



Kelley Blue Book
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BLUE BOOK BRIEFING

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

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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

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NHTSA Seeks to Reward Crash Avoidance

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

Each year, about 30,000 Americans are killed in traffic accidents. Another 2.3 million are injured, some grievously. Though the death toll has dropped through the past decade, and the National Highway Traffic Safety Administration's (NHTSA) 5-Star Safety Rating System has had a great deal to do with the decline, the agency is far from satisfied with the current situation. So NHTSA, led by Administrator Mark Rosekind, recently announced its intention to take bold, new steps in an effort to bring down the death and injury toll still further. The proposal that crash avoidance technologies will be factored into the 5-Star Safety Ratings is nothing less than a sea change in the way NHTSA will go about protecting the driving public. It moves the agency's stance from a strong reliance on promoting crash-survival techniques and technology to a new era in which crash-avoidance is granted far more importance. The new stance lends credence to the philosophy that the best crash is the one you don't have.

“THE NEW STANCE LENDS CREDENCE TO THE
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DON'T HAVE...”
- JACK R. NERAD

NHTSA's proposals surrounding its 5-Star Safety Ratings are filled with innovative thinking; new crash tests, the use of smarter crash test dummies and adding a pedestrian rating are all important alterations to the program's

current state. But certainly the most important point is the clear signal that the agency believes the auto industry is poised for a profound shift when it comes to vehicle safety.

Previously, with the exception of points for anti-rollover technologies, electronic driver aids were conspicuously absent from NHTSA's rating scheme. At the same time, Rosekind and others at the agency have repeatedly told me that they see significant advantages in overall safety in vehicles equipped with technology like forward collision warning, automatic emergency braking, blind spot alerts and adaptive cruise control. But while NHTSA sees electronic driving aids as useful, life-saving technologies, it continues to be disappointed in the percentage of new-car buyers who specify these technologies at the time of purchase. By incorporating these technologies in the overall computation of its 5-Star Safety Ratings, the agency feels that it can prompt car manufacturers to equip a higher percentage of their vehicles with these technological marvels and influence consumers to purchase them.

Though the proposal has yet to be instituted, pending public comment, it has implications for the immediate future and well into the next decade. Based strictly around the publicity the proposal will gain for collision-avoidance technologies, you can look for electronic driver-safety aids to be much more available in the 2019 model year and beyond. Further, the proposal also suggests that NHTSA sees a future in which vehicles will be equipped with systems that can enable cars to virtually drive themselves, while significantly limiting the incidences of collisions and other accidents. Should we achieve a car accident-free era, it will have significant effects on vehicle design, fuel economy and the way we live our lives day-to-day.

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 November 2015.

Latest News:

[2017 Bentley Bentayga production begins](#)

[2017 Bugatti Chiron supercar confirmed](#)

[2017 Buick LaCrosse Unveiled](#)

[2017 Cadillac XT5: New class of crossover](#)

[2017 Fiat 124 Spider makes L.A. debut](#)

[2017 Ford Escape Redesigned, Bows in L.A.](#)

[2017 Ford Focus EV to boast 100-mile range](#)

[2017 Ford Super Duty pickups to feature aluminum boxes](#)

[2017 Genesis G90 previewed](#)

[2017 GMC Canyon Denali unveiled](#)

[2017 Hyundai Elantra expands its horizons](#)

[2017 Infiniti QX30 revealed](#)

[2017 Kia Cadenza previewed in Korea](#)

[2017 Kia Cadenza teased](#)

[2017 Kia Niro Preview: Hybrid Utility Vehicle for tomorrow](#)

[2017 Kia Optima Hybrid/Optima Plug-in Hybrid Preview](#)

[2017 Kia Sportage ready to roll in America](#)

[2017 Lincoln MKZ: Surprises in L.A. Show Debut](#)

[2017 McLaren 675LT Spider opens up](#)

[2017 Mercedes-Benz E-Class interior detailed](#)

[2017 Mercedes-Benz SL: Roadster reimagined](#)

[2017 Mitsubishi Mirage restyle revealed](#)

[2017 Porsche 911 Targa 4 and 4S](#)

[2017 Porsche 911 Turbo and Turbo S: More power, presence](#)

[2017 Range Rover Evoque Convertible unveiled in L.A.](#)

[2017 Scion C-HR Concept bows](#)

[2017 Volvo S90 Sedan unveiled](#)

[2017 Volvo S90 teased for Detroit](#)

[2016 Buick Envision crossover arrives next summer](#)

[2016 Chevrolet Malibu Hybrid to start at \\$28,645](#)

[2016 GMC Sierra 1500 Denali Ultimate: Elegance defined](#)

[2016 Honda Civic Coupe Revealed, Fulfills Promise of Concept Car](#)

[2016 Jeep Grand Cherokee SRT Night unveiled](#)

[2016 Jeep Wrangler Backcountry debuts](#)

[2016 Kia K900: New V6, Lower Price](#)

[2016 Lamborghini Huracan LP 580-2 revealed](#)

[2016 Mazda CX-9 Bows](#)

[2016 Mitsubishi Outlander Sport refreshed and revised](#)

[2016 Nissan Juke Stinger Launched](#)

[2016 Nissan Sentra Refreshed](#)

[2016 Volkswagen Beetle Denim: Blue jean baby](#)

[2016 Volkswagen Beetle Dune Unveiled](#)

[Chevrolet Colorado Concept FCEV to get real-world Army shakedown](#)

[Ford adds Siri Eyes-Free capability](#)

[Hyundai Ioniq: An automotive 3-way plug](#)

[Is All-Wheel Drive a Must-Have?](#)

[Kia's 5-year Plan for Green Car Leadership](#)

[McLaren P1 production ends](#)

[NHTSA upgrades 5-Star Safety Ratings](#)

[Petersen Automotive Museum reborn](#)

[Porsche Mission E electric vehicle a go](#)

[Porsche Name Game: Say hi to the 718 Boxster and 718 Cayman](#)

[So, You Want to Drive for Uber? Here's what to buy](#)

[Subaru Impreza Sedan Concept unveiled](#)

[Volvo Concept 26 previews autonomous driving](#)

[This Week in Car Buying: Ford bets big on plug-in hybrids; Toyota scales back Prius projections; Axed Toyota FJ remains hot; Nissan prices 2016 Quest](#)

[This Week in Car Buying: Inventory tight as holiday sales events kick off; Sales near peak; Volvo's virtual test drive; Chevy Cruze priced; Cadillac Escalade pushed](#)

[This Week in Car Buying: Leasing up; Transaction prices reach plateau; Volvo XC90 big winner; Sales up, VW down; Ford unfriends Friends promotion](#)

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 November 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.

Video Posted to KBB.com:

[*Jaguar XF - First Look*](#)

[*Video Review: 2016 Honda Accord*](#)

[*Video Review: 2016 Toyota Tacoma*](#)

Written Stories Posted to KBB.com:

Highlights

[*2015-16 New Car Buyer's Guide*](#)

[*2016 Cadillac SRX Buyer's Guide*](#)

[*2016 Chevrolet Traverse Buyer's Guide*](#)

[*2016 Chrysler 200 Buyer's Guide*](#)

[*2016 Honda Civic Buyer's Guide*](#)

[*2016 Honda CR-V Buyer's Guide*](#)

[*2016 Hyundai Elantra Buyer's Guide*](#)

[*2016 Lexus RX Buyer's Guide*](#)

[*2016 Mazda Mazda3 Buyer's Guide*](#)

[*2016 Mercedes-Benz C-Class Buyer's Guide*](#)

[*2016 Toyota Corolla Buyer's Guide*](#)

[*2016 Volkswagen Jetta Buyer's Guide*](#)

Vehicle Coverage:

First Drives/Reviews

[*2017 Mercedes-Benz C300 Coupe and Mercedes-AMG C63 Coupe First Review*](#)

[*2017 Porsche Macan GTS First Review*](#)

[*2016 Mazda CX-9 First Review*](#)

[*2016 Nissan Altima 2.5 SL First Review*](#)

[*2016 Nissan Titan XD First Review*](#)

[*2016 Toyota RAV4 Hybrid First Review*](#)

[*2016 Toyota Prius First Review*](#)

Editors' Pages

[*Editors' Page: 2016 Mazda Mazda6*](#)

Long Term Vehicle Updates

[*2016 Nissan Maxima Platinum Long-Term Update: Comfort*](#)

[*2015 Honda Fit Long-Term Update: Infotainment*](#)

Quick Takes

[*2016 Bentley Flying Spur Quick Take*](#)

[*2016 Chevrolet Camaro SS Quick Take*](#)

[*2016 Kia Optima SX Quick Take*](#)

[*2016 Lexus IS200t F Sport Quick Take*](#)

[*2016 Mercedes-Benz Sprinter Passenger 2500 Quick Take*](#)

[*2016 Scion tC Quick Take*](#)

KBB.com Expert Reviews:

2016 BMW 3 Series

The 2016 BMW 3 Series boasts lively manners, enviable badge appeal and a wide lineup, but rivals are right on its tail or ahead of its nose.

2016 Cadillac CTS

More power, a new transmission, and faster infotainment keep the 2016 Cadillac CTS Sedan on the cutting edge against its German rivals.

2016 Cadillac Escalade

The 2016 Cadillac Escalade takes all that's good about GM's full-size SUV platform and then loads it with power, luxury and attitude.

2016 Chevrolet Silverado

The 2016 Chevrolet Silverado offers up refreshed styling, Apple CarPlay and expanded availability of the 8-speed automatic.

2016 Dodge Grand Caravan

As minivans go, the 2016 Dodge Grand Caravan offers an unbeatable combination of power, features and price.

2016 GMC Canyon

Great looks, three engine choices, big capabilities; the 2016 GMC Canyon redefines what had become a stale compact/midsize-pickup segment.

2016 Jeep Compass

The 2016 Compass offers a low-cost entry into Jeep ownership; if your expectations aren't terribly demanding, it's an adequate 5-passenger compact SUV.

2016 Kia Rio

The 2016 Kia Rio is the little subcompact that is big on features, style and value, plus great fuel economy and a really affordable price.

2016 Land Rover Range Rover Evoque

From a major creator of the sport-utility vehicle, the 2016 Range Rover Evoque is unlike any SUV that's gone before; no more box on wheels.

2016 Lexus GX

The 2016 Lexus GX 460 is one of the very few luxury SUVs that can both impress at glitzy valet parking and deal capably with off-road mud.

2016 Lexus LS

The 2016 Lexus LS is the latest edition of the luxury sedan that over a quarter-century ago announced a new standard in pursuing perfection.

2016 Lexus LX

The 2016 Lexus LX 570 gets a new look, new transmission and a host of new technologies, and remains a formidable off-roader.

2016 Lexus NX

The 2016 Lexus NX is a comfortable, high-tech and sophisticated compact-luxury-crossover SUV, combined with the legendary reliability that made Lexus famous, and all wrapped in cutting-edge styling.

2016 Lexus RC

New last year, the 2016 Lexus RC gets two new engines, sharpening its edge against rival sports coupes like the BMW 4 Series.

2016 Nissan Rogue

The 2016 Nissan Rogue is the nimble compact SUV with stylish good looks, a technology-rich interior and an available 3rd-row seat.

2016 Porsche Cayman

Designed with driving purists in mind, Porsche's 2016 Cayman mid-engine coupe is a powerful and agile performer that fears no competitor.

2016 Porsche Macan

More agile sports car than terrain-tackling SUV, the 2016 Macan SUV from Porsche is everything you'd expect from the storied car manufacturer, and a few things you might not expect.

2016 Porsche Panamera

While a Porsche sedan may turn off purists, there's no doubt that the 2016 Porsche Panamera is a sedan worthy of the Porsche name.

NEW-VEHICLE REVIEWS CONTINUED:

[2016 Subaru BRZ](#)

One of the very few true sports cars, the 2016 Subaru BRZ is a rare connection with driving involvement. To experience is to understand.

[2016 Subaru XV Crosstrek](#)

Subaru's 2016 Crosstrek SUV takes all that's good about the compact 5-door Impreza, then adds more ground clearance and sporty good looks.

[2016 Toyota 4Runner](#)

With its rugged body-on-frame construction and legendary off-road ability, the 2016 Toyota 4Runner is the SUV outdoor adventurers covet.

[2016 Toyota Land Cruiser](#)

As comfortable traversing rugged trails as it is docked in valet parking, the 2016 Toyota Land Cruiser is a true SUV with a luxurious side.

[2016 Toyota Tundra](#)

The 2016 Tundra from Toyota is big, brutish and, despite its limited engine options, still holds strong resale value and customer loyalty.

[2016 Toyota Yaris](#)

The 2016 Toyota Yaris is the little subcompact with European styling and a choice of 3- or 5-door models.

WHAT'S NEW:

December New-Car Sales Close Record-Breaking Year, Up 13 Percent Year-Over-Year, According to Kelley Blue Book

Analysts Project 2016 Sales Could Reach 18 Million; Full-Size Trucks to Report Highest Sales Since 2007

IRVINE, Calif., Dec. 22, 2015 -- New-vehicle sales are expected to increase 13 percent year-over-year to a total of 1.7 million units in December 2015, resulting in an estimated 18 million seasonally adjusted annual rate (SAAR), according to Kelley Blue Book [www.kbb.com](#), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry... [MORE](#)

Kelley Blue Book Instant Cash Offer Now Available for Your Car

Offers Available on KBB.com and Autotrader, Redeemable at Participating Dealerships Nationwide

IRVINE, Calif., Dec. 21, 2015 -- Available today, receive a Kelley Blue BookSM Instant Cash Offer for your current car on [www.kbb.com](#), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, and on Autotrader, the Internet's leading resource for car shoppers and sellers... [MORE](#)

KBB.com Video Wins Prestigious 2015 Dean Batchelor Award for Excellence in Automotive Journalism

Motor Press Guild Praises Kelley Blue Book Editorial's 'Polaris Slingshot Review' with Industry's Top Honor;

KBB.com Video Also Wins Award for 'MPG Best of the Year Video Review'

IRVINE, Calif., Dec. 18, 2015 -- KBB.com won the prestigious 2015 Dean Batchelor Award for Excellence in Automotive Journalism, judged and sponsored by the Los Angeles-based Motor Press Guild (MPG), announces Kelley Blue Book [www.kbb.com](#), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. In addition, KBB.com took home honors for 'MPG Best of the Year Video Review'... [MORE](#)

10 Best New-Car Deals for December 2015 by KBB.com

Kelley Blue Book Ranks Top Lease, Financing and Cash Back Deals Available Between Now and New Year's;

Experts Provide Tips for First-Time Car Buyers

IRVINE, Calif., Dec. 17, 2015 -- Just in time for the holidays and year-end bargains, the experts from Kelley Blue Book [www.kbb.com](#), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, have assembled their list of the 10 best lease, financing and cash back deals for new cars available in December 2015 from a variety of auto manufacturers... [MORE](#)

Kelley Blue Book to Sponsor Chase Elliott

Two-Year Hendrick Motorsports Extension Includes Primary Races

CONCORD, N.C. Dec. 17, 2015 -- Kelley Blue Book, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, has extended its relationship with 11-time Sprint Cup Series champions Hendrick Motorsports through the 2017 NASCAR season... [MORE](#)

2016 Best Resale Value Award Winners Announced by Kelley Blue Book

Subaru, Lexus Once Again Achieve Top Honors as Best Brand, Luxury Brand; Trucks, SUVs Dominate Top 10; Tesla Wins First-Ever Best Resale Value Award

IRVINE, Calif., Dec. 15, 2015 -- The 2016 model-year brand and category winners of the annual Best Resale Value Awards, recognizing vehicles for their projected retained value through the initial five-year ownership period, were 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... [MORE](#)

LightStream Drives Consumer Education for End-of-Year Auto Buyers

Five tips to prepare for year-end car purchases

ATLANTA, Dec. 7, 2015 -- LightStream, a national online lending division of SunTrust Bank, today offers must-have information for end-of-year car buyers with help from Kelley Blue Book. According to experts from Kelley Blue Book (www.kbb.com), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, car sales are expected to surpass levels last seen in 2000, revving up momentum through the end of the year... [MORE](#)

New-Car Transaction Price Growth Slows, Up Less Than 1 Percent in November 2015, According to Kelley Blue Book

Trucks, SUVs Drive Pricing Strength; Volvo XC90 Up Nearly 40 Percent from Last Year

IRVINE, Calif., Dec. 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 \$33,801 in November 2015. New-car prices have increased by \$231 (up 0.7 percent) from November 2014, while climbing \$144 (up 0.4 percent) from last month... [MORE](#)

Black Friday Deals Will Contribute to Strong November 2015 New-Car Sales, According to Kelley Blue Book

General Motors Boosted by Pickup Truck Lineup; Volkswagen to Report Challenging November

IRVINE, Calif., Nov. 24, 2015 -- New-vehicle sales are expected to remain flat year-over-year to a total of 1.3 million units in November 2015, resulting in an estimated 17.8 million seasonally adjusted annual rate (SAAR), according to Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry... [MORE](#)

Concepts, Crossovers, Compacts and Game Changers are Loaded with Technology and Style at the 2015 Los Angeles Auto Show

Kelley Blue Book's Managing Editor, Micah Muzio introduces us to an exciting concept from Scion, Hyundai introduces an all-new 2017 Elantra, Mazda premieres the new CX-9 and Elio puts 84 MPG on three wheels.

TORRANCE, Calif., Nov. 23, 2015 -- When the designers for the Scion C-HR Concept began their research, they were told by young urban creative customers, "Polarizing is ok. Boring is not." That sentiment was evident today as the Scion C-HR Concept had its World Debut at the Los Angeles Auto Show... [MORE](#)

About Kelley Blue Book (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 2015 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for four consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.