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HOT CAR REPORT

JULY 8, 2010



Note: For Top/Bottom 5 Models only vehicles that have weekly page views of 800 or more are used for analysis
*2011 Cadillac CTS Includes the All New CTS Coupe, Wagon as well as the re-freshened Sedan

Summary:

This week's Top 5 Movers was a mixed bag of vehicles. The Porsche Cayenne took top honors for week-over-week traffic growth on kbb.com, jumping 20.6 percent from the previous week. The newly redesigned Buick Regal continued to gain momentum, having appeared in the Top 5 Movers list for the second week in a row. Among new and redesigned models, the Regal also experienced the most shopper activity growth on kbb.com by a large margin. Go Buick!

Commentary:

When Porsche announced years ago that they would start selling an SUV, the automotive community collectively yelled, "What are you doing?!?!". It was an unprecedented move for an automaker known for street-legal race cars to venture into the people-mover business. However, after nearly a decade of production, the Cayenne has become a cash cow for Porsche. The success of the Cayenne was so great that it prompted Porsche to take another bold step in their lineup and create the Panamera, a sedan that steps away from its tradition and heritage. The Panamera and Cayenne outside-of-the-box thinking shows that the petrol heads in Germany know exactly what they are doing.