



www.kbb.com

Kelley Blue Book Hot Car Report

June 10, 2010



www.kbb.com



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

Summary: The newly redesigned Lincoln MKX experienced a 194.7% week-over-week increase in shopper activity. Its sister vehicle, the also-redesigned 2011 Ford Edge, witnessed a great boost in traffic as well, swelling 131.7% in a week's span. Interest in both vehicles is increasing, but neither vehicle has yet gone on sale. Another vehicle that has experienced an outrageous groundswell of interest is the 2011 Jaguar XJ Series. The traffic to the XJ has increased 164.3% in a week's span.

Commentary: With fuel prices holding steady and looking to continue on that track, shoppers at kbb.com seem to be feeling more comfortable and looking for more expressive and generally larger vehicles. However, this does not mean that fuel efficiency is lost on these shoppers, as the new Ford Edge and Lincoln MKX both feature Ford's innovative EcoBoost engine technology. In addition, research this week shows a new appreciation and interest in 'right-sized' crossover SUVs such as the Volvo XC60, Subaru Tribeca and Jeep Compass. And, the 'roar' heard from the new Jaguar XJ over the last few weeks is further proof of the brand's design-led renaissance.