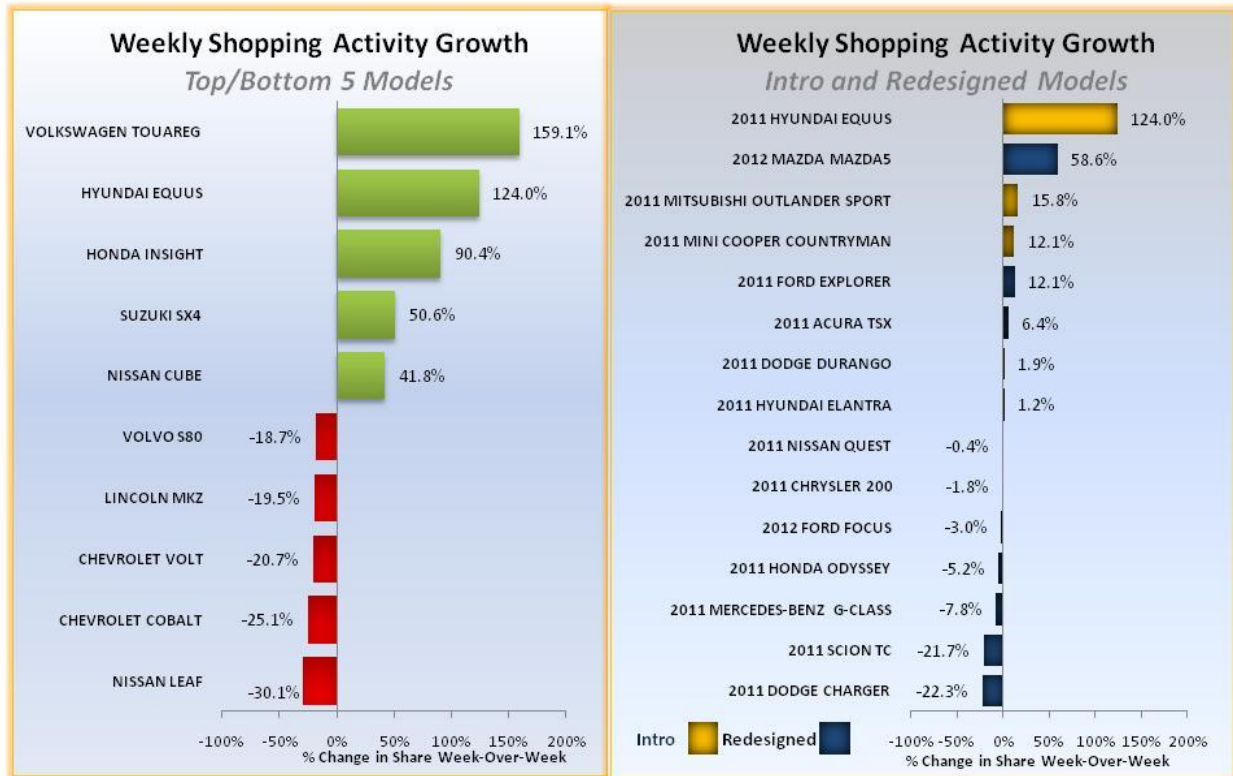


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HOT CAR REPORT

December 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 end of the calendar year signifies new beginnings and renewed interest for the majority of models displayed on kbb.com. A vehicle benefiting from this fresh start this week is the Volkswagen Touareg, increasing its share 159.1 percent week-over-week. This spurt was cued by two factors: The release of its 2011 pricing information and the peak of its cyclical monthly traffic pattern. Another vehicle generating great interest is the 2011 Hyundai Equus, seeing its stock of share rise 124 percent in a week's span.

Commentary:

Behold the enduring power of television advertising and the proven appeal of Apple products. The 2011 Hyundai Equus realized a 124 percent jump in kbb.com shopper activity this week, coinciding neatly with the launch of a television campaign that introduces the Equus while highlighting the all-new luxury sedan's first-of-its-kind owner's manual: an iPad. The convergence of cars and consumer electronics continues to accelerate rapidly, and we haven't seen anything yet. The redesigned Touareg gets a boost from an organization with more traditional auto-industry ties, the Insurance Institute for Highway Safety (IIHS). The IIHS recently announced the 2011 Touareg as the only large SUV to earn a Top Safety Pick rating for 2011, but the distinction comes with an asterisk: the Institute doesn't normally evaluate SUVs this large, but tested the Touareg at Volkswagen's request. While the Touareg may be the only Top Safety Pick in the large SUV category, it's not the only Top Safety Pick in its competitive set, as Volkswagen's two-row crossover really competes in the mid-size SUV segment.