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# HOT CAR REPORT

**JULY 22, 2010**



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

\*2011 Cadillac CTS Includes the All New CTS Coupe, Wagon as well as the re-freshened Sedan

### Summary:

The vehicle that experienced the greatest increase in share of traffic week-over-week is the Buick Regal. Even though the current Buick Sales event is pushing out 2010 models, it is the 2011 Regal that increased its share 58.1 percent. Rounding out the Top 5 Movers are the Audi Q5, Dodge Nitro, Audi S5 and Volkswagen CC. All Top Movers are benefiting from increased interest generated by summer sales events.

### Commentary:

Can the doubters please identify themselves and step aside? When GM announced closing Saturn and Pontiac, most observers agreed but couldn't understand the decision to keep Buick. Beyond the implications of closing such a successful brand that is "growing by leaps and bounds" in China, GM obviously has a plan for Buick in the U.S. that is starting to bear fruit. After driving the all-new Regal, Kelley Blue Book can assure you that these shoppers will be more than pleased once they visit the dealership for a test drive. The Regal is a stylish and engaging alternative to VW's Passat and CC, both of which are priced much higher. Are we on the verge of reassigning Chevrolet's old "American Revolution" tagline to Buick?