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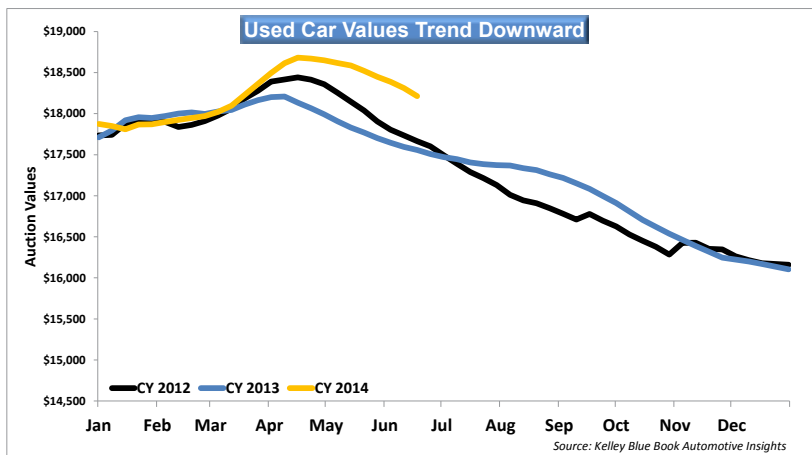
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**USED-CAR MARKET ANALYSIS:**

## Used-Car Values Trend Downward in June 2014



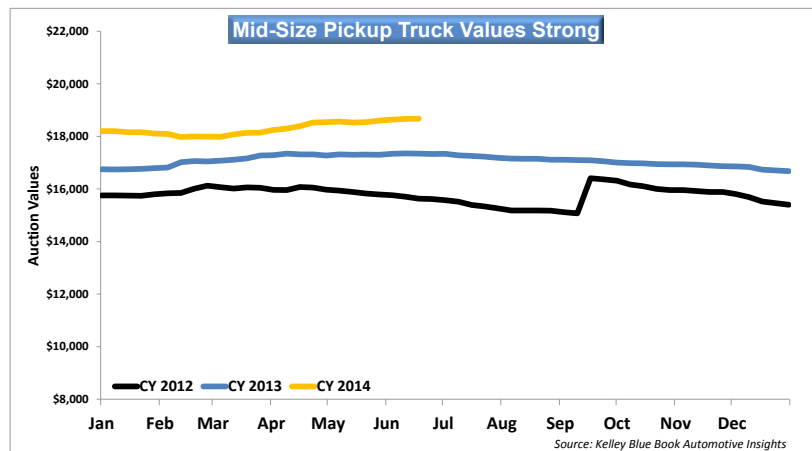
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**USED-CAR MARKET ANALYSIS**  
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**Mid-Size Truck Values Remain through First Half of 2014**

- In June, used-car auction values fell an average of \$307, or 1.7 percent, putting the average used-car value at \$18,215, which is similar to market values seen in March 2014.
- The \$307 decline in June is slightly greater than the average drops that occurred in 2013 and 2012, with values falling \$136 and \$212, respectively.
- The only vehicle segment to buck the declining trend for the month of June was the mid-size truck segment, which advanced 0.7 percent.

“Kelley Blue Book expects values to continue this seasonal decline through the summer months and into winter, closing the gap, and also finishing the year only slightly higher than the average value seen in 2012 and 2013,” said Alec Gutierrez, senior analyst for Kelley Blue Book.

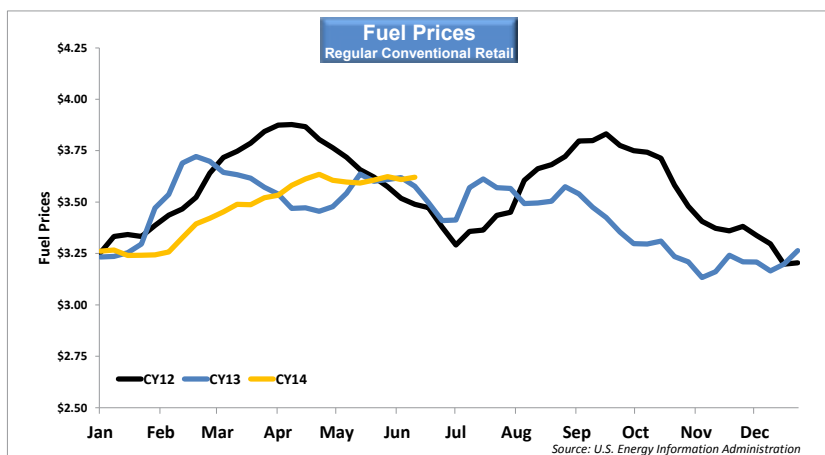
## Mid-Size Pickup Truck Values Remain Stable through First Half of 2014



- While auction values for used mid-size trucks only increased 0.7 percent in June 2014 compared to May, values ended the month 7.7 percent higher than June 2013 and 19.5 percent higher than June 2012.
- Stable values are a result of a strong full-size truck segment, up 5.2 percent year-to-date, as higher values for full-size trucks may be driving some buyers to the lower-cost mid-size segment.

“Supply is more constrained in the mid-size segment since formerly popular models like the Ford Ranger ended production in recent years, and as buyers look to mid-size pickups as an affordable substitute for large trucks, demand and values should remain steady,” said Gutierrez.

## Appendix



- Despite more gradual movement than seen in previous years, the average price for fuel is now up four cents than in 2013, and 13 cents higher than it was in 2012.

### Top 10 Performing Models:

MAKE	MODEL	4-Week (%)
Mazda	RX-8	5.7%
Acura	ILX	4.2%
Nissan	GT-R	3.3%
smart	fortwo	3.3%
Mitsubishi	Eclipse	2.9%
Cadillac	XTS	2.5%
Lincoln	Town Car	2.3%
Jeep	Wrangler	1.4%
Subaru	Legacy	1.4%
Toyota	Tacoma Access Cab	1.2%

MY 2011-2013, Kelley Blue Book® Auction Value

### Bottom 10 Performing Models:

MAKE	MODEL	4-Week (%)
Buick	Verano	-6.3%
BMW	X1	-6.0%
Mazda	MAZDA3	-5.7%
Chevrolet	Volt	-5.6%
Ford	Fiesta	-5.5%
Scion	iQ	-5.5%
Ford	C-MAX Hybrid	-5.1%
Nissan	LEAF	-4.9%
Ford	Focus	-4.7%
Buick	Encore	-4.6%

MY 2011-2013, Kelley Blue Book® Auction Value

### Top 5 Performing Segments:

SEGMENT	4-Week (%)
Mid-Size Pickup Truck	0.7%
Premium Sports Car	-0.1%
High Performance	-0.2%
Full-Size Pickup Truck	-0.5%
Luxury Sport Utility	-0.6%

MY 2011-2013, Kelley Blue Book® Auction Value

### Bottom 5 Performing Segments:

SEGMENT	4-Week (%)
Compact Car	-3.0%
Mid-Size Car	-2.9%
Sports Car	-2.2%
Mid-Size Crossover	-2.1%
Full-Size Crossover	-2.1%

MY 2011-2013, Kelley Blue Book® Auction Value

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