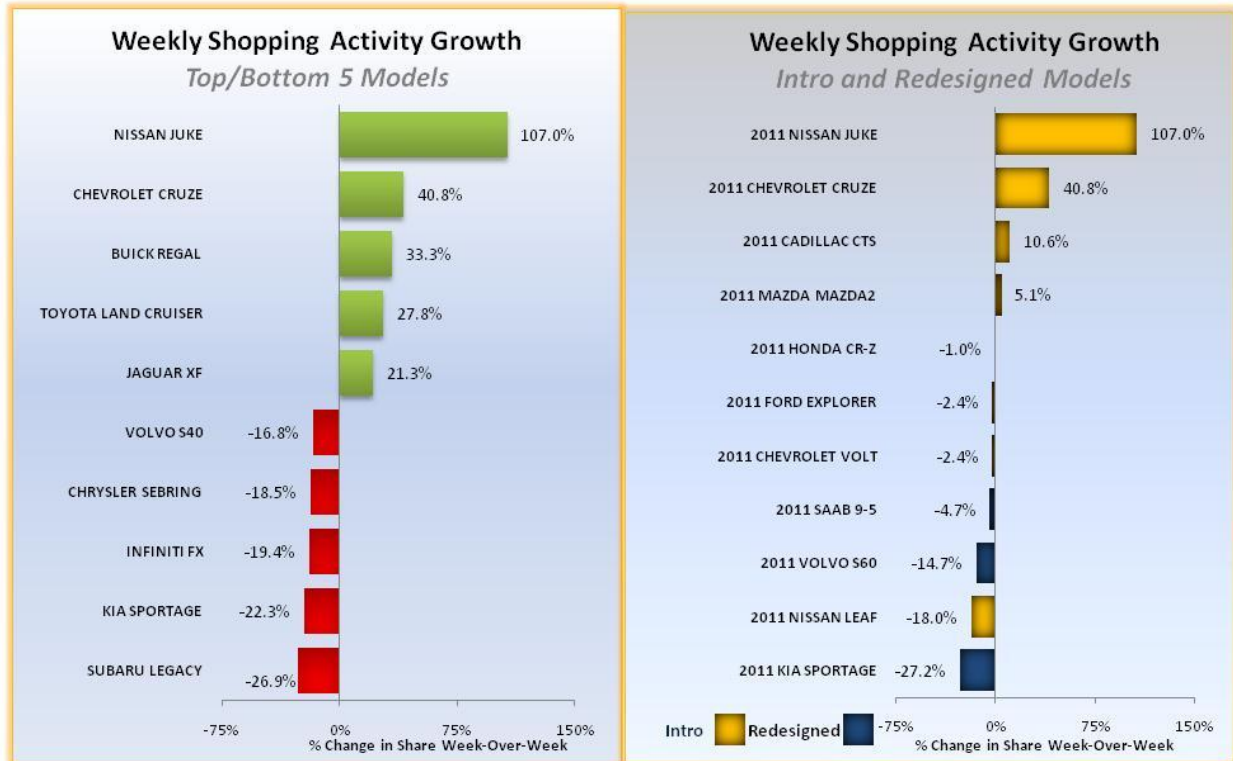


www.kbb.com

# HOT CAR REPORT

September 9, 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 refreshed Sedan.

## Summary:

Something about the uniquely styled Nissan Juke captured the attention of kbb.com's new-car shoppers, as its share of shopper activity increased 107% in a week's time, the most of any vehicle on the site. The next vehicle generating maximum interest is the Chevrolet Cruze, increasing its share by 40.8% in a week's span. All other redesigns and launches have cooled in comparison, yet they continue to maintain a healthy level of new-car shopping activity.

## Commentary:

Based on recent sales results, Nissan has happily swept-up unexpected market share thus far in 2010. They have sat quietly and offered import buyers, some of which may be wary since Toyota's recall issues, a confident line-up of efficient and attractive vehicles that also deliver great value. However, buyer preferences are a fickle thing to grasp for very long and the 2011 Juke represents their latest effort to push design, technology and packaging boundaries to continue this wave. Early shopper activity on kbb.com is showing strong early interest, even if only powered by curiosity in such a polarizing look. Set to compete with similarly expressive small cars such as the MINI Cooper, Mazda3 and Volvo C30 but at a much more lower price-point and with an all-wheel-drive option, the Juke is one of those rare vehicles that you will always remember where you were the first time you saw one on the road.