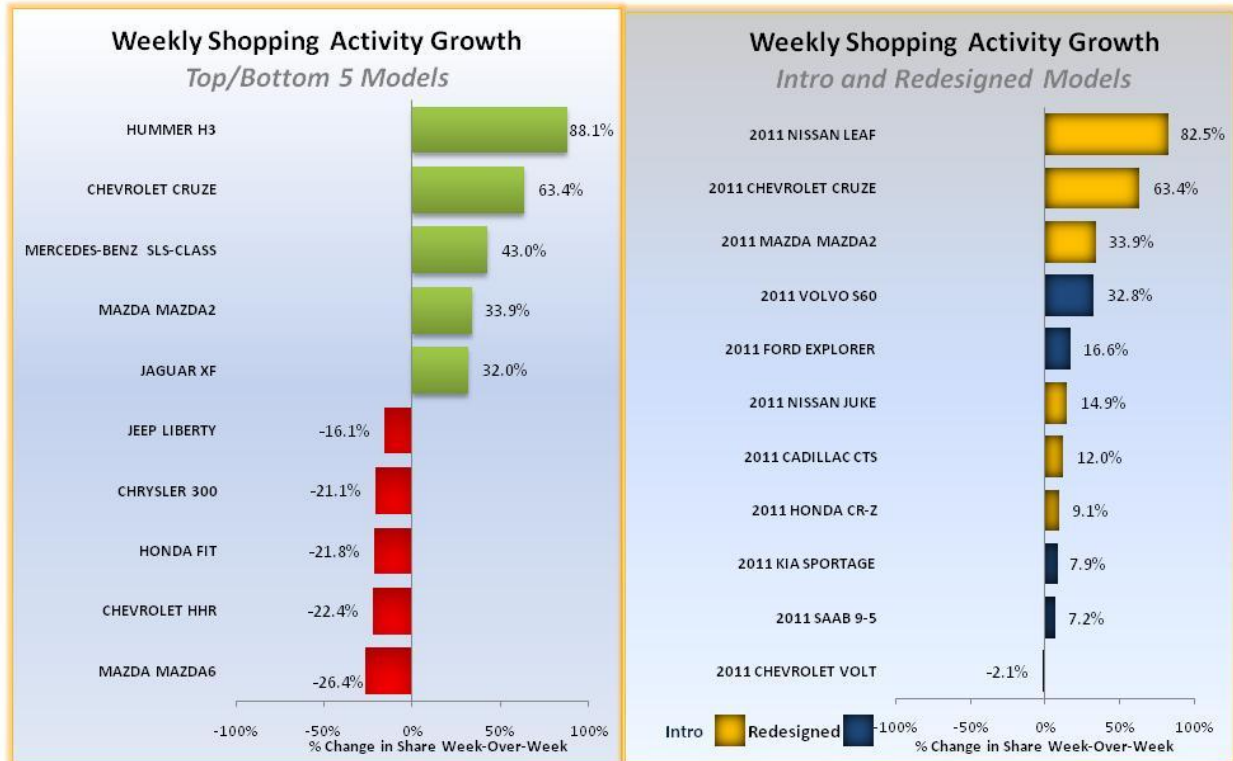


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# HOT CAR REPORT

September 16, 2010



Note: For Top/Bottom 5 Models, only vehicles where the weekly page views that fall above the 30<sup>th</sup> percentile are used for analysis.  
\*2011 Cadillac CTS Includes the All-New CTS Coupe, Wagon as well as the refreshed Sedan.

## Summary:

The Hummer H3 experienced the greatest increase in share of new-car shopping activity, 88.1% week-over-week. In terms of newly introduced/redesigned vehicles, the recognition goes to the 2011 Nissan Leaf. The 'little electric car that could' increased its share by 82.5% in a week's span. The honorable mention goes to the 2011 Chevrolet Cruze. The Cruze increased its share by 63.4% as a result of its recently debuted all-new ad campaign.

## Commentary:

Showing once again how fickle the U.S. auto shopper can be, we find what might be the most diverse list of Hot Cars since this project began. Leading this week's list is the soon-to-be discontinued Hummer H3, the all-new and highly anticipated Chevy Cruze, the big-money and exotic Mercedes-Benz SLS, the frugal but fun Mazda2, and the civilized Jaguar XF. However, of greater interest is how the Top 10 leading new or redesigned vehicles all are showing growth going into the 2011 model year. The plug-in Nissan LEAF continues to draw interest even though a national charging network is a year or two away, showing that shoppers may be satisfied with its expected range and anticipated overnight home recharging. And, this zero-gasoline vehicle is followed two gas-misers in the Cruze and Mazda2 that may be shining a light on new interest in (and acceptance of) 2011's new class of modern small cars.