

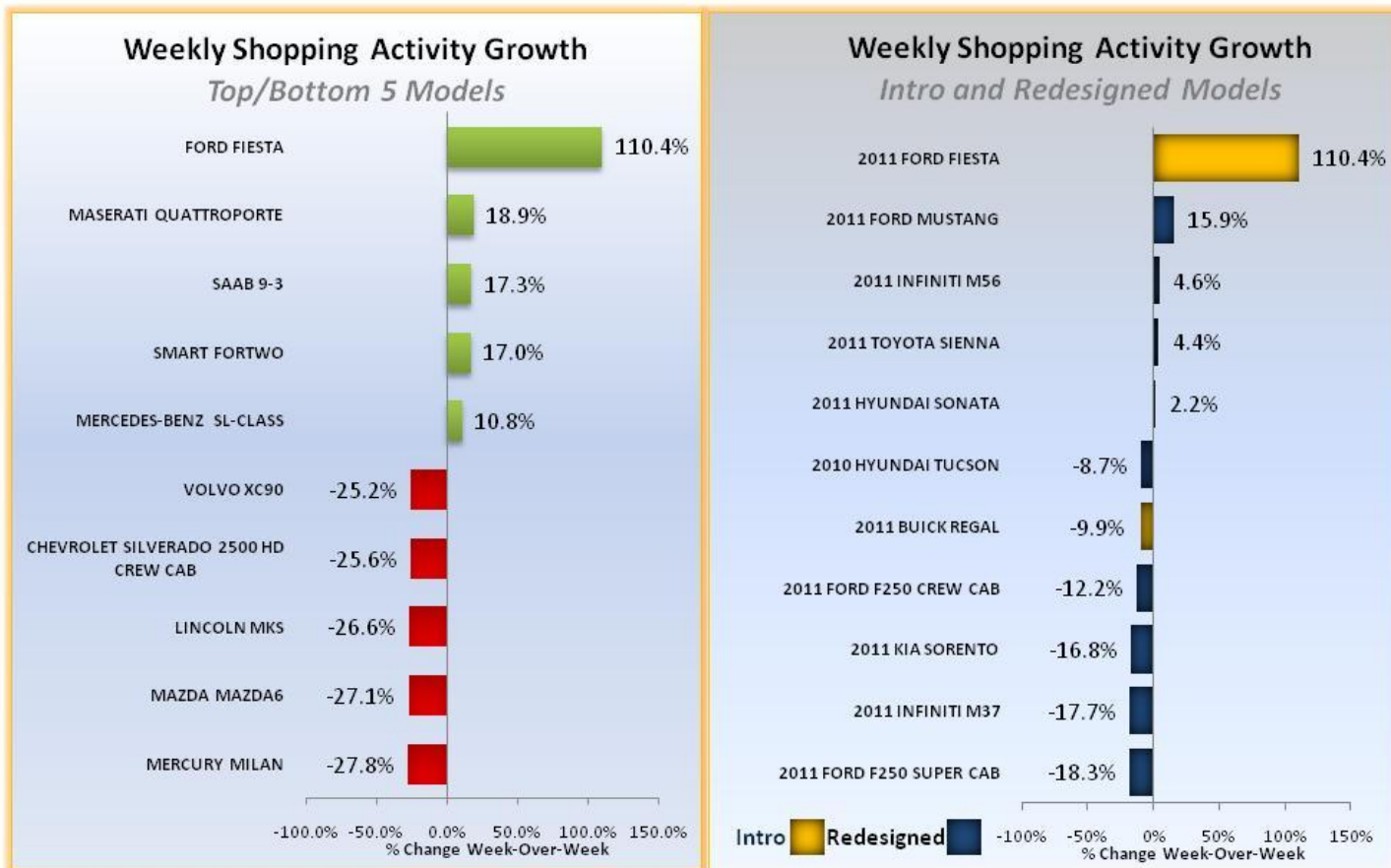


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# Kelley Blue Book Hot Car Report April 8, 2010



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

**Summary:** For the second time in as many weeks a Ford model has been the hottest car of the week. This week the Ford Fiesta has seen a 110% week-over-week jump in shopper activity to top all models. In addition to the highly anticipated sub-compact, the 2011 Ford Mustang has been garnering buzz for its new V6 Engine. However, not everything Ford touches turns to gold because the Super Duty is slightly down after being last week's Hot Car Champ.

**Commentary:** Ford's LITTLE Fiesta is already making BIG waves. While pundits claim that rising fuel prices are required for success in the Sub-Compact and Compact segments, the U.S. market's appreciation of smaller, more personal transportation is growing – especially among younger buyers. The Fiesta has always sat near the top of the European sales charts and early shopper research on kbb.com shows that sales may be off to a strong start in the U.S.

New designs as well as turbo and hybrid engine news generated by Hyundai and Kia at the New York International Auto Show is generating continued interest and opening new eyes to these brands. And Toyota Sienna's high-impact "Meet the Parents," ad campaign is swaying drivers take a refreshed look at Toyota as a style and refinement leader in the Minivan segment.