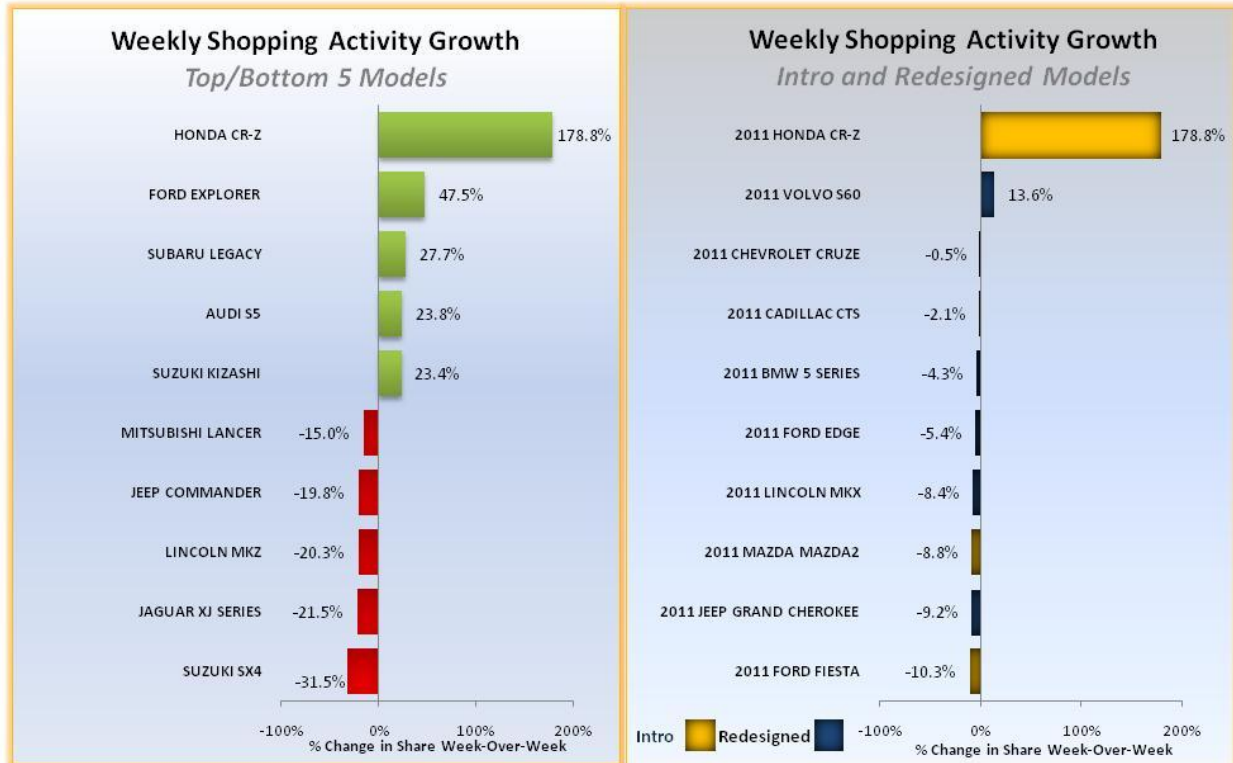


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HOT CAR REPORT

AUGUST 5, 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 re-freshed Sedan

Summary:

The 2011 Honda CR-Z has claimed the title "Hottest Car," at least for this week. The newly introduced hybrid hatchback experienced a week-over-week share increase of 178.8 percent. The only other vehicle that saw a dramatic increase in share this week was the Ford Explorer. The Explorer saw a 47.5 percent increase in week-over-week share due to online ad campaign exposure for the newly redesigned model.

Commentary:

Despite press and enthusiast commentary that focused on its lack of horsepower and rear seats, early returns on the all-new 2011 Honda CR-Z are looking good. Kelley Blue Book has driven the CR-Z and found it delivers exactly what we expected from such a small, nimble, efficient and ultimately futuristic vehicle; plus, the added benefit of a lot of "smiles-per-gallon." Ford's new Explorer continues to collect interest from the industry and public alike as it starts its long and rocky road toward being recognized as the first "rough and tumble crossover," a move that Ford hopes will recapture the original American SUV buyer's passion and spirit for adventure.