



www.kbb.com

HOT CAR REPORT

AUGUST 12, 2010



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

*2011 Cadillac CTS Includes the All-New CTS Coupe, Wagon as well as the refreshed Sedan.

Summary:

The Chevrolet Cruze increased 50.9% in share week-over-week to become the top mover of any high-traffic vehicle. Closely following the Cruze is the Kia Sportage, which advanced 45.5% in share in a week's span. The Kia Sportage is the beneficiary of increased interest generated by its upcoming 2011 redesign. However, the redesign that has seen the greatest lift is the 2011 Saab 9-5. The Saab 9-5 experienced a 105% increase in share in a week's time, surpassing all new introductions and redesigns in rate of growth.

Commentary:

The halls of GM will be happy this week as shoppers at kbb.com are checking out Chevy's all-new and all-important compact car, the Cruze. Much has been made of the high level of content that the Cruze carries as standard, and it looks like this may be starting to resonate with today's smart and educated consumers. It also is interesting to see so much interest in the fuel-efficient yet nimble and fun Mazda2 and Honda CR-Z, especially during this summer of relatively low fuel prices. To see the 9-5 on the top of the "Intro and Redesigned" roster is strange given the fact that we have not seen an all-new mid-size Saab in market since 1999. The 9-5 signals the birth of the "New Saab," and we will track this model and brand closely over the next 12 months to ascertain traction in the ultra-competitive near-luxury segment.