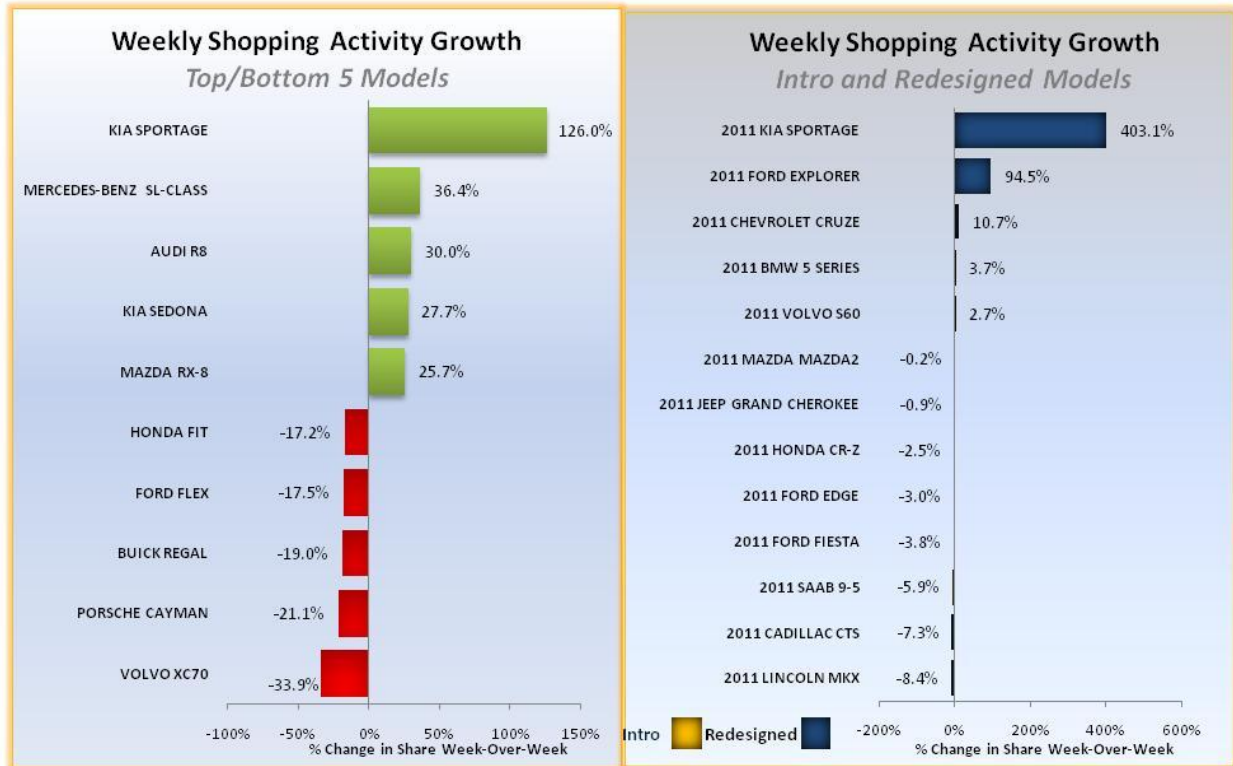


www.kbb.com

HOT CAR REPORT

AUGUST 19, 2010



Note: For Top/Bottom 5 Models, only vehicles where the weekly page views that fall above the 30th percentile are used for analysis.

*2011 Cadillac CTS Includes the All-New CTS Coupe, Wagon as well as the refreshed Sedan.

Summary:

The Kia Sportage increased its share of new-car shopper activity by 126% in a week's span. This boost in shopper activity can be attributed to the 2011 redesign and the accompanying new ad campaign. The 2011 model year accounts for 59% of Sportage new-car traffic and has increased its share 403.1%. The other redesigned model gaining interest is the 2011 Ford Explorer, which increased share by 94.5% week-over-week.

Commentary:

Warranties, incentives, and real or perceived reputations for quality may be what close many car deals, but design and emotional appeal are what draws activity into the showroom. Whether it is a "hot flagship" model like a Chevrolet Camaro or a consistent design spirit as seen in the current line of Mercedes-Benz vehicles, sexy sheet metal counts. Of all the manufacturers currently selling vehicles in the United States, it seems that the previously lowly Kia understands this tenet best of all and has put it into high gear. Kia's 2011 Sportage, once an automotive "punch line," has reemerged with energy and design sure to set it apart in the already crowded and aggressive small crossover market. According to recent shopper interest on kbb.com, Kia's gamble already is paying back strong dividends.