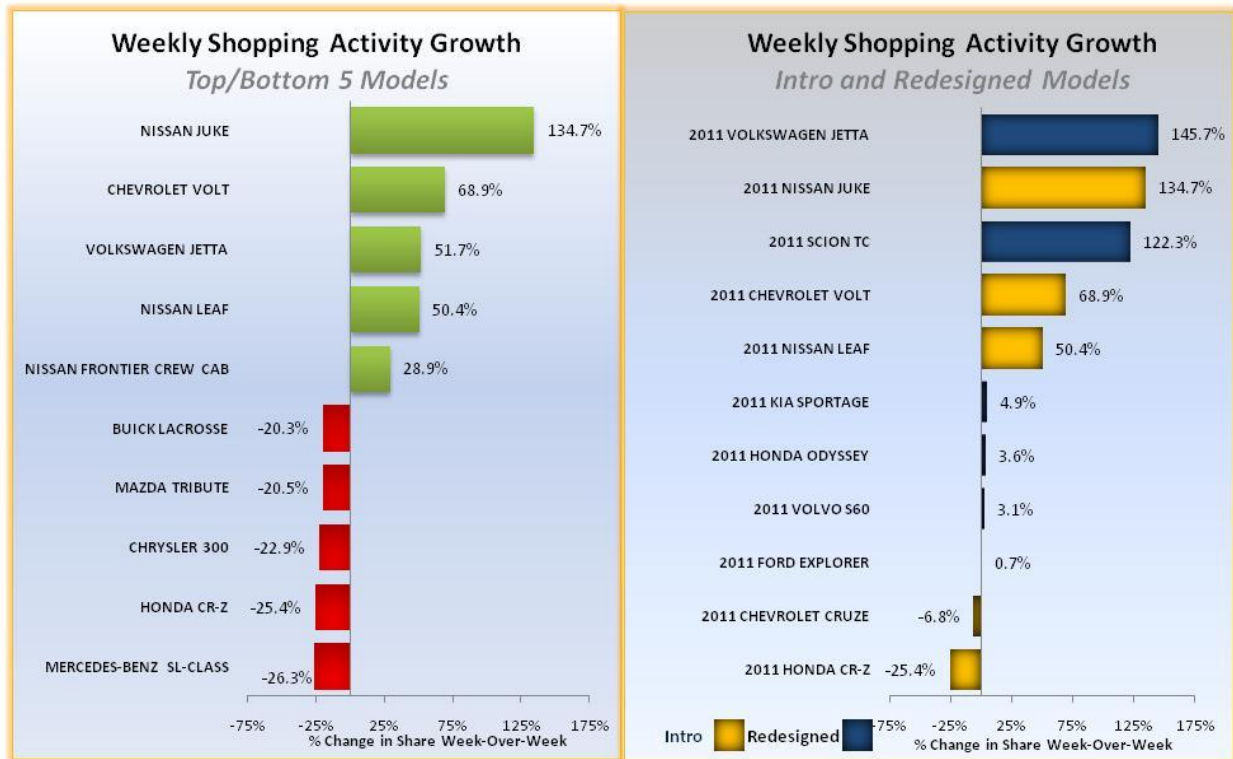


www.kbb.com

HOT CAR REPORT

October 14, 2010



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

Summary:

The Nissan Juke increased its share of new-car shopper activity by 134.7 percent week-over-week, becoming the largest share gainer. The Juke's success can be attributed to its recent national ad campaign. However, when reviewing only redesigns and new introductions, the 2011 Volkswagen Jetta takes the honors of largest share gainer, expanding 145.7 percent week-over-week.

Commentary:

One of the best-known elements of the automotive industry is that of the "unknown," and we may be on the verge of experiencing a perfect example of this exciting phenomenon with the introduction of the Nissan Juke. This small crossover originally was designed and engineered for Nissan's Asian and European markets, and it wasn't until late in the project that the U.S. market was included. With avant-garde styling and a "tough guy in a small body" attitude, early shopper attention on kbb.com may be a sign that the Juke is out once again to prove most industry observers wrong. We also expect a new round of interest in electric vehicles like the Volt and Leaf as their highly anticipated introduction dates loom large on the 2010 calendar. On the redesigned vehicle front, we expect the Jetta to shake up the industry as well as the view of many prognosticators with a smart and stylish package at a very aggressive price. Many customers in the compact car segment expect some sort of compromise at this price point, but cars like the Volkswagen Jetta and Chevrolet Cruze are out to disrupt the over-confident Toyota Corolla and Honda Civic camps with unexpected driving dynamics and high levels of refinement and content.