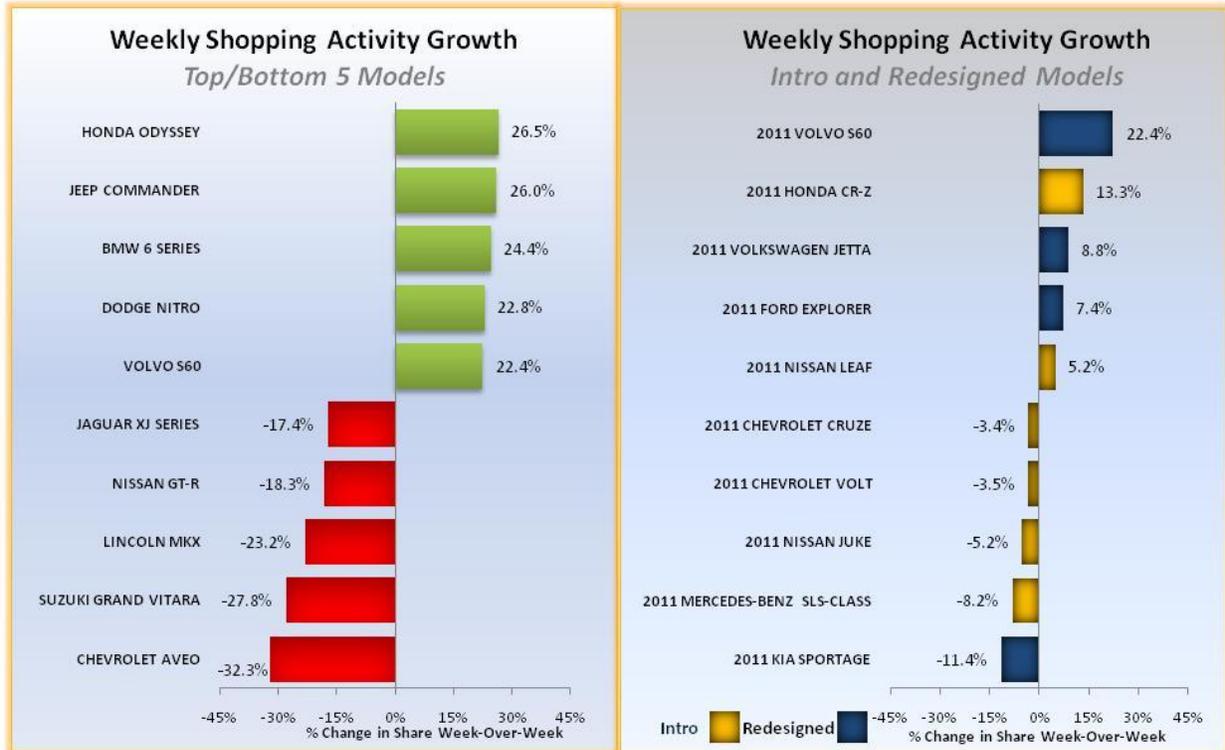




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HOT CAR REPORT

September 30, 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 Honda Odyssey increased its share of new-car shopper activity 26.5 percent week-over-week, the most of any new vehicle. Closely following the minivan is the Jeep Commander, which saw a 26 percent bump in share. Likely helped by its recent “naughty”-themed ad campaign, the 2011 Volvo S60 garnered the greatest increase in share of any new introduction or redesign, jumping 22.4 percent in a week’s time.

Commentary:

This week’s two big Hot Car winners, the Odyssey and S60, should bring a sense of relief and optimism to parent automakers Honda and Volvo. Hot product is the primary impetus for changes in brand perception, consumer interest and ultimately increased sales, especially in segments like Minivans and Sedans, which are not necessarily known for heady innovation. In kbb.com’s August 2010 Market Watch report, shopper activity for the Honda brand was down 29 percent year-over-year, while Volvo experienced a 19 percent drop year-over-year. In addition, the overall Minivan/Van segment was down 27 percent and Sedans were down 32 percent year-over-year. However, the latest Hot Car data shows September has brought a cool wind of change, and the redesigned Odyssey and S60 are now generating heavy consumer interest. The new Honda Odyssey minivan hopes to steal thunder from the recently released and successful Toyota Sienna as the one and true “driver’s minivan”...a van that dads might actually be proud to own and excited to drive. While we believe this is best viewed as a bit “tongue-in-cheek,” it shows the lengths that many manufacturers are being forced to go to generate interest in this generally stale overall sales market. With the S60, Volvo pins its future success on straddling a delicate line between the brand’s well-established reputation for safety and a new passion for sexy sheet metal and energetic driving. We spent a day driving the new S60 along canyon roads and at the track last week, and can confirm that this car succeeds in generating the desired healthy balance between performance and safety.