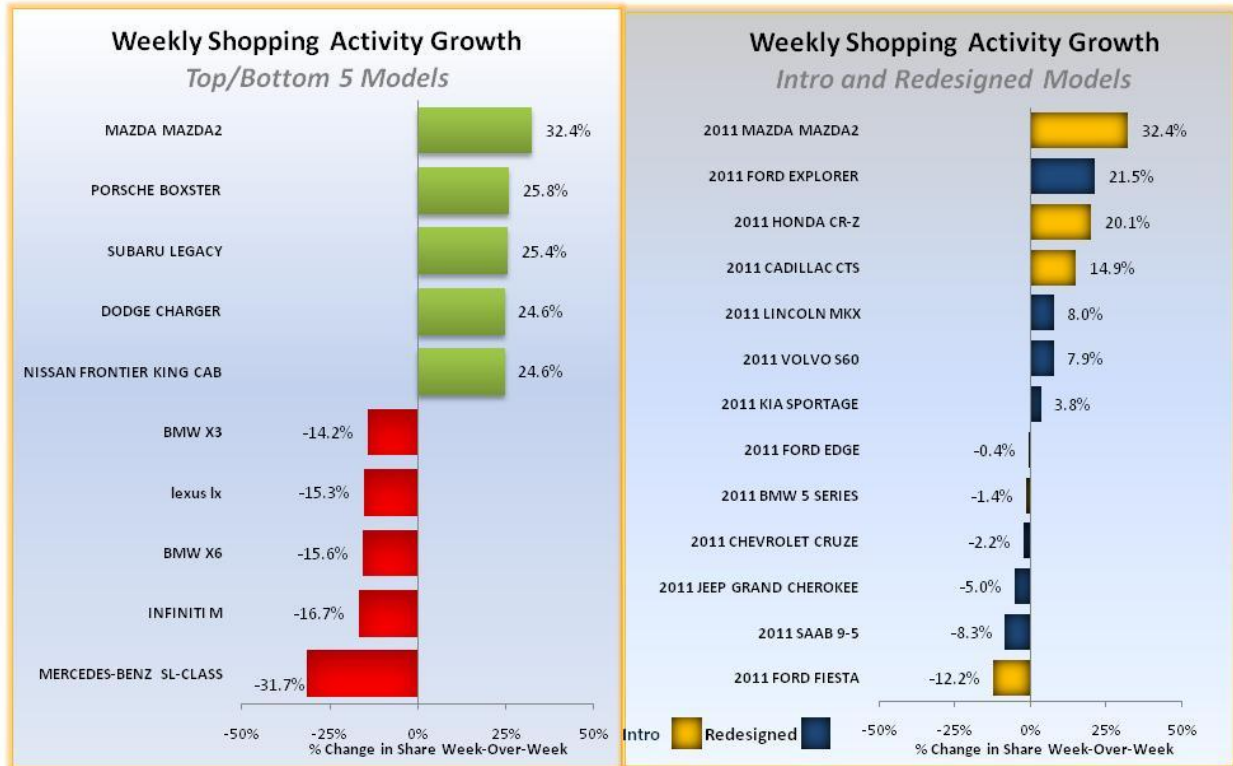


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HOT CAR REPORT

AUGUST 26, 2010



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

*2011 Cadillac CTS Includes the All-New CTS Coupe, Wagon as well as the refreshed Sedan.

Summary:

This week, the Mazda2's increase in shopper activity was the greatest of any intro/redesign or carryover model. The newly introduced subcompact car increased its share of new-car shopping activity by 32.4% week-over-week. Others gaining in popularity include the 2011 Ford Explorer and Honda CR-Z, increasing their shares by 21.5% and 20.1%, respectively.

Commentary:

We are on the cusp of something very big in the auto industry, but this time, such big news is arriving in small packages. This week's huge interest in the downsized Ford Explorer and all-new and very small Mazda2 and Honda CR-Z illustrate consumers' willingness to "think small" as long as the driving experience is not compromised. We already have experienced the first wave of small displacement turbocharged engines in traditional vehicles like Ford's Taurus and Flex, and Chevrolet's Cruze. In the 2011 Explorer, we anxiously await an all-new turbo four-cylinder engine in place of the expected V6. The CR-Z sports a hybrid powertrain tuned to deliver as many "smiles" per gallon as miles. And the Mazda2, while not packing huge power, reminds us that a finely tuned lightweight vehicle often is more fun and rewarding to drive than an overpowered heavyweight.