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# Kelley Blue Book Hot Car Report

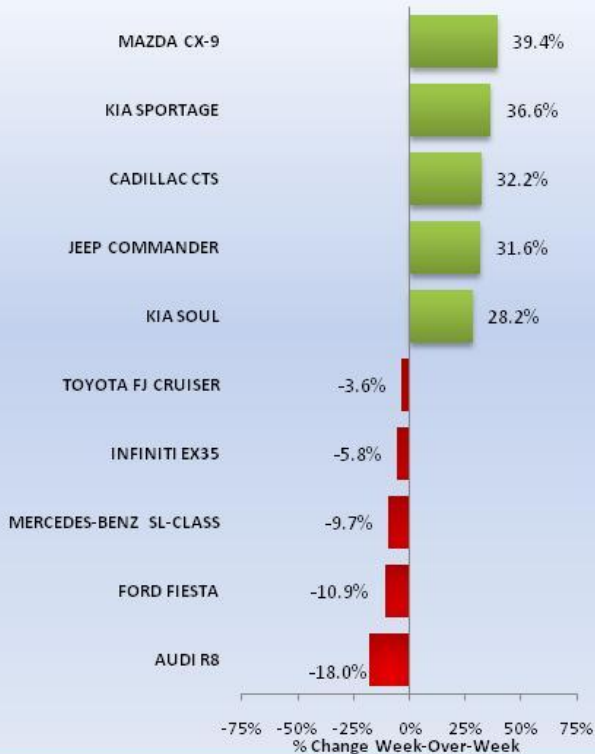
May 20, 2010



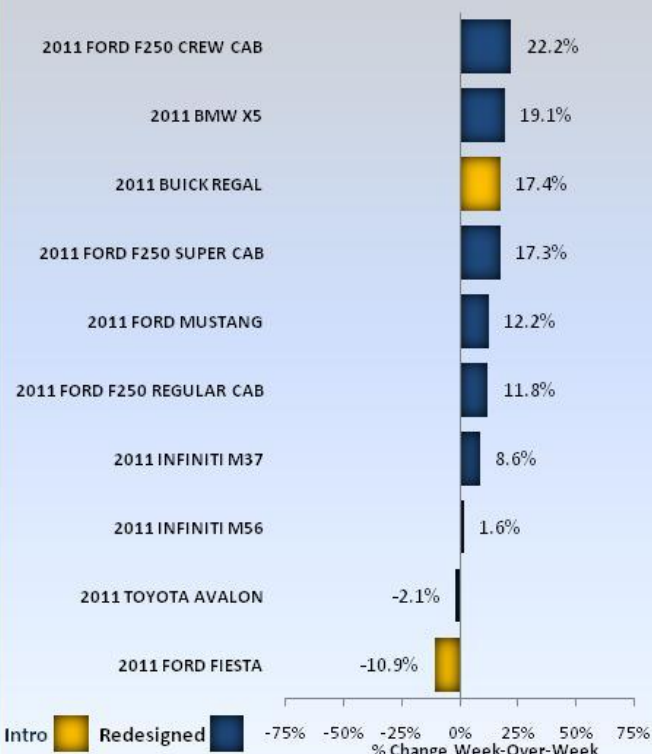
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## Weekly Shopping Activity Growth Top/Bottom 5 Models



## 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:** Receiving the biggest increase in week-over-week traffic is the Mazda CX-9. The CX-9 highlights the increased interest in crossover and SUV shopper activity on kbb.com, where both categories rose 14 percent over a week's span. In addition, the Kia Sportage and Cadillac CTS amplified their shopping traffic, increasing week-over-week 36.6 percent and 32.2 percent, respectively. The boost in traffic for Sportage and CTS can be attributed to their upcoming releases; Kia with the Sportage redesign and Cadillac with CTS coupe.

**Commentary:** The rise of the Mazda CX-9, Kia Sportage and Kia Soul in this week's report is interesting, as there are no substantial incentives on any of these models nor are they brand-new in the market. However, they represent much of what is "right" in the crossover segment with tons of style, good mpg and responsive car-like handling characteristics. With Kia delivering an all-new Sportage later this year, the brand seems poised for even more success. Continued interest in the all-new Ford Super Duty F-250 series trucks as well as the BMW X5 shows how strong these brands are in their respective segments. Will the Buick Regal, which still is several weeks from delivery to showrooms, be able to re-establish this historically "regal" nameplate among the upper class of the sedan segment? The amount of interest by kbb.com shoppers this far in advance is a very positive indicator.