



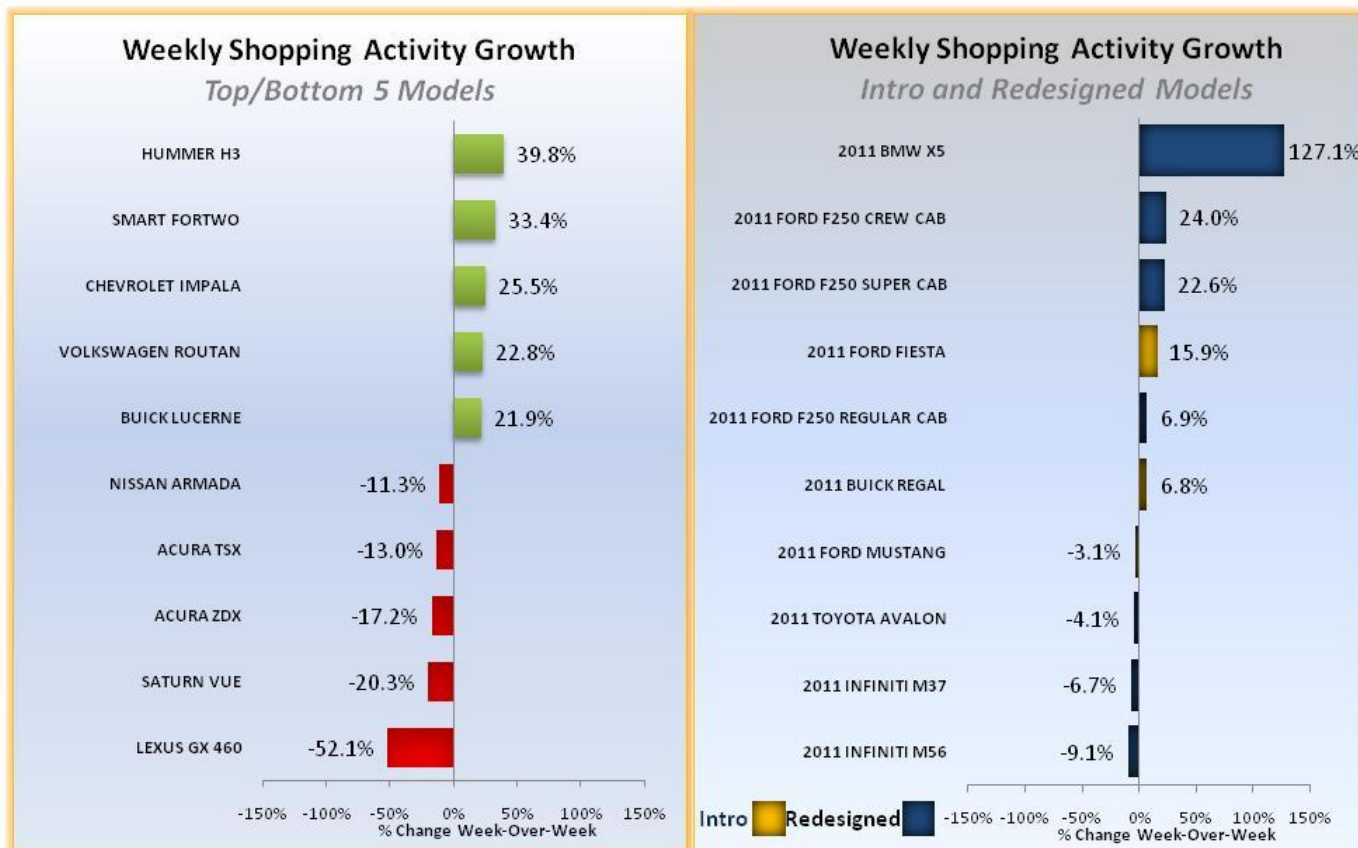
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# Kelley Blue Book Hot Car Report

April 29, 2010



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Note: For Top/Bottom 5 Models only vehicles that have weekly page views of 800 or more are used for analysis

**Summary:** The Hummer H3 continues to draw more attention as large incentives continue to be offered on this vehicle. With significant amounts of cash on the hood of this phased out brand, the H3 has experienced a 40% increase in week-over-week traffic, more than any other high-traffic vehicle. The newly redesigned BMW X5 has seen a 127% week-over-week increase in shopper activity making it the fastest growing launch vehicle this week. On another note, the Lexus GX 460 continues to plummet, falling 52% in week-over-week shopping activity likely an effect of the recent recall.

**Commentary:** This week's Hot Cars are completely and totally driven by bargain hunting consumers. With \$6k on the hood of the H3, \$3k on the tiny hood of the inexpensive fortwo and 0% financing for up to 72 months on the rest of the chart toppers, consumers are shopping solely for deals. On the redesign side, BMW's X5 is the quintessential SUV with on and off-road performance that many drivers aspire to experience and own. The newly redesigned X5, while subtle in its changes, highlights new levels of efficiency. This capable SUV should give BMW a profitable boost should the increasing number of KBB shoppers on the X5 pricing reports turn into 2011 X5 drivers.