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# HOT CAR REPORT

December 2, 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 Dodge Caravan's share of new-car shopping activity grew 32 percent week-over-week, becoming the hottest car for the week. This increased interest is due to the release of 2011 pricing information. The 2011 Nissan Leaf rose 22.8 percent in share week-over-week, benefiting from Los Angeles Auto Show media coverage and attention.

## Commentary:

The one thing we can count on in the current automobile industry is change. We have noticed a growing trend that many of today's shoppers may be served best by ignoring previous impressions or assumptions, and rather test driving the vehicle – regardless of brand – that best meets their specific needs. Is your Honda Civic no longer turning heads? We bet you have noticed the innovative "Great for the price of good" ad campaign for the 2011 Volkswagen Jetta and its European take on a value-priced compact car. Looking for a crossover to replace your Ford Escape? Check out the 2011 Mitsubishi Outlander Sport. And if a larger crossover being considered, venture into a Ford dealership to become reacquainted with a vehicle that surely lost touch with the market since the last decade but is back with a vengeance, the 2011 Ford Explorer. We also are interested to see the big bump in traffic generated by the Fiat-updated Dodge Grand Caravan, since the entire Dodge, Jeep and Chrysler lineup began to "shed its skin" during the Los Angeles Auto Show and commence its long journey back onto America's shopping lists.