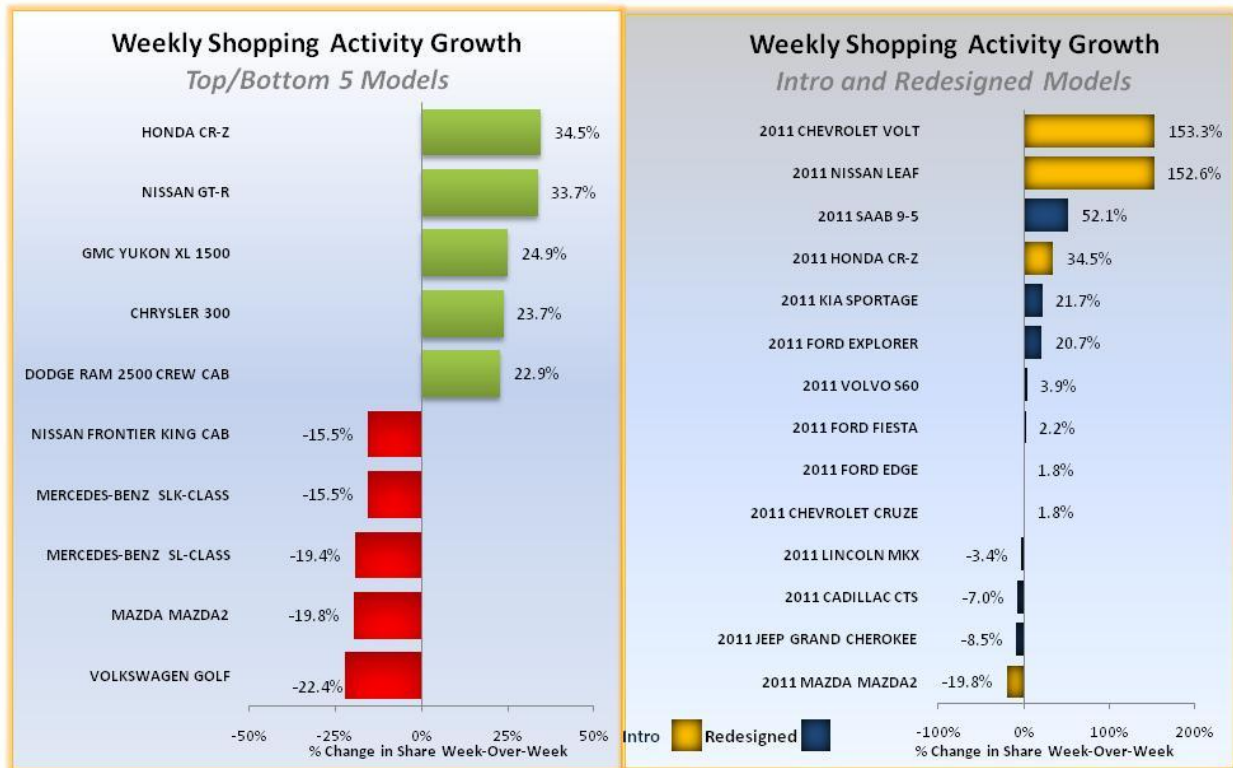


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HOT CAR REPORT

September 2, 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 Honda CR-Z's share of new-car shopping activity increased the most of any high-traffic vehicle on kbb.com. The next vehicle generating maximum interest is the Nissan GT-R, increasing its share by 33.7% in a week's span. In addition, there are a few other new vehicles that are making a splash on kbb.com: The 2011 Chevrolet Volt, which increased 153.3%, and the 2011 Nissan Leaf, which increased 152.6% week-over-week.

Commentary:

This week's Hot Car report reaffirms what we at Kelley Blue Book's kbb.com know and love about the U.S. auto industry: "Variety is the spice of life!" With the Honda CR-Z leading the pack and showing continued interest in vehicles that deliver great fuel economy in fun-to-drive packages, we also see rising activity among four vehicles that could not be more different than the little hybrid. Inclusion of the potent GT-R, large and luxurious Yukon, gracefully aging 300, and no-nonsense Ram 2500 illustrate how varied the current market is, and how brand equity and past perceptions of quality may become less important in a future where manufacturers are forced to further diversify their offerings in a mad grab for buyer attention.