Bowl commercial appearance, but now as it is closer to arriving on dealership lots consumers are increasingly researching the vehicle.

Select vehicles have gained from the fuel-consumption rebellion, as the price of gas has been a thorn in the side of the consumer for the majority of 2011. One such vehicle that has benefitted is the GMC Canyon. Truck shoppers who would normally gravitate toward full-size trucks are scaling back to the mid-size truck segment to maximize performance and fuel savings. The Chevrolet Volt also has been in high demand as consumer want to avoid trips to the pump. Also, the quirky Nissan Juke has made an impression on the general public due to its fuel miser 1.4L turbo-charged engine.

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