



www.kbb.com

# Kelley Blue Book Hot Car Report

April 1, 2010



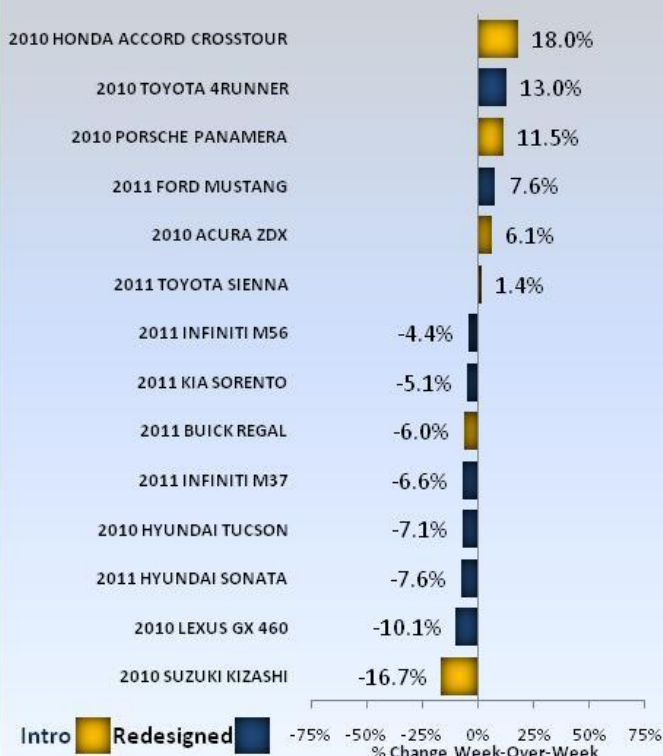
www.kbb.com



## Weekly Shopping Activity Growth Top/Bottom 5 Models



## Weekly Shopping Activity Growth Intro and Redesigned Models



Note: For Top/Bottom 5 Models only vehicles that have weekly page views of 800 or more are used for analysis

**Summary:** The newly redesigned 2011 Ford Super Duty has provided a lift to the F250 Super Cab's new car traffic. The advertising associated with Super Duty has helped this work horse to a 44% week-over-week increase in traffic. Other cab variants have seen an increase as well. Most notably is the F250 Crew Cab which has experienced a 34% week-over-week increase in shopper activity.

**Commentary:** Much has been made of American's renewed interest in more rational vehicle choices, especially in light of 2016's new 35.5 MPG CAFE standards. But we love our trucks! Of interest is that fact that all 5 top models in this week's report are SUVs, trucks, or minivans. While we believe that use of such vehicles for commuting is reduced, there are solid needs in certain families and industries that only such vehicles can address.