



www.kbb.com

# Kelley Blue Book Hot Car Report

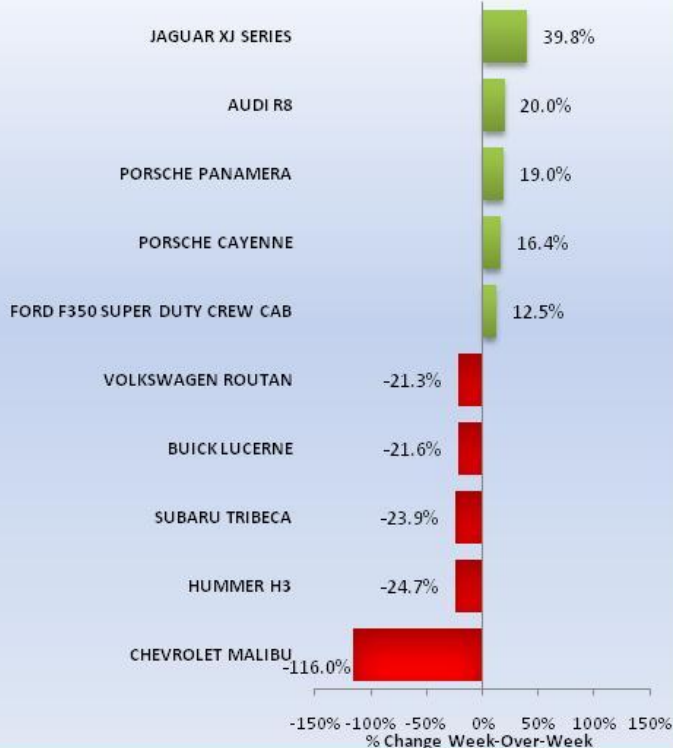
May 6, 2010



www.kbb.com



## 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:** Claiming the top spot as the vehicle with the greatest increase in week-over-week traffic is the Jaguar XJ, improving 39 percent this week. Jaguar is followed by the Audi R8, which still is acquiring interest generated from the "Iron Man 2" movie hype. The 2011 Ford Super Duty witnessed the greatest increase in shopper activity of any newly launched/redesigned models.

**Commentary:** In the face of mixed April sales news is our May 6<sup>th</sup> Hot Car Report, highlighting the power of automotive "dreams." Jaguar made great strides in transforming its brand and image from boring to striking with the 2009 XF sedan, and based on this week's new XJ traffic on kbb.com and Jaguar's announcement of targeting XJ sales to influential consumers especially in L.A., New York and Miami, the brand seems poised to continue this important and exciting trend. Dream-car popularity continues as we see further activity for the Audi R8, featured in the box office smash "Iron Man 2." In addition, Porsche traffic is benefiting from the popular new Panamera, which just completed its best-ever sales month in April, and interest in the Cayenne SUV, as the 2010 model-year sell-down continues and consumers anticipate the new 2011 Cayenne to hit showrooms in July.

Also noteworthy is the traffic focused on some of Ford's newest vehicles, including the Super Duty and the updated Mustang. Capturing the first four of this week's KBB top five intro/redesigned models, the Blue Oval continues to resonate with the very important young and image-focused shoppers, as well as the profitable and loyal construction and heavy-duty truck audience.