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Kelley Blue Book Hot Car Report

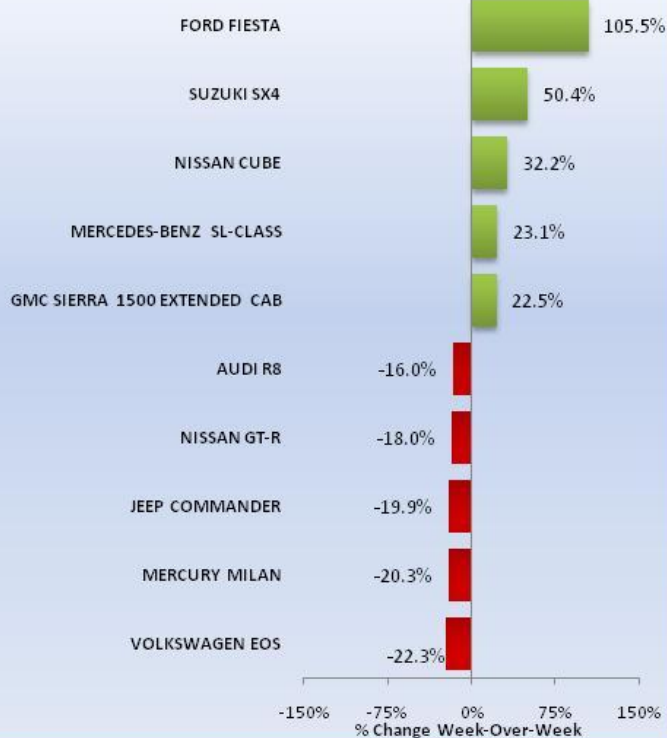
May 27, 2010



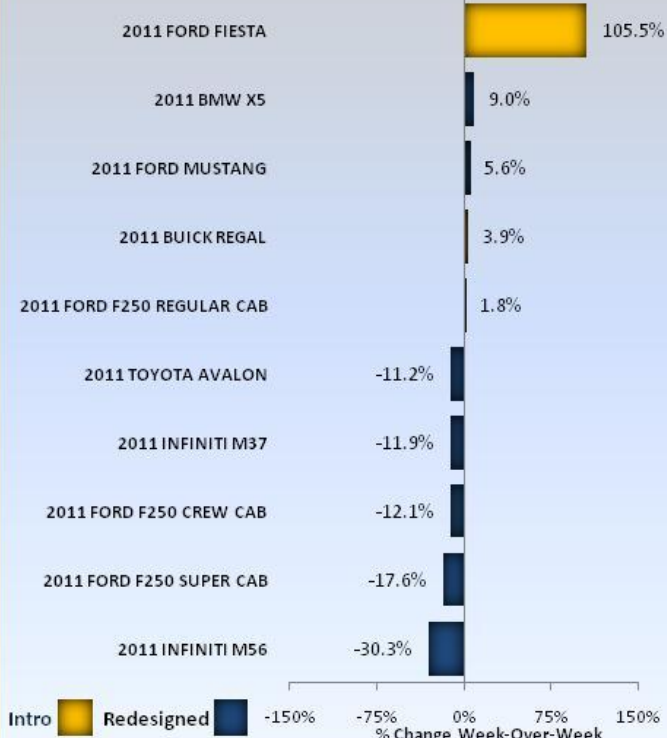
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Weekly Shopping Activity Growth Top/Bottom 5 Models



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 was recently named one of kbb.com’s Top 10 Coolest New Cars Under \$18,000 and received the highest activity growth by a big margin, highlighting how successful social media can be in promoting new models. The Suzuki SX4 and Nissan cube also were named among the coolest cars under \$18,000, showing notable gains in week-over-week traffic, 50.4 percent for SX4 and 32.2 percent for the cube.

Commentary: If early indications prove true, Ford dealers across the U.S. are going to have a very hot summer...one filled with Fiesta buyers, that is. Ford set the stage for the introduction of the 2011 Fiesta with a huge social media and public relations campaign last year that put the all-new car in the hands of YouTube and Facebook influencers and those seeds appear to be showing roots. Now that the automotive press has driven the car and confirmed those positive reactions, Ford is poised to make a huge impact in the small-car space. Also of interest is the increased level of traffic for the Suzuki SX4 and Nissan cube in light of no new or substantial incentives, as these three stylish, yet efficient vehicles are only expected to succeed in a marketplace driven by higher fuel prices.