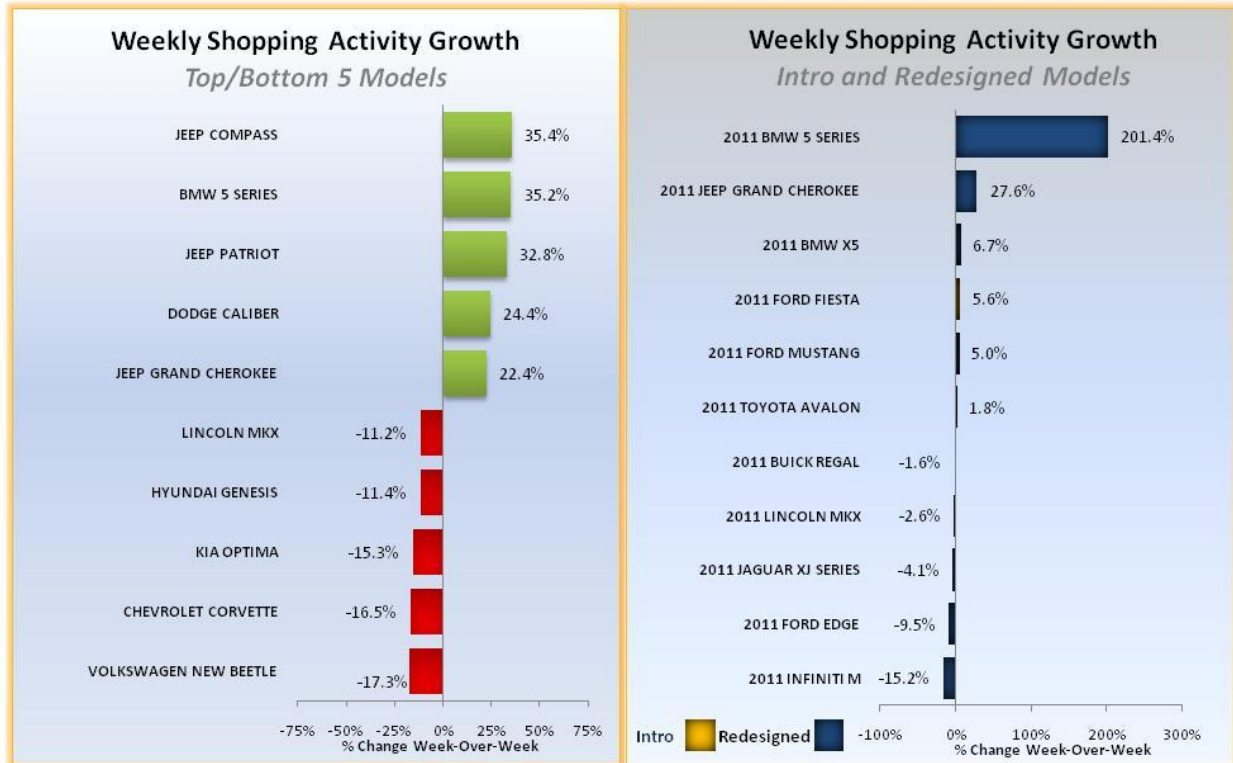


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# HOT CAR REPORT

**JUNE 24, 2010**



### Summary:

The BMW 5 Series experienced a 35.2% week-over-week increase in shopper activity on kbb.com. This influx of activity can be attributed to the addition of the redesigned 2011 model, which accounts for 62% of all new-car 5 Series traffic. The 2011 5 Series alone has ballooned 201.4% in a week's span. The other top models growing in popularity are the Jeep Compass, Jeep Patriot, Dodge Caliber and Jeep Grand Cherokee, which are benefiting from sales events advertised by the Chrysler Group.

### Commentary:

When Lennon and McCartney wrote the lyric "Money can't buy me love," they proved that they were musicians and not car salesmen! Three of the top four vehicles in our data this week have generated little enthusiastic interest since introduction in 2007, but their status in the Hot Car Report proves that there is no substitute for cold hard cash. Chrysler's three small crossovers, the Jeep Compass, Patriot, and Dodge Caliber, as well as the soon-to-be replaced Jeep Grand Cherokee, all have seen up to \$5,000 placed on their hoods and shoppers at kbb.com are responding. Also doing well in this week's report is the all-hot and all-new 2011 BMW 5 Series. This is good news for BMW, as the 5 is a very important component in their ever-increasing sales volume targets and it highlights new interest in the luxury sedan segment among U.S. shoppers.