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HOT CAR REPORT

November 11, 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 Nissan LEAF's share of new-car shopping activity grew 73.5 percent week-over-week, becoming the hottest car for the week. Also moving up in share of new-car shopper activity is the Volvo S60, rising 58.6% in share week-over-week, rebounding from a slight dip in traffic last week.

Commentary:

Like a lightning storm that takes a long time to blow over, the all-electric Nissan LEAF continues to rank at or near the top in kbb.com's weekly Hot Car Reports. Next week's LA Auto Show should continue to draw attention to the LEAF as well as the Chevrolet Volt, since California will be one of the initial markets where a buyer will actually be able park one of these innovative vehicles in their garage. The Volvo brand also is seeing high levels of interest, thanks in part to its announced Loyalty Bonus promotion. Oddly enough, of all the vehicles in Volvo's line-up, the two drawing the bulk of the attention on kbb.com are the long-in-the-tooth yet popular XC90 SUV, and the brand-new redesigned S60 sports sedan. Since Mitsubishi is not in the position to launch its new Outlander Sport with a high-budget marketing program, creative minds have found a way to use the Internet and remote-control robots to give Web shoppers an advance "test drive" with the exciting "LiveDrive" program.