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Kelley Blue Book Hot Car Report

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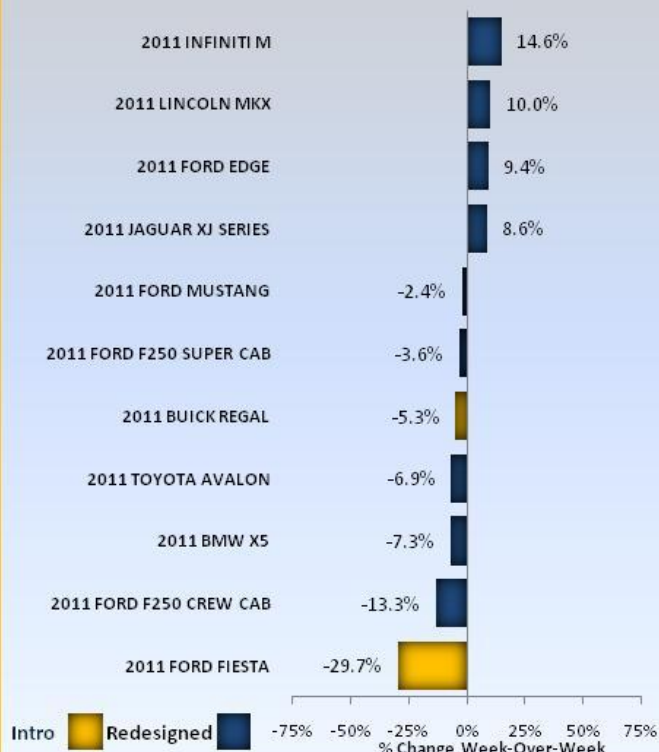
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Weekly Shopping Activity Growth Top/Bottom 5 Models



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 Jeep Grand Cherokee experienced the greatest week-over-week increase in shopper activity, 41.5%. This boost in traffic is fueled by couple of items, the first being the addition of the 2011 model-year to kbb.com, which constitutes 63% of the Grand Cherokee’s total traffic. The second is the Jeep Spring Drive Incentive that is spurring increased interest to the model.

Commentary: If there was ever a vehicle that needed new excitement, passion and shoppers, it is the all-new 2011 Jeep Grand Cherokee. This vehicle was introduced to the world at the 2009 New York Auto Show but has mostly remained “undercover” in the months since. Partially to blame is last year’s bankruptcy proceedings and transition of ownership of Chrysler from Cerberus to Fiat, but no matter the reason, this is a very important vehicle for the new Chrysler. This week media are getting their first drives of the Grand Cherokee, so we expect more interest in the next few weeks. Also of interest, thanks to the recent demise of the Mercury brand, is renewed shopping activity on Ford’s new and very important crossovers, the refreshed Edge and Lincoln MKX.