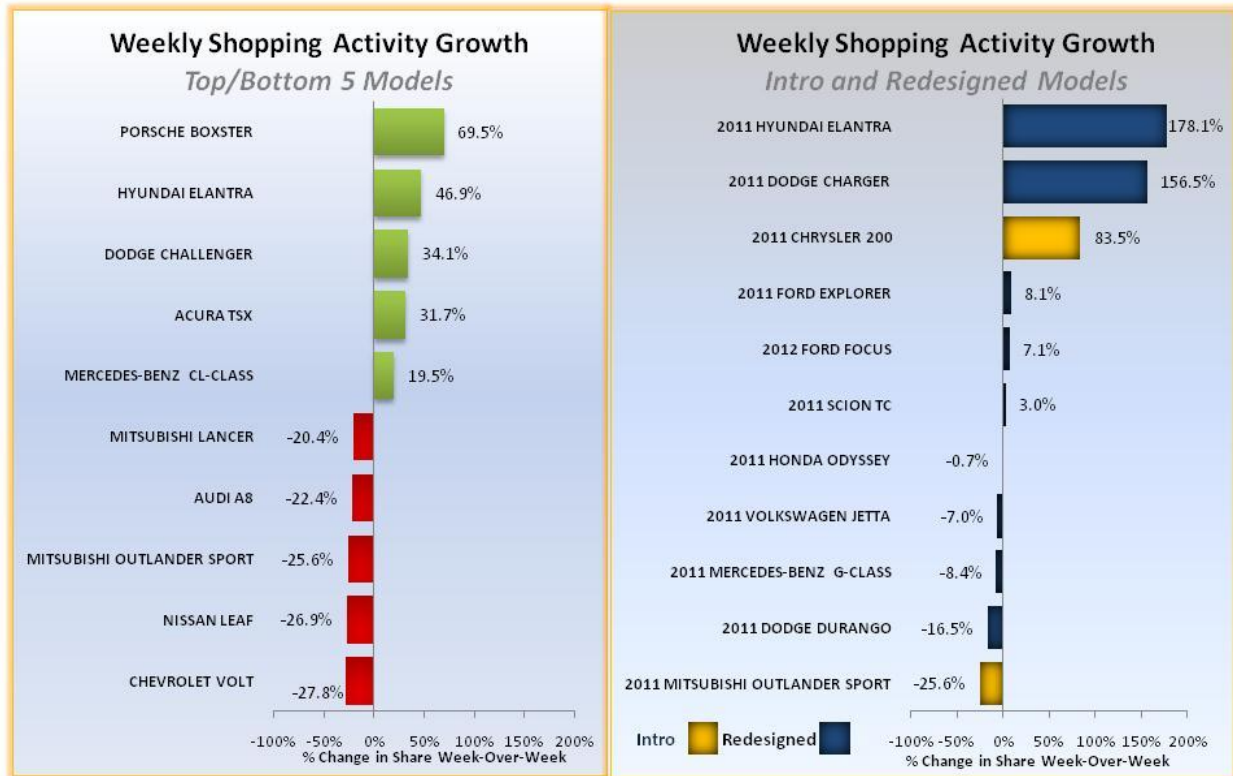


www.kbb.com

HOT CAR REPORT

December 16, 2010



Note: For Top/Bottom 5 Models, only vehicles where the weekly page views fall above the 30th percentile are used for analysis.

Summary:

The redesigned 2011 Hyundai Elantra increased its share of new-car shopper activity by 178.1 percent week-over-week, becoming the hottest car on kbb.com. Closely following the Elantra is the 2011 Dodge Charger, which experienced a 156.5 percent leap in interest. Rounding out the top three is the newly introduced 2011 Chrysler 200, which gained 83.5 percent share in a week's span.

Commentary:

The Korean car companies, and especially Hyundai, continue to successfully play the game of "shock and awe" with their Japanese and Domestic competitors. Last year's Sonata introduction rearranged the mid-size sedan segment, as Hyundai looks to sell more than 200,000 vehicles in 2010 in this high-profile category. Now, Hyundai looks to create similar shockwaves in the ultra-competitive compact car segment with introduction of the all-new 2011 Elantra. During Hyundai's recent national press drive of this important car, conversations among the journalists after testing centered around how advanced the all-new Honda Civic, the accepted market leader, needs to be in order to hold this new Elantra at bay. In other words, the Elantra jumped right over the high-volume Toyota Corolla, fun-to-drive Mazda3, high-impact Chevrolet Cruze, and highly marketed and also all-new Volkswagen Jetta. (Just this week, Honda released a sneak-peek at its new Civic "concept," which will debut during next month's Detroit Auto Show and will foreshadow the important 2012 production model). The high level of early Elantra shopper interest on Kelley Blue Book's kbb.com comes before the vehicle is even in showrooms and introduced with a deep \$169 per month lease program.