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# Kelley Blue Book Hot Car Report

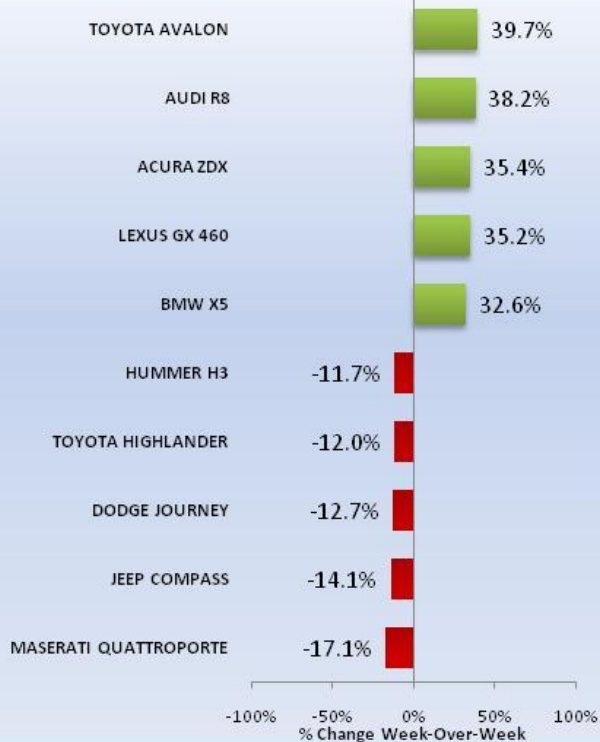
April 22, 2010



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## Weekly Shopping Activity Growth Top/Bottom 5 Models



## Weekly Shopping Activity Growth Intro and Redesigned Models



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

**Summary:** Advertising created the needed spark to boost the Toyota Avalon to the highest week-over-week shopper activity turnaround of 39.7%. Interest in the Toyota Avalon has increased 62% week-over-week, aided by the newly redesigned 2011 model-year vehicle. Also of note, the recent "Iron Man 2" movie advertising tie-in with Audi has contributed to a 38% week-over-week increase for the R8.

**Commentary:** Some skeptics point to product placement in movies as wasteful and unnecessary. To those people, we offer the growth of shopper interest in the almost-three-year-old Audi R8 just as commercials for the new "Iron Man 2" are hitting full speed. If Tony Stark wants one, that seems to be good enough reason for car shoppers!

It is good to see that the redesigned Toyota Avalon and its "Travel Avalon Style" advertising campaign have ignited interest in the comfortable large sedan, even under the microscope of Toyota's recent unintended acceleration crisis. While some of Toyota's issues have cast a shadow, they also have sent bargain hunters out to shop. That may have been the case in the last week when the Lexus GX460 was called into question, as it is now a top-researched vehicle.