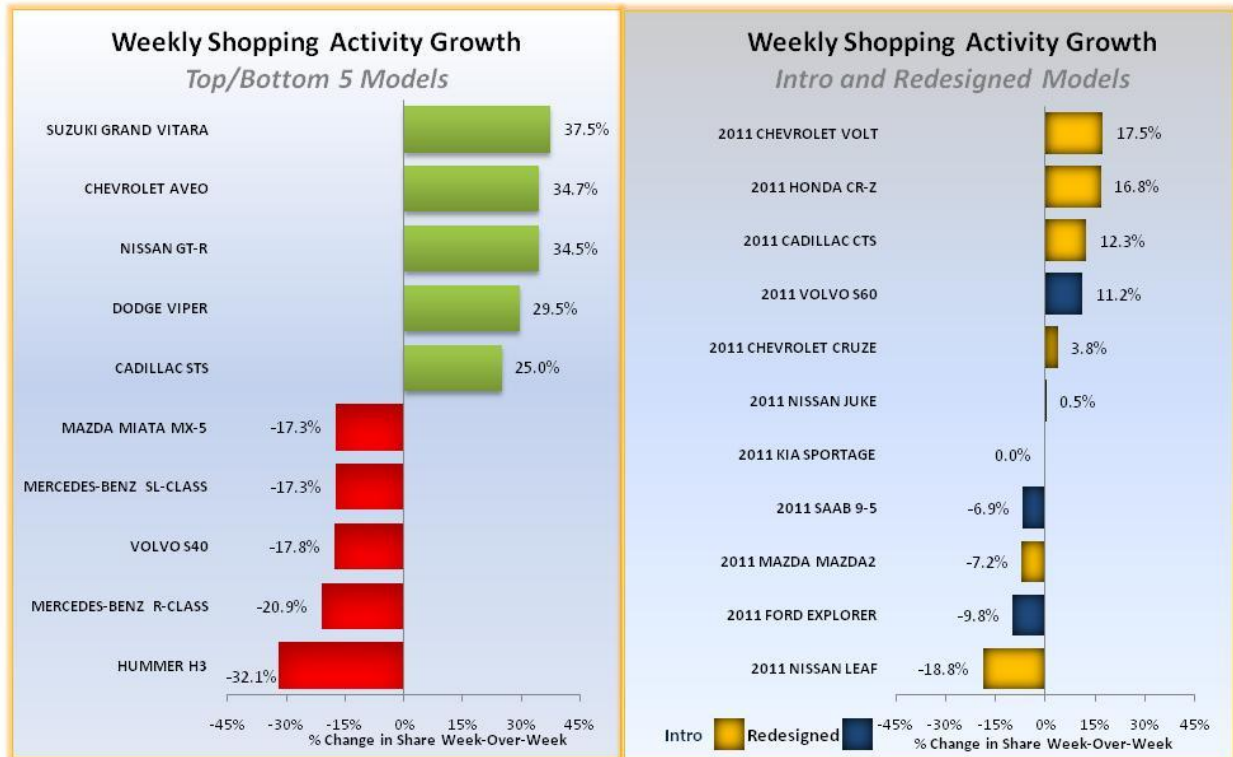


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# HOT CAR REPORT

September 23, 2010



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

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

### Summary:

Increasing the most of any new car in shopper activity is the Suzuki Grand Vitara, which increased its share of new-car shopper activity by 37.5% week-over-week. The Grand Vitara's gains can be attributed to the recent incentives that are being advertised. With a modest increase of 17.5% week-over-week, the 2011 Chevrolet Volt became the introduction/redesign with the biggest gain in share.

### Commentary:

When it comes to uncovering reluctant car shoppers in 2010, financial incentives are the fastest way to impact interest. Or, in the case of the Suzuki Grand Vitara and Chevrolet Aveo, "0% interest for 60 months." In the most recent Kelley Blue Book Market Intelligence "Purchasing and Financing Survey" on kbb.com, only 17% of shoppers who expressed an intent to purchase within the next six months also had chosen the exact vehicle they intended to buy. Given the fact that this same survey also determined that the average buyer ends up with three vehicles in their final consideration set, well-placed incentives such as those recently seen on the Grand Vitara and Aveo can help ensure that certain vehicles are noticed. Many observers are seeing 2011 set-up to be the "Year of the Electric Car," and continued kbb.com shopper interest in the extended-range plug-in Chevrolet Volt as well as the all-new Honda CR-Z sport hybrid support this prediction. The Nissan LEAF has dropped considerably in this week's report, but we expect new and increased awareness for this innovative car from Nissan's recently released and already controversial "Polar Bear" national ad campaign.