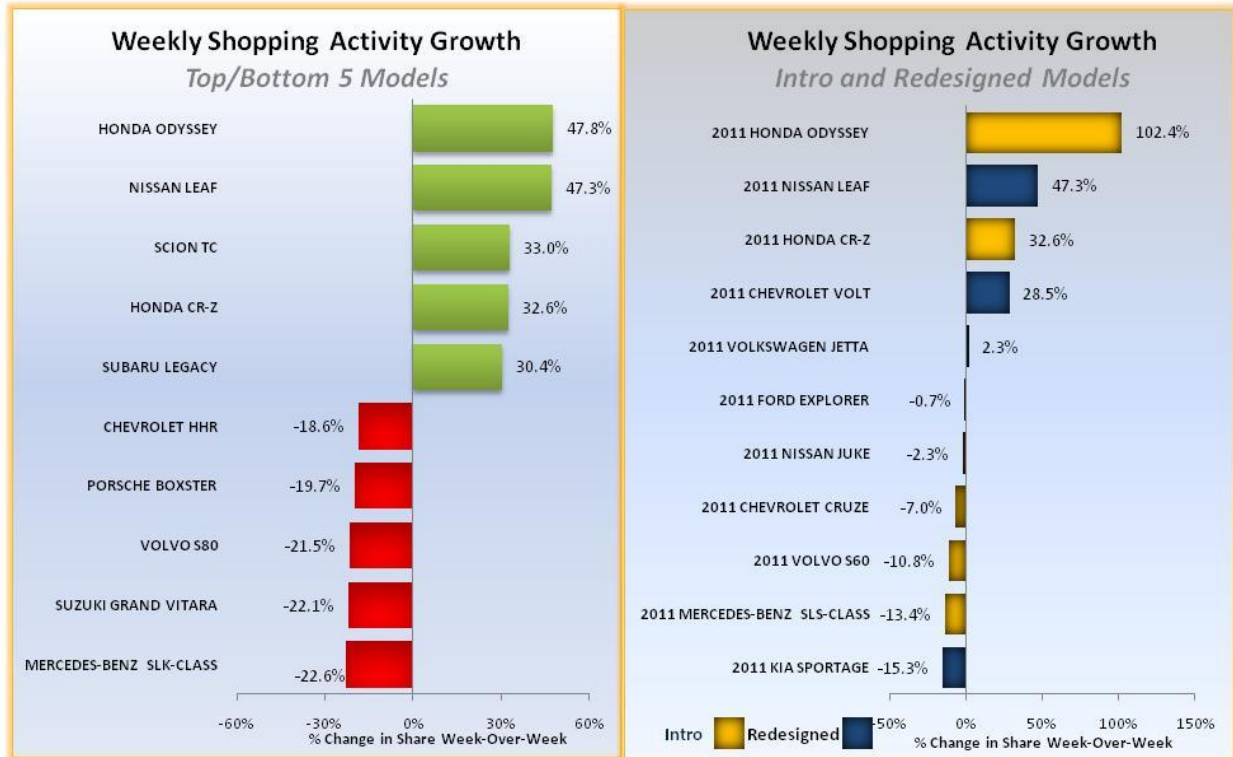


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HOT CAR REPORT

October 7, 2010



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

Summary:

For the second week in a row, the Honda Odyssey increased its share of new-car shopper activity more than any new vehicle, 47.8% in a week's span. Its success can be tied to the 2011 redesign, which increased its share by 102.4% in a week's time. Closely following the Odyssey in terms of shopping activity is the 2011 Nissan Leaf. The Leaf has increased its share by 47.3% week-over-week.

Commentary:

As an encore to last week's strong showing in Kbb.com's Hot Car report, the Honda Odyssey almost doubled its week-over-week shopping activity and soared to the top of the "Intro and Redesigned Models" table. The Odyssey is going to market with a premium product that emphasizes style, design and refinement just as much as the segment's usual reliance on family-friendly features and overall utility. Much has been written and said about the slow decline and shrinkage of the minivan segment, which saw a past high of more than one million sales per year fall to around 400,000 in 2009, but Honda obviously is confident that this new mix of characteristics will find unexpected appeal. The Nissan Leaf also continues to generate interest, further setting the stage for an electric vehicle "show-down" with the also highly researched Chevrolet Volt when they both hit showrooms later this year.