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HOT CAR REPORT

JULY 1, 2010



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

*2011 Cadillac CTS includes the all-new CTS Coupe, Wagon as well as the refreshed Sedan

Summary:

Domestic brands dominated this week's Hot Car Report with the new Ford Fiesta leading the way after it posted a 37.9% week-over-week spike in shopper activity on kbb.com. The Jeep Grand Cherokee continued on its upward trajectory as the redesigned 2011 model helped the SUV appear on the Hot Car Report for its third consecutive week. GM, particularly the Cadillac and Buick brands, benefitted from the newly introduced Buick Regal and redesigned Cadillac CTS (including the all-new CTS Coupe), as each model experienced a significant bump in shopper activity.

Commentary:

The campaign of "American Revolution" used by GM a few years ago was a bit premature at the time. Granted, they were beginning to come around to the new millennium, but their product offering was far from revolutionary. Fast-forward to today and that statement isn't so laughable. It is evident that GM's turnaround is turning skeptics into believers as seen by the growing consumer interest being generated by the new Chevrolet Cruze, Cadillac CTS and Buick Regal. Couple that with the innovative Corvette ZR1, respectable Malibu, and surprise-hit GMC Terrain, and then GM's boasting of "May the Best Car Win" becomes warranted.