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HOT CAR REPORT

October 28, 2010



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

Summary:

The Mitsubishi Outlander Sport's share of new-car shopper activity increased 138.2 percent week-over-week. The all-new 2011 Outlander Sport has gained a higher percentage in share than any other new vehicle on kbb.com this week. Another vehicle experiencing a huge leap in share is the MINI Cooper Clubman, which has experienced a 131.6 percent increase in a week's span.

Commentary:

Thanks to the impact of future increased fuel economy ratings in the United States and the equally impactful raising of CO2 emissions standards in Europe, we are seeing the future of transportation take shape with the help of shoppers at Kelley Blue Book's kbb.com. As predicted, manufacturers will be introducing fewer larger or sporty vehicles and instead focusing on smaller and more efficient entries to raise their CAFE and emissions ratings. The Mitsubishi Outlander Sport is a perfect example, as a small and nimble crossover designed to deliver utility that consumers demand with economy that the future will require. In many ways, BMW's MINI brand was the pioneer of this idea with introduction of the Clubman model in 2008, and the 2011 version continues to collect strong shopper interest on kbb.com. A further look at the activity among new and redesigned models illustrates how diverse and efficient yet also fun our future will be, with the all-electric Nissan Leaf, unexpected Chevrolet Cruze, powerful yet safe Volvo S60, and innovative Chevrolet Volt rounding out the Top Five.