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Kelley Blue Book Hot Car Report

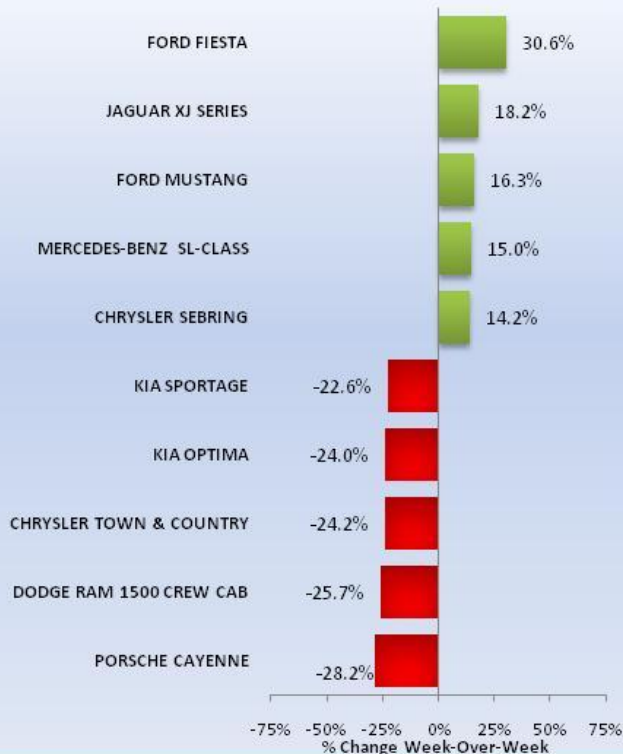
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Weekly Shopping Activity Growth Top/Bottom 5 Models



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 garnered the most traffic week-over-week, with a 30.6 percent increase in traffic. Benefiting from positive magazine, blog and forum coverage, the Fiesta continues to attract added interest. Another Ford vehicle reaping the benefits of media exposure is the 2011 Ford Mustang. Its recent ad campaign has helped increase traffic by 29.3 percent.

Commentary: The biggest surprise on this week's Hot List is the Chrysler Sebring. The 2011 model could be the last year this sedan will carry the name of the famous Florida raceway before it gets a full redesign and possible new namesake; Chrysler Nassau. Until then, shoppers may be looking to get their hands on the last of the Sebrings, especially with \$2,000 cash back on current models.

As the arrival of Ford Fiesta draws near, this week's Report should bring cheer to the halls of Ford Motor Company. This model, originally appearing in the U.S. in 1978, will put the Blue Oval back into a segment it has not competed in for many years. While this small and CAFE friendly vehicle will not rake in huge profits for Ford, it is key to further reestablishing growth of the brand.