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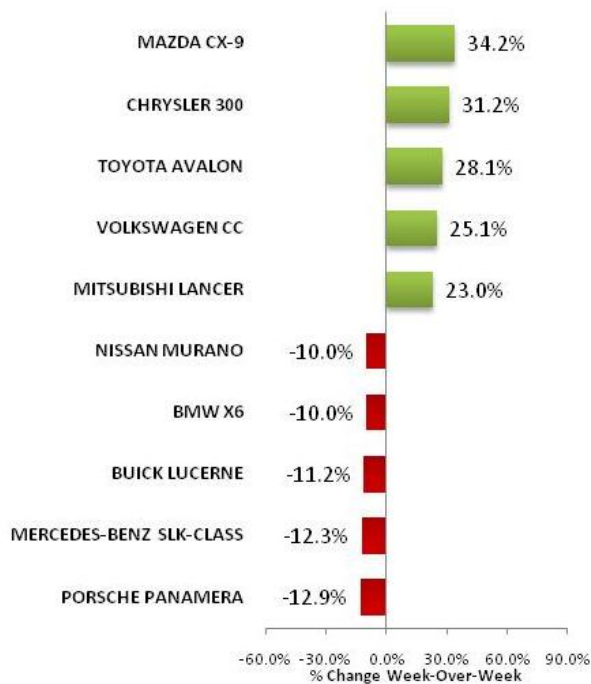
Kelley Blue Book's kbb.com Hot Car Report March 18, 2010



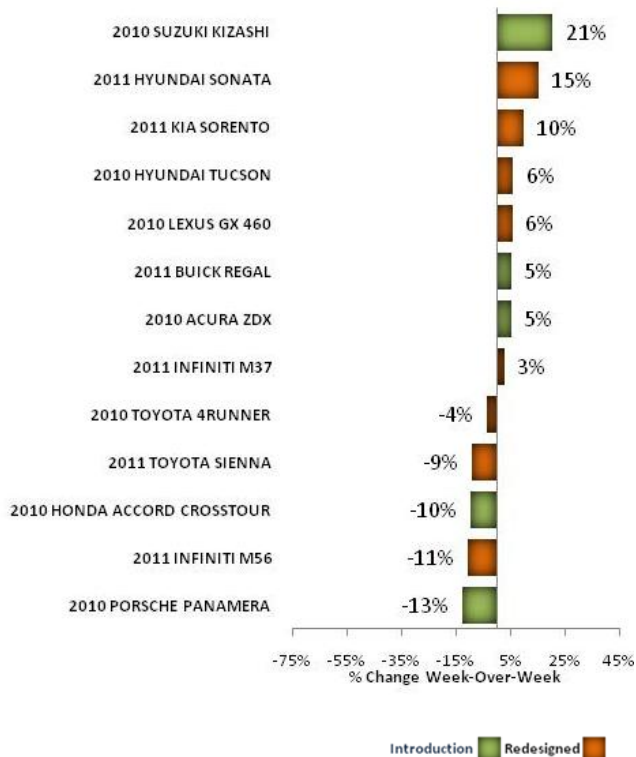
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Weekly Shopping Activity Growth Top/Bottom 5 Models



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:

The Toyota Avalon continues to grow in popularity, but the Mazda CX-9 experienced the greatest lift in week-over-week shopping activity. On the flip side, the Porsche Panamera witnesses the greatest decline in week-over-week traffic. However, the Panamera is not experiencing a crisis, but merely a return to reality.

Commentary from Executive Market Analyst, James Bell:

It pays to point out that four out of the five Top Movers in our Hot Car Report are all sedans. While much has been made of the influence of the SUV in the overall market, there still is significant interest in vehicles that are more closely tied to the average buyer's needs. A trait of "buying the MOST vehicle for the dollar" seems to be deeply ingrained in the American psyche.

The Suzuki Kizashi might be finally catching on with shoppers as a responsible, yet fun and energetic fuel-efficient small sedan. In addition, the inclusion of the three Korean vehicles in the top 'Intro and Redesigned Models' roster is further evidence of how a strong product can lead to stronger brand reputation and greater shopper consideration.