



Kelley Blue Book  
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# BLUE BOOK

## BRIEFING

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### Kelley Blue Book Public Relations Contacts:

Chintan Talati | Senior Director, Public Relations   Joanna Pinkham | Senior Public Relations Manager   Brenna Robinson | Senior Public Relations Manager   Samantha Hawkins | Marketing Coordinator  
949.267.4855 | chintan.talati@kbb.com   404.568.7135 | joanna.pinkham@kbb.com   949.267.4871 | brenna.robinson@kbb.com   949.268.2760 | samantha.hawkins@kbb.com

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The latest video and written news stories by the editorial staff of Kelley Blue Book's KBB.com

#### NEW-VEHICLE REVIEWS ON KBB.COM:

All-new and updated video and written reviews from the editorial staff of Kelley Blue Book's KBB.com, and links to consumer reviews and ratings on KBB.com

#### WHAT'S NEW:

2015 New York International Auto Show's Hottest Tickets are Revealed

New-Car Transaction Prices Climb More Than 3 Percent in March 2015, According to Kelley Blue Book

Kelley Blue Book Announces 2015 Brand Image Award Winners

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## Four-Doors Ascending

- Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's KBB.com

I had a funny moment the other day. I was in front of our church to pick up my 13-year-old daughter and one of her friends after their Tuesday night youth group meeting, and I was in a two-door evaluation vehicle. When I pulled forward to reach where they were standing, my daughter approached the front passenger door and my daughter's friend – well, she didn't know what to do. She peered into the car noting there was a back seat, but she couldn't figure out how to get into it. Why? It wasn't stupidity; it was simply the fact that in her 13 years of life she'd never had an up-close encounter with a two-door car before. And that, in a nutshell, shows you how the car market has evolved circa 2015. While American buyers have not completely turned their back on two-doors, that body configuration has largely been relegated to sports and performance cars. Where there once were high-volume two-door versions of many, many mainstream cars and even SUVs, these days Honda is the only notable keeper of the two-door flame. The trend has gone so far that "coupe," which traditionally was defined as a two-door, is a name applied to a widening variety of four-door vehicles.

Those seeking affirmation for the ascendancy of the four-door sedan need only to look at the introductions at the recent New York International Auto Show to grasp that when it comes to cars, four doors are nearly a prerequisite. Most of the cars and car concepts that debuted in New York had four doors, and seven of them were traditional four-door sedans.

Included among them were the generally acknowledged concept car of the show – the Lincoln Continental – and two of the most important cars from General Motors in half a decade – the Cadillac CT6 and the 2016 Chevrolet Malibu.

Ford Motor Company presented the stunning Lincoln Continental both to buoy its position in the luxury segment and to strike a counterblow to Cadillac's highly touted CT6. Meanwhile the Cadillac CT6 is positioned as the luxury sedan that will help lead Cadillac out of the wilderness and back to prominence in a segment that it once utterly dominated. At the same time the all-new Chevrolet Malibu seems to endeavor to out-Camry the Toyota Camry in a bid to topple the Japanese-brand model from its status as the number one car in America.

Those debuts were obviously newsworthy, but other new entrants in the four-door sweepstakes have equally compelling storylines. The eighth-generation Nissan Maxima is designed to not only serve as the brand's entrant in the still vibrant full-size sedan segment but also to serve as a halo vehicle showcasing design leadership, and it pulls out all the stops in its attempt to achieve both goals. The second-gen Jaguar XF is that brand's ploy to become relevant in the segment of the luxury market that includes the highly regarded BMW 5 Series and the Mercedes-Benz E-Class, a challenging segment indeed.

IN LIGHT OF THIS FIELD OF WORTHY NEW PLAYERS, IT IS OBVIOUS THAT THE BUMPER CROP OF PRE-EXISTING FOUR-DOORS HAS SOME IMPORTANT NEW COMPANY...

- JACK R. NERAD

Substantially down-market from the XF but no less important to its maker's success in the United States is the all-new 2016 Kia Optima. The Optima has been one of the Korean brand's unqualified successes in the American market and thus the all-new version has been craftily designed to improve upon it without confronting potential buyers with "styling shock." On the other hand the all-new Scion iA might present Scion fans with a bit of a shock but only because of how conventional it is. The first four-door sedan in Scion's history, the iA is intended to provide Toyota-Scion dealers with a new reason to get solidly behind the Scion brand.

In light of this field of worthy new players, it is obvious that the bumper crop of pre-existing four-doors has some important new company. One thing we can be certain of is that if I pull in front of my daughter's school with any one of these new offerings, her friends will all know immediately how to get in. From these smalls successes larger trends can grow.

## LATEST NEWS STORIES ON KBB.COM:

Check out the very latest news stories by visiting [KBB.com](#) and clicking the the **KBB.com Top Picks** tab on the home page. The following latest news stories by KBB.com's editorial staff went live on the site or were updated during March 2015.

### Video Posted to KBB.com

[Video Overview: 2015 Small Luxury Sedans](#)

[Video Review: 2015 Porsche Cayenne](#)

[Video Review: 2014 Lamborghini Aventador LP 700-4](#)

[KBB Races a Miata - Part 5](#)

### Written Stories Posted to KBB.com

#### Highlights:

[10 Best Hybrid Cars Under \\$30,000](#)

[10 Best Luxury SUVs](#)

[10 Most Fun SUVs](#)

[10 Tech-Savviest Cars Under \\$20,000](#)

[Class of 2016: New Cars Ready to Roll](#)

[2015 New York International Auto Show: Sedans in the spotlight](#)

#### Vehicle Coverage:

[2015 Chevrolet Silverado 1500 High Country Quick Take: Subtle Western Theme With an 8-Speed](#)

[2015 Dodge Charger R/T Scat Pack Quick Take: Budget Muscle Car](#)

[2015 Chrysler 200 Long Term Update: Desert Run](#)

[2014 Buick Enclave Long-Term Update: Comfort](#)

[2015 Ford Edge First Review](#)

[2015 Volkswagen Golf SportWagen First Review](#)

[Editors' Page: 2015 Nissan Titan](#)

[Editors' Page: 2015 Volkswagen Jetta](#)

#### Latest News:

[2017 Volkswagen Golf SportWagen Alltrack set for U.S.](#)

[2016 Acura RLX gets chassis tweaks adds new safety/driver assists](#)

[2016 BMW X5 xDrive40e plug-in hybrid unveiled](#)

[2016 Buick Enclave Tuscan Edition adds continental charm](#)

[2016 Cadillac CT6 rolls into the limelight](#)

[2016 Cadillac CT6 to get new 400-hp Twin Turbo V6, Bose Panaray audio](#)

[2016 Cadillac CT6: Lightweight heavyweight](#)

[2016 Chevrolet Malibu Hybrid tech revealed](#)

[2016 Chevrolet Malibu: A fresh start](#)

[2016 Chevrolet Spark redesigned](#)

[2016 Chevy Camaro: Only the badges carry over](#)

[2016 GMC Terrain/Terrain Denali refreshed, add new features](#)

[2016 Honda Civic Concept previews dramatic new lineup](#)

[2016 Honda Pilot: 280 hp, new Elite trim](#)

[2016 Infiniti QX50 revamped](#)

[2016 Jaguar XF New York-bound](#)

[2016 Jaguar XF: Exercise in elegant efficiency](#)

[2016 Kia Optima Matures Without a Hint of Gray](#)

[2016 Kia Optima teased for New York](#)

[2016 Kia Optima: First official photo](#)

[2016 Lexus ES teased for Shanghai](#)

[2016 Lexus RX sets sights on tomorrow](#)

[2016 Lexus RX teased before New York](#)

[2016 Mazda MX-5 Miata Club: A new performance index](#)

[2016 McLaren 570S Coupe debuts Sport Series line](#)

[2016 Mercedes-AMG G65 bound for America](#)

[2016 Mercedes-Benz GLE-Class -- new name and a plug-in hybrid, too](#)

[2016 Mitsubishi Outlander teased for New York](#)

[2016 Mitsubishi Outlander unveiled in New York](#)

[2016 Nissan GT-R 45th Anniversary Gold Edition bows](#)

[2016 Nissan Maxima bows in New York](#)

[2016 Porsche Boxster Spyder: The Most \(You-Name-It\) Boxster Yet](#)

[2016 Porsche Panamera Edition: Elegant and exclusive](#)

[2016 Range Rover Sport HST boasts 380 hp](#)

[2016 Range Rover SVAutobiography raises the luxury benchmark](#)

## LATEST NEWS STORIES CONTINUED:

[2016 Scion iA sets off on a new course](#)

[2016 Scion iA to bow in New York](#)

[2016 Scion iM teased for New York](#)

[2016 Scion iM: Cool to the core](#)

[2016 Smart Fortwo makes American debut](#)

[2016 Toyota RAV4 Hybrid joins refreshed lineup](#)

[2016 Toyota RAV4 Hybrid teased for New York](#)

[2015 Chevy Silverado 2500/3500 Custom Sport HD editions unveiled](#)

[2015 Chrysler 200S and 200C add new interior colors](#)

[2015 Chrysler 200 Long Term Update: Desert Run](#)

[2015 Kia Soul EV availability widens](#)

[2015 Ram 1500 Sport adds Ignition Orange Black limited editions](#)

[2015 Tesla Model S 70D becomes the new entry level offering](#)

[Building Great Teen Drivers One Turn at a Time](#)

[Delphi Roadrunner completes first autonomous cross-country drive](#)

[Fisker Thunderbolt debuts at Amelia Island Concours](#)

[Ford builds 5 millionth EcoBoost engine](#)

[Ford to Launch Cloud Networking](#)

[Hyundai: A wave of SUVs in the Future](#)

[Is All-Wheel Drive Right for You?](#)

[Jaguar and Land Rover Get Connected](#)

[Kia Novo Concept previews future small car design themes](#)

[Lincoln Continental Concept shines in New York](#)

[Mercedes-Benz GLC Coupe Concept to debut in Shanghai](#)

[Mercedes-Benz to add midsize pickup by 2020](#)

[Mini experiments with Augmented Vision technology](#)

[New Mercedes-Benz pickup to share Nissan platform, may come here](#)

[New Tesla software app addresses range anxiety](#)

[New Volvo Factory and Products Signal Change in the U.S.](#)

[Opel's Guiding Light Headlamps: Light where you look](#)

[Rolls-Royce Project Cullinan tests AWD chassis for new SUV model](#)

[Seven Jeeps you'll never see on public roads...unless you're in Moab, Utah, at Easter](#)

[Subaru BRZ STI Performance Concept ushers STI into the USA](#)

[UPDATED: 2016 Chevrolet Camaro teased ahead of May reveal](#)

[Volkswagen Product Binge: Beetle Lives, EV Microbus possible, Phaeton may return](#)

[This Week in Car Buying: GM dials back warranties; Ally dials up longer loans; Shorter waits for top-line Teslas](#)

[This Week in Car Buying: Hot market takes a breather; Gas prices up slightly, consumption drops; California eyes new rules for used cars](#)

[This Week in Car Buying: Leasing grows, but not for long; Safety sells; Miata priced; Lotus, it's not for you](#)

[This Week in Car Buying: March madness; Honda pulls Crosstour; Hybrid hiatus](#)

[This Week in Car Buying: Pickup leasing picks up; Hellcat hiatus; Rollback in CAFE?](#)

## **NEW-VEHICLE REVIEWS ON KBB.COM:**

The following new-vehicle reviews written by KBB.com's editorial staff went live on the site or were updated during March 2015. To see any new-vehicle reviews from KBB.com's editorial staff, please visit [KBB.com](#) and click on the *Car Reviews* tab, then select the make and model.

### **New Vehicle Reviews:**

#### **2016 Acura ILX**

The ILX is Acura's smallest sedan, but with a new engine, refreshed styling and advanced technology, it makes a good impression.

#### **2016 Acura MDX**

With luxury, dependability, style, fuel efficiency and safety, the 7-passenger Acura MDX SUV may be the best vehicle Acura makes.

#### **2015 Aston Martin Rapide S**

The Aston Martin Rapide S is a 4-door, 4-passenger sedan with the attitude, style and luxury of Aston's high-performance coupes.

#### **2015 Audi R8**

Though it's been around for eight years now, Audi's R8 exotic coupe for 2015 still looks and feels as fresh as its newest competitor.

#### **2015 BMW i3**

The BMW i3 is an eco-friendly electric car, but with a fun-to-drive attitude that escapes most mass-produced EVs.

#### **2015 Dodge Viper**

Now back under the Dodge banner, the 2015 Viper is as crazy as ever, remaining the quintessential no-holds-barred all-American supercar.

#### **2015 Fiat 500L**

The Fiat 500L brings Italian charisma in a practical, 5-passenger hatchback. Its \$20,000 starting price is enticing, but resale value lags.

#### **2015 Jaguar XF**

The Jaguar XJ's distinctly British alternative to German and Japanese luxury sedans won't have you seeing yourself coming and going.

#### **2015 Lamborghini Aventador**

The 700-horsepower Lamborghini Aventador LP 700-4 is the epitome of everything you expect from an exotic.

#### **2015 Mercedes-Benz B-Class**

In the burgeoning world of electric cars, the Mercedes-Benz B-Class delivers world-class engineering at a rather modest price.

#### **2015 Mini Coupe**

Arguably the most eccentric Mini, the Coupe has an unmistakable roof design and snappy handling.

#### **2015 Mini Paceman**

Part coupe, part crossover SUV, the MINI Paceman offers style, some practicality and fun driving manners with a premium feel.

#### **2015 Mini Roadster**

In the Mini Roadster, you'll find a competent little 2-seater that merges dynamic handling with iconic British styling.

#### **2015 Nissan NV**

The Nissan NV full-size van offers copious space for cargo or up to 12 passengers at a price that undercuts rivals.

#### **2015 Nissan Titan**

With its huge chrome grille, standard V8, and angular styling, Nissan Titan's design stands out, even if it's familiar these days.

## NEW-VEHICLE REVIEWS CONTINUED:

### 2015 Porsche Boxster

The Porsche Boxster proves you don't have to be a millionaire to drive a car that makes you feel like one.

### 2015 Porsche 911

After half a century in existence, the Porsche 911 continues to set the standard for power, handling and civility among sports cars.

### 2015 Ram ProMaster Van

The ProMaster Van goes head-to-head with full-size vans from Ford and Chevy, with front-wheel drive and available diesel power.

### 2015 Volkswagen Golf SportWagen

The Golf SportWagen has plenty of useable cargo space, fun driving dynamics, and a pair of smooth and fuel efficient engines from which to choose.

## WHAT'S NEW:

### **2015 New York International Auto Show's Hottest Tickets are Revealed**

**Kelley Blue Book's Managing Editor, Micah Muzio, introduces the expanding line-up from Scion with a sedan and a hatchback, Hyundai's all-new 2016 Tucson and reveals pricing for the exclusive Mercedes AMG G65**

NEW YORK, N.Y., April 7, 2015 -- In one thrilling act, two new Scion vehicles owned the stage on the eve of the New York International Auto Show. The iM offers young buyers a fun-to-drive, high-style, high-content, high-MPG rated hatchback for a whole lot less than they'd expect. Sharing the spotlight was the all-new Scion iA. It's Scion's first-ever sedan, remarkably sporty and very affordable. Both vehicles will arrive in dealerships this fall... [MORE](#)

### **New-Car Transaction Prices Climb More Than 3 Percent in March 2015, According to Kelley Blue Book**

**Continued Interest in Trucks and SUVs Raise Industry Average Transaction Prices; General Motors and Ford Among Strongest Automakers Year-Over-Year**

IIRVINE, Calif., April 1, 2015 -- The analysts at Kelley Blue Book [www.kbb.com](#), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today report the estimated average transaction price (ATP) for light vehicles in the United States was \$33,280 in March 2015. New-car prices have increased by \$1,125 (up 3.5 percent) from March 2014, while dropping \$41 (down 0.1 percent) from last month... [MORE](#)

### **Kelley Blue Book Announces 2015 Brand Image Award Winners**

**Honda Holds Reign for Best Overall Brand; Porsche Dominates Luxury Categories; Adding to Other Recent Kelley Blue Book Award Wins, Subaru Receives First-Ever Brand Image Awards**

IRVINE, Calif., April 1, 2015 -- The 2015 Brand Image Award winners, based on annual new-car buyer perception data, are announced today by Kelley Blue Book, [www.kbb.com](#), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. The Kelley Blue Book Brand Image Awards recognize automakers' outstanding achievements in creating and maintaining brand attributes that capture the attention and enthusiasm of the new-vehicle buying public. Award categories are calculated among luxury, non-luxury and truck shoppers... [MORE](#)

### **KBB.com Names 10 Best Sedans Under \$25,000 of 2015**

**Honda Holds Reign for Best Overall Brand; Porsche Dominates Luxury Categories; Adding to Other Recent Kelley Blue Book Award Wins, Subaru Receives First-Ever Brand Image Awards**

IRVINE, Calif., March 27, 2015 -- Customers looking for budget-friendly sedans have never had so many options. From the small, sporty Mazda3 to the roomy and comfortable Toyota Camry, there are a lot of features, refinement and efficiency available in affordable sedans, satisfying a wide range of wants and needs. It's no wonder five of the cars on this list are among the 10 best-selling vehicles in the country, which Kelley Blue Book's KBB.com editors detail in the 10 Best Sedans Under \$25,000. Highlights include: KBB.com's expert editors detail 10 new 2015 model-year sedans that are affordable and have standout features and efficiency... [MORE](#)

## New-Car Sales to Fall 0.3 Percent in March 2015; First-Quarter Sales Best Since 2007, According to Kelley Blue Book

### American Honda Benefiting from Growth in Utility Models; Luxury Utility Segment on the Rise

IRVINE, Calif., March 26, 2015 -- New-vehicle sales are expected to decline 0.3 percent year-over-year to a total of 1.53 million units in March 2015, resulting in an estimated 16.9 million seasonally adjusted annual rate (SAAR), according to Kelley Blue Book [www.kbb.com](http://www.kbb.com), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. The projected slight decline in volume in March largely is due to one fewer Saturday this month compared to last year... [MORE](#)

## Kelley Blue Book Names 15 Best Family Cars of 2015

### KBB.com Editors Expand Considered Vehicle Categories, Partner with Families to Put Models to Real-Life Test

IRVINE, Calif., March 19, 2015 -- Determining the best family car depends largely on what kind of family you have. For example, if you and yours are the outdoorsy types, an SUV may be the best way to go. Urbanites might benefit from a minivan or sedan. Those in between, well, that's what crossover SUVs are for. The market has responded to these different circumstances with a plethora of shapes and styles to suit virtually any need. Helping ease the struggle to find the best new cars tailored for families of all sizes, the editors of Kelley Blue Book [www.kbb.com](http://www.kbb.com), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, have named their recommended list of the 15 Best Family Cars of 2015... [MORE](#)

### About Kelley Blue Book ([www.kbb.com](http://www.kbb.com))

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.