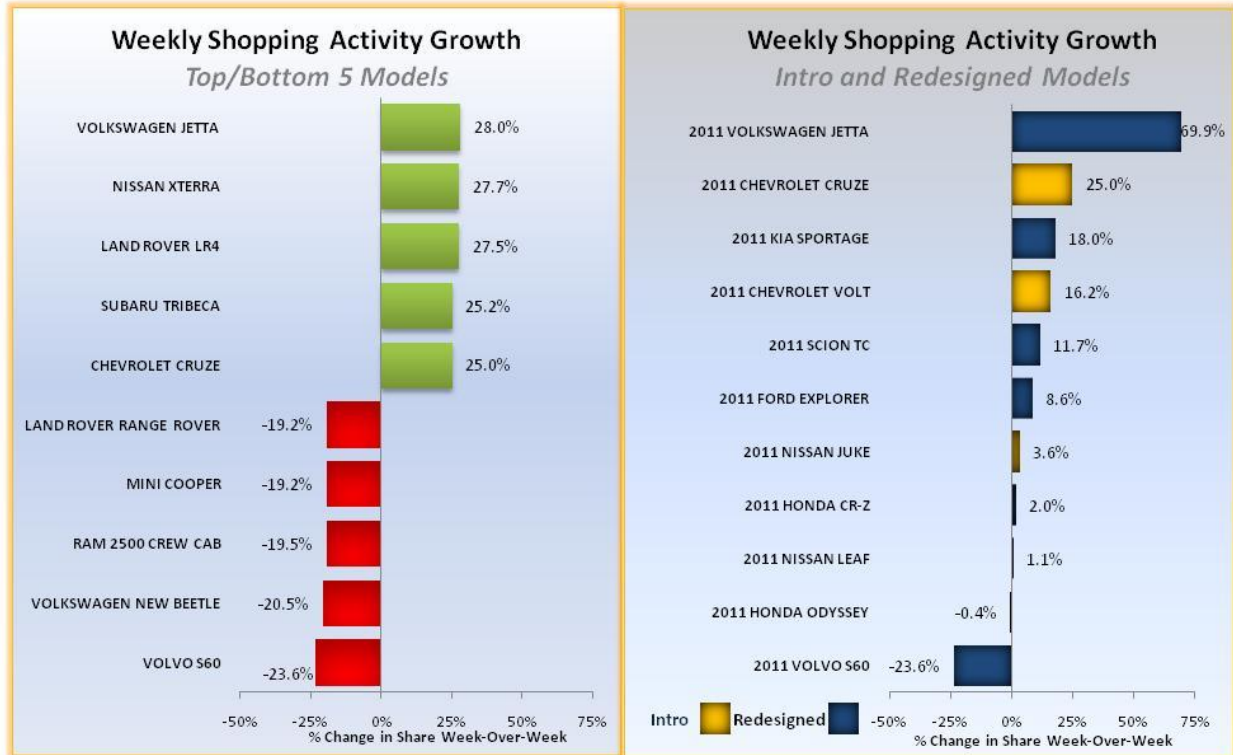


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HOT CAR REPORT

October 21, 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 Volkswagen Jetta increased its share of new-car shopper activity 28 percent week-over-week. Spurred by interest in the 2011 redesign, the Jetta expanded its share the most of any vehicle. The 2011 redesign currently accounts for 68 percent the Jetta's traffic. The current redesign has increased its share of new car shopping activity 69.9 percent week-over-week.

Commentary:

The Volkswagen Jetta always has been a bit of an anomaly in the U.S. market. While has been VW's biggest seller for many years, it also fit uncomfortably into an ultra-competitive compact car segment dominated by the more spartan yet reliable Toyota Corolla and innovative Honda Civic. The new 2011 Jetta seeks to address these concerns with a slightly less refined but larger version that delivers great fuel economy at a lower MSRP. In addition to these bold moves, VW's ad agency has captured kbb.com shopper attention with a line of entertaining television advertisements that have contributed strongly to the new Jetta's "have you seen it?" factor. In addition to the Jetta, the compact car market leaders are under attack from Chevrolet with the new Cruze, which continues to collect strong kbb.com shopper interest this week. Today's compact car buyer is starting to realize that such a purchase does not have to represent a compromise, as vehicles like the Cruze and Jetta deliver smooth, quiet and efficient rides with features and style that were previously the domain of near-luxury segment. We look forward to new entries in this important segment from Ford and Honda later in 2011.