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# Kelley Blue Book Hot Car Report

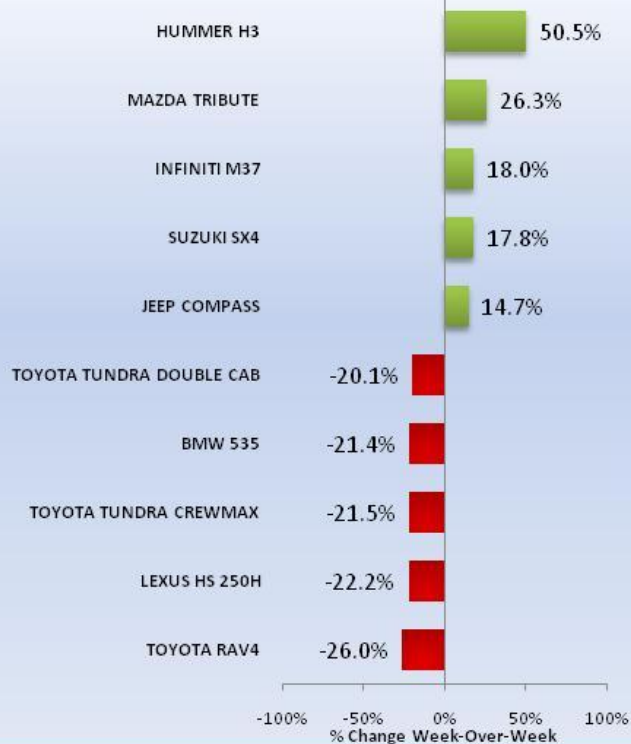
April 15, 2010



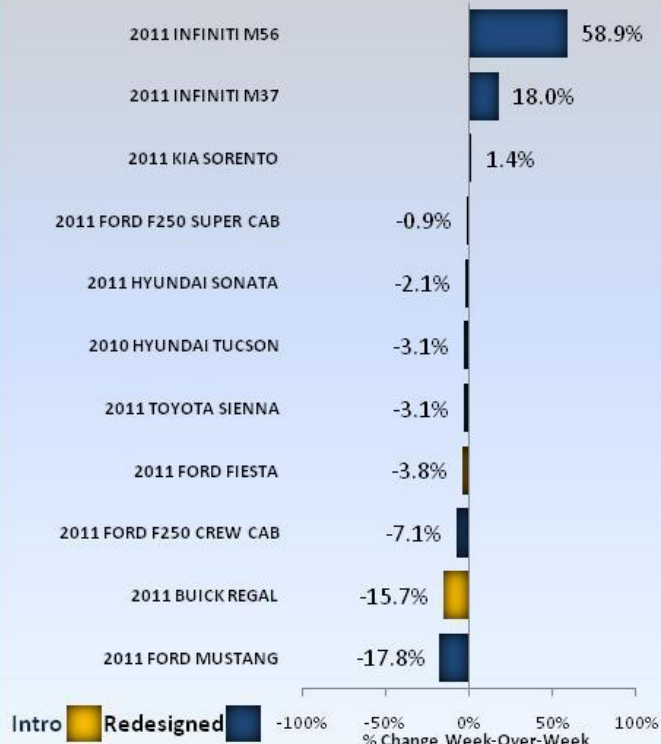
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## Weekly Shopping Activity Growth Top/Bottom 5 Models



## Weekly Shopping Activity Growth Intro and Redesigned Models



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

**Summary:** The Hummer H3 experienced the greatest influx of shopper activity than any other high-trafficked model this past week. Its 50.5% week-over-week increase can loosely be attributed to news concerning the brand limbo status. Potential buyers may be scouting for incentives or deals similar to what has been offered on Pontiac and Saturn models.

**Commentary:** Our assumption on Toyota's recent sales success is that it has been more than partially powered by incentive and bargain hunters, and no greater evidence of this element of the American automotive shopper behavior is the recent huge increase in traffic to the Hummer H3. Also of interest is the combined activity in regards to the Infiniti M37 and M56, as this may show a new focus on the midsize Luxury market and the importance of innovative and dynamic styling. This bodes very well for brands like BMW, Hyundai and Audi, who also will be introducing new and stylish vehicles into this competitive segment in the next 12 months.