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# HOT CAR REPORT

December 9, 2010



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

## Summary:

The Jaguar XK Series' share of new-car shopping activity grew 56.5 percent week-over-week, rebounding from last week's dip in traffic. Also experiencing an increase in share is the Dodge Charger; the addition of the redesign for 2011 has increased shopper interest. In addition, the all-new 2011 Dodge Durango rose 40.2 percent in share week-over-week, the most of any launch/redesigned vehicle.

## Commentary:

At this moment in time, one of the most common questions without a clear answer in the U.S. auto industry is, "What is going to happen to Chrysler?" Ford is the current "darling of the domestics," and GM is still enjoying the glow from last month's successful IPO. However, kbb.com's shopper traffic during the last week shows that there is solid interest in at least two of Fiat/Chrysler's new and updated vehicles: the Dodge Durango and Charger. The Durango is hoping to follow in the warm footsteps of its corporate cousin, the recently reintroduced and well-received Jeep Grand Cherokee, and the Charger is setting itself up to be Dodge's iconic and muscular flagship until the expected return of the Viper in 2012 or 2013. Early interest in Ford's new 2011 Explorer also is big news considering how far its predecessor, the truck-based and archaic 1991-2010 model, had fallen in the eyes of today's modern crossover shopper. With fuel prices predicted to make only modest increases over the next 12-18 months, SUVs such as the new Durango and Explorer may be well-positioned to make an early impact within their popular and very competitive segment.