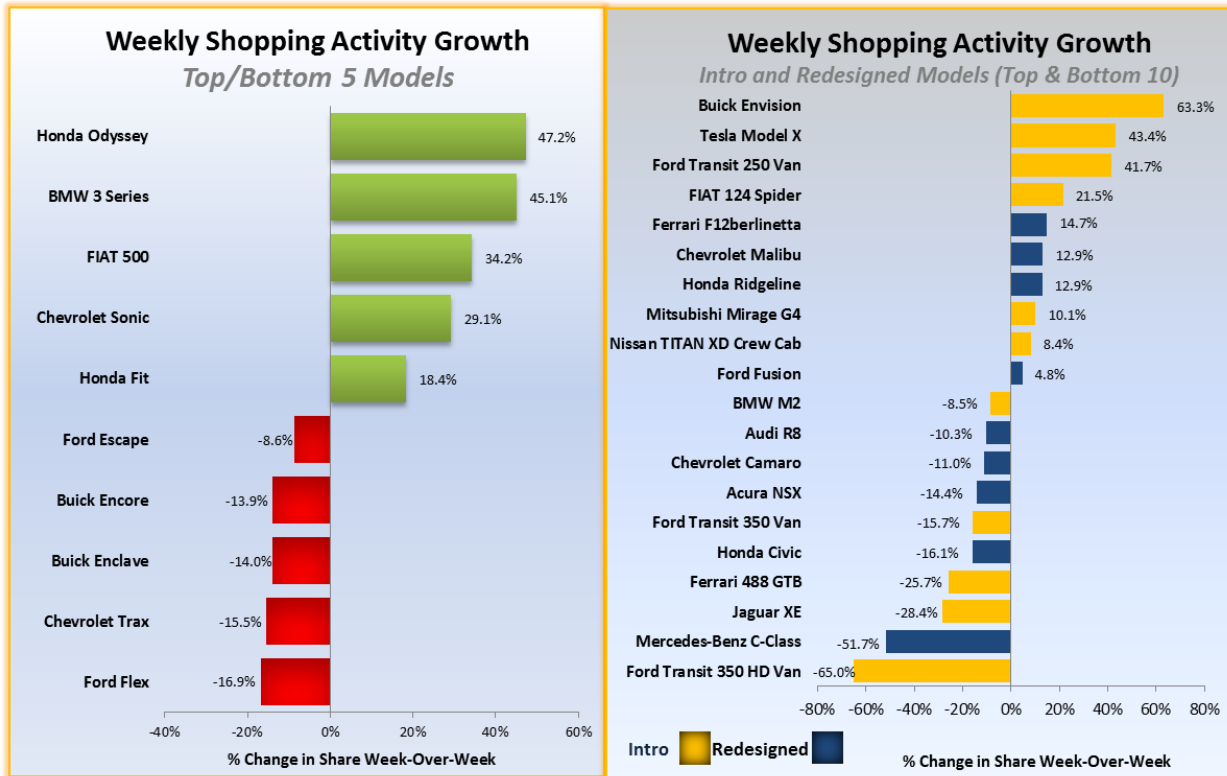


HOT CAR REPORT

June 23, 2016



Note: The Top/Bottom 5 Models represent the most statistically significant gains/losses presented in order of effect size.

Kelley Blue Book Hot Car Report Analysis

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- The Honda Odyssey and BMW 3 Series had fairly sizeable jumps, each reinforcing their lead within their respective segments. The Odyssey has seen a challenge from the new Chrysler Pacifica, plus renewed interest in the Nissan Quest, while BMW is fending off challenges from the new Jaguar XE and the refreshed Lincoln MKZ. Both models have had impressively long streaks at the tops of their segments.
- This week also shows the most declines from the ranks of utility vehicles, which comprised all of the top five models in terms of gains the previous week. The declines were not very big for any model, but the fact that Buick's existing utilities were both down in the midst of the Envision's launch could mean that the new model is stealing some attention from the rest of the lineup.
- After a down week, the new Envision jumped to the top of the new model list. Buick has been hungry for a mid-sized utility to capitalize on the brand's success with the Enclave. The new FIAT 124 Spider is also climbing the list, building momentum for the brand's first foray outside the 500 lineup of hatchbacks, a Mazda Miata-based roadster.