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Kelley Blue Book Hot Car Report

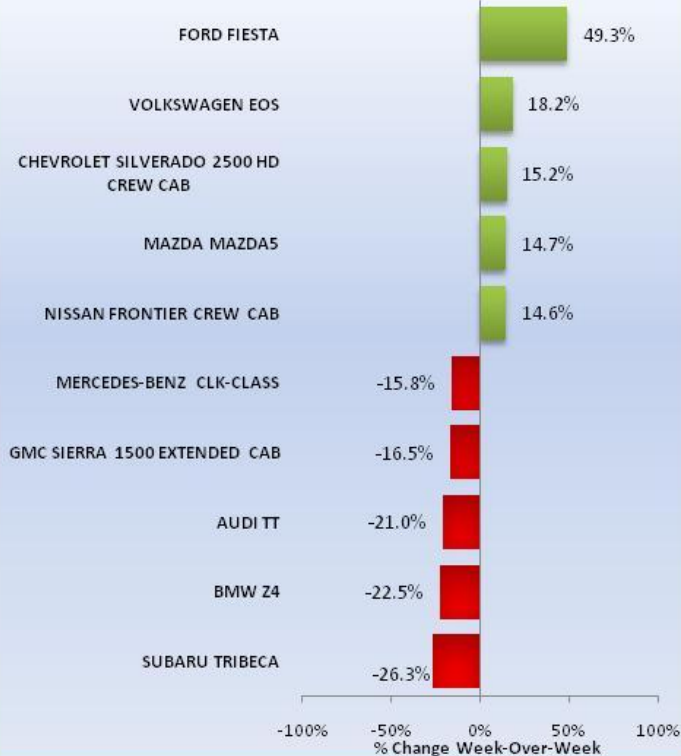
June 4, 2010



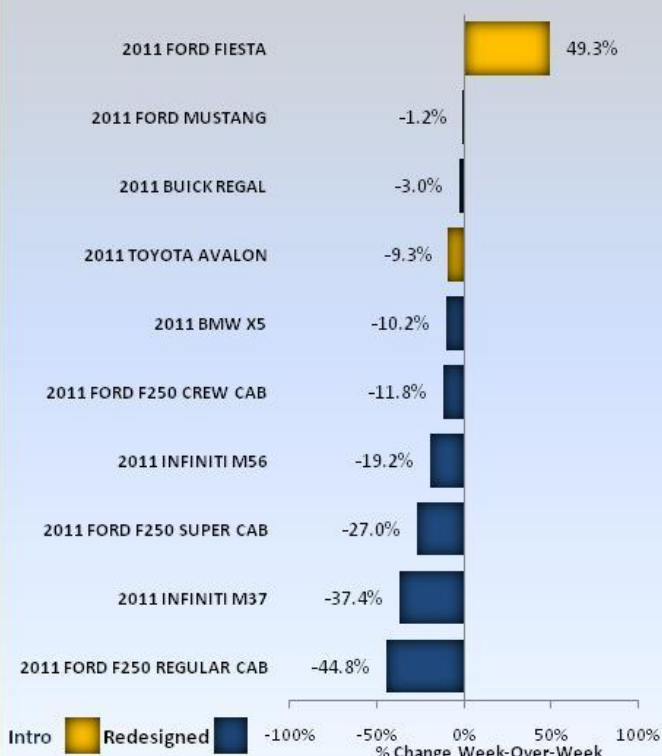
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Weekly Shopping Activity Growth Top/Bottom 5 Models



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: The Ford Fiesta continues to pique consumer interest as it jumps 49.3 percent week-over-week in shopper activity, even though it has yet to go on sale. All other new launch and redesigned vehicles experienced slight declines in traffic last week. In addition, the Volkswagen EOS regained its mojo by increasing 18.2 percent after a 22.3 percent decline in shopper activity the week prior.

Commentary: This week's Hot Car Report is a perfect example of how diverse the U.S. market has become and how today's shoppers are the ultimate benefactors. In light of Ford's decision to shut down the Mercury brand, it is positive to see the new Fiesta continue to collect such early interest. We suspect that Ford's innovative social media campaigns, as well as their huge traditional ad campaign that broke with the American Idol finale and NBA playoffs, are making a big impact on its target demographic. This shopping behavior also makes us wonder what sort of transaction prices this car will achieve amongst initial buyers. Could we see a domestic subcompact car sell for MSRP or higher?