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HOT CAR REPORT

JULY 15, 2010



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

*2011 Cadillac CTS Includes the All-New CTS Coupe, Wagon and refreshed Sedan

Summary:

This week's Top 5 movers are all SUVs and crossovers as the summer road trip season kicks into high gear. The Infiniti QX rose 58.4 percent week-over-week to claim the largest growth spurt on kbb.com. In addition, two other vehicles made a big splash in this week's report: In their second week on kbb.com, the redesigned 2011 Volvo S60 jumped 251 percent week-over-week in shopper activity, while the all-new Mazda2 experienced a 176.9 percent gain.

Commentary:

No matter what experts and pundits proclaim, the American vehicle buyer still has a soft spot for SUVs. This week's report reveals unexpected interest in the new Infiniti QX and Buick Enclave, as well as a new look at the Acura ZDX, which is not quite an SUV or crossover, or anything else for that matter! Nothing excites interest better than sexy new sheet metal as found on the all-new Volvo S60, Jeep Grand Cherokee, and even the little Mazda2. We also are pleased to see renewed interest in near-luxury brands like Lincoln and Volvo, as it shows a new level of economic comfort.