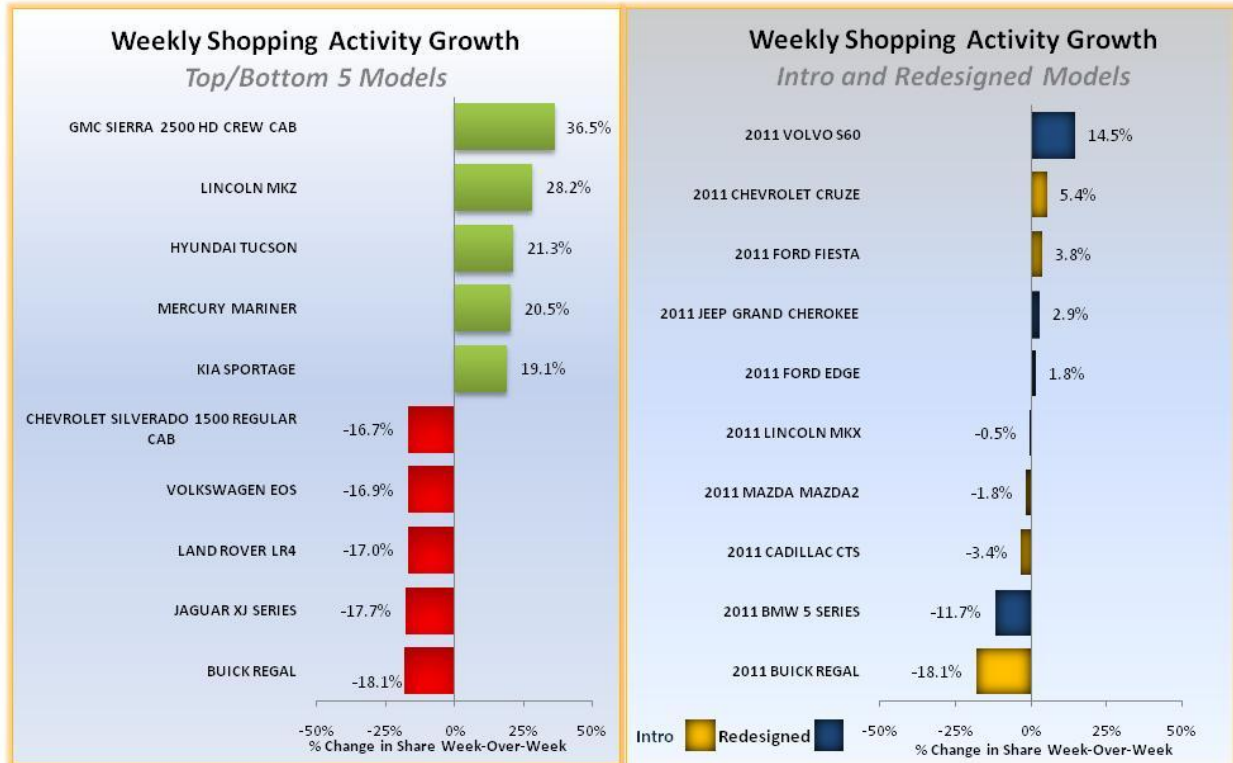


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HOT CAR REPORT

JULY 29, 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-freshened Sedan

Summary:

The 2011 Volvo S60 rose 14.5 percent week-over-week in new-car shopper activity to become the largest gain of any introduction or redesigned vehicle. The newly introduced 2011 Chevrolet Cruze experienced a modest 5.4 percent bump in share in a week's span. In addition, the GMC Sierra 2500HD Crew Cab witnessed the biggest share increase of any vehicle, growing 36.5 percent in a week's time.

Commentary:

Of special interest to kbb.com is the rise of interest in the Lincoln MKZ. Beyond a mild refresh earlier this year, news that the 2011 gasoline and hybrid versions will share the same starting price has the potential to largely impact car shoppers. Not only should this allow Ford to build and sell more hybrids, which will push the company's production pricing down, but it knocks away an assumption that drivers must pay a premium for any hybrid vehicle. Furthermore, the continuing presence of the Volvo S60 is great news for this brand, which is looking to break free of its "safety first" image. This week, we also see a surge from Chevrolet Cruze, Ford Fiesta and Hyundai Tucson that helps solidify a "downsizing" trend for the next family car in many U.S. households.