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In This Issue:

INDUSTRY INSIGHTS:

Timely commentary from Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com: **AXIS SHIFTS IN THE AUTO INDUSTRY**

LATEST NEWS STORIES ON KBB.COM:

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

WHAT'S NEW:

Kbb.com: Vast Majority of Car Shoppers Say Gas Prices Have Influenced Vehicle Purchase Considerations; Increasingly Consider Cars with Better Fuel Economy

Kelley Blue Book's Michael Wulf Honored with OC METRO'S Annual '40 Under 40' Award

Kelley Blue Book Names 2011 Brand Image Award Winners Based on Annual Car-Buyer Perception Ratings

Kelley Blue Book's Kbb.com Shatters Site Traffic Records, Used-Car Lead Submissions Month-After-Month in 2011

Kelley Blue Book Launches Quick ValuesSM Self-Service Portal; Assists Financial Institutions, Dealers Mitigate Risk

Kelley Blue Book's Kbb.com Names Top 10 Green Cars of 2011, Releases New Survey Data Showing Gas Prices Increasingly Influence Purchase Decisions

INDUSTRY INSIGHTS:

Axis Shifts in the Auto Industry

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

For most of us who write about autos and the automobile industry, the New York International Auto Show is a much-anticipated event. It is the last "major" event of the auto show season, and the fact that it is held in the media capital of the world is an added bonus. In New York, the general media from around the world shines its white-hot light on the auto business and tries to ferret out the key trends that will guide the industry in the next year.

This year there was a major new wrinkle, but it was not something that occurred on the show floor in New York or even at an ancillary event of the kind that is becoming so prevalent around major auto shows. Instead, the major change in what we have come to know took place half a world away in Shanghai, and it was a telling indicator of how the axis of the auto industry is shifting to the East.

This year, by quirk of calendar, the Shanghai Motor Show opened two days (and many time zones) ahead of the Media Days that traditionally open the New York show. In years past that coincidence might have meant nothing, but in

these very different times, it meant a great deal. Because the Asia market is seen by many as the world's last great automotive growth market, Volkswagen decided to premiere its very important new-generation Beetle at the Shanghai show, while doing a nearly simultaneous pre-show preview for limited numbers of press in New York. Even though the American market will likely be the Beetle's biggest market, it was deemed important to get the news out first in China.

Of course, Volkswagen is a global manufacturer with a big presence in hundreds of markets around the world, so perhaps even more telling was the fact that General Motors also decided to premiere a major new model – the quintessentially American Chevrolet Malibu – at the Shanghai show. This

too was an obvious indicator that the world's auto manufacturers see China and other Asia countries as key battlegrounds for future leadership in the auto industry. It is hard to imagine a clearer indicator of what the future will look like.

Does that mean that traditional markets like North America and Western Europe will cease to be important? Not at all; those markets will continue to provide substantial numbers of buyers to fuel the efforts of the car manufacturers. However, to those markets one must now add China, a truly behemoth opportunity for the car companies that can navigate the very challenging, high-growth Wild East.

THIS TOO WAS AN OBVIOUS INDICATOR THAT THE WORLD'S AUTO MANUFACTURERS SEE CHINA AND OTHER ASIA COUNTRIES AS KEY BATTLEGROUND FOR FUTURE LEADERSHIP IN THE AUTO INDUSTRY.

- JACK NERAD

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Written Stories Posted to kbb.com:

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[2011 New York Auto Show](#)
[2011 Chevrolet Volt and Nissan LEAF named IIHS Top Safety Picks](#)
[2011 Jeep Wrangler Mojave - 2011 NY Auto Show](#)
[2011 Kia Sportage SX - First Drive](#)
[2011 Lincoln MKZ Hybrid proving more popular than projected](#)
[2012 Acura TL - First Drive Review](#)
[2012 Audi A6 First Drive Review](#)
[2012 Audi Q3 -- First look](#)
[2012 BMW ActiveE - 2011 NY Auto Show](#)
[2012 Cadillac SRX gets more powerful 3.6-liter V6, adds new features](#)
[2012 Chevrolet Camaro 45th Anniversary Special Edition -- First look](#)
[2012 Chevrolet Corvette Centennial Edition - First look](#)
[2012 Chevrolet Sonic with Z-Spec accessories - 2011 NY Auto Show](#)
[2012 Chrysler 300 SRT8 \(w/video\) - 2011 NY Auto Show](#)
[2012 Chrysler 300S/300C Executive Series - 2011 NY Auto Show](#)
[2012 Dodge Avenger R/T - 2011 NY Auto Show](#)
[2012 Fiat 500 Cabrio - 2011 NY Auto Show](#)
[2012 Ford Fiesta to add new personalization packages](#)
[2012 Ford Shelby GT500 Super Snake - 2011 NY Auto Show](#)
[2012 Honda Civic - 2011 NY Auto Show](#)
[2012 Hyundai Accent - 2011 NY Auto Show](#)
[2012 Jaguar XK/XKR/XKR-S - 2011 NY Auto Show](#)
[2012 Jeep Grand Cherokee SRT8 - 2011 NY Auto Show](#)
[2012 Kia Rio - 2011 NY Auto Show](#)
[2012 Kia Soul - 2011 NY Auto Show](#)
[2012 Maserati GranTurismo MC - 2011 NY Auto Show](#)
[2012 Mazda MAZDA3 SKYACTIV - 2011 NY Auto Show](#)
[2012 Nissan Versa - 2011 NY Auto Show](#)
[2012 Porsche Panamera Turbo S -- First look](#)
[2012 Shelby GTS - 2011 NY Auto Show](#)
[2012 Subaru Impreza - 2011 NY Auto Show](#)
[2012 Volkswagen Beetle \(w/video\) - 2011 NY Auto Show](#)
[2012 Volvo S60 R-Design - 2011 NY Auto Show](#)
[2013 Chevrolet Malibu \(w/video\) - 2011 NY Auto Show](#)
[2013 Chevrolet Malibu shows its face](#)
[2013 Chevrolet Malibu teased](#)
[2013 Dodge Viper prototype takes to the snow](#)
[2013 Ford Taurus/Taurus SHO - 2011 NY Auto Show](#)
[Audi A5 e-tron Quattro -- A new take on plug-in hybrid tech](#)
[Audi R8 GT Spyder -- First look](#)
[BMW Concept M5 -- Shanghai surprise ready to get real](#)
[BMW M3 pickup -- an April Fool fantasy, but no joke](#)
[BMW offers a look inside its secret 'Plant Zero' development factory](#)
[BMW preparing adaptive automatic transmission that thinks ahead](#)
[Cellulosic nano-fibers from fruit promise 'super-green' car parts](#)
[Chevrolet Mi-ray Concept -- Hybrid dream machine debuts in Seoul](#)
[EU plan calls for internal combustion engine ban in cities by 2050](#)
[First Drive - 2012 Buick LaCrosse eAssist](#)
[Hyundai Blue2 Concept forecasts future fuel-cell sedan plans](#)
[Hyundai introduces trade-in value guarantee program](#)
[Jeep's Delightfully Efficient Diesel - Exported From Detroit](#)
[Jeep Wrangler Porkchop and Wrangler Renegade -- Safari sneak peek](#)
[Kia Naimo Concept melds classic Korean art with advanced EV tech](#)

[Lexus LF-Gh Hybrid Concept - 2011 NY Auto Show](#)
[Main Street in Motion offers test drives of GM and competitive cars](#)
[Mazda confirms Minagi Concept to spawn Mazda CX-5 CUV in 2012](#)
[Mercedes-Benz A-Class Concept - 2011 NY Auto Show](#)
[Mitsubishi i will start under \\$29,000, launch in Hawaii](#)
[Mopar '11 Charger - First look](#)
[NHTSA data shows 2010 highway fatalities drop to record low level](#)
[New battery tech promises recharging in minutes not hours](#)
[Nissan LEAF NISMO RC \(w/video\) - 2011 NY Auto Show](#)
[Nissan LEAF named 2011 World Car of the Year](#)
[Scion FR-S Concept \(w/video\) - 2011 NY Auto Show](#)
[Spied: 2013 Cadillac XTS](#)
[Suzuki Kizashi Apex Concept - 2011 NY Auto Show](#)
[Suzuki Kizashi EcoCharge - 2011 NY Auto Show](#)
[Take a look inside the new 2012 Ferrari FF](#)
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[Three-row Infiniti JX Coming - 2011 NY Auto Show](#)
[Top 10 Green Cars for 2011](#)
[Toyota Prius passes million-unit sales mark in U.S.](#)
[Toyota RAV4 EV -- Preview drive](#)
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Videos Posted to kbb.com:

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[BMW's ConnectedDrive Interview - 2011 New York Auto Show](#)
[BMW's Turbo Four-cylinder Z4 - 2011 New York Auto Show](#)
[Cadillac CTS Sport Wagon Review](#)
[2013 Chevrolet Malibu - 2011 NYIAS](#)
[2012 Chrysler 300 SRT8 - 2011 NYIAS](#)
[2012 Ford Shelby GT500 Super Snake - NYIAS](#)
[2013 Ford Taurus - 2011 NYIAS](#)
[GMC IntelliLink - 2011 New York Auto Show](#)
[2012 Honda Civic - 2011 New York Auto Show](#)
[2012 Hyundai Accent - 2011 NYIAS](#)
[Infiniti G25 and IPL G Coupe](#)
[Jaguar XK-RS interview with Ian Callum](#)
[2012 Jeep Grand Cherokee SRT8 - 2011 NYIAS](#)
[Mercedes-Benz A-Class Concept - NYIAS](#)
[Nissan Leaf Nismo RC - 2011 NYIAS](#)
[Scion FR-S Concept - 2011 NYIAS](#)
[Toyota Corolla Video Review](#)
[2012 Volkswagen Beetle - 2011 NYIAS](#)

The following new-vehicle reviews written by kbb.com's editorial staff went live on the site or were updated during April 2011. To see any new-vehicle review from kbb.com's editorial staff, please visit www.kbb.com and click on the News and Reviews tab, then select the make and model.

2012 Mitsubishi Eclipse Coupe

Once the most desirable coupe among the aftermarket tuner crowd, the Mitsubishi Eclipse Coupe has long since been replaced in that role by the Mitsubishi EVO. The Eclipse Coupe is now a more mellow sport coupe, competing with the likes of the Honda Accord Coupe, Nissan Altima Coupe and the Volvo C30. The 2012 Eclipse Coupe impresses with its exotic good looks, affordable window sticker, and noteworthy performance. While other two-door hatchbacks, such as the Volkswagen GTI and Mini Cooper, fall into the same price range as the Eclipse Coupe, neither can match the up-level Eclipse GT's 265-horsepower engine. However, the V6-powered Ford Mustang and Chevrolet Camaro are both less expensive and more powerful than the Eclipse GT...

2012 Mitsubishi Eclipse Spyder

The 2012 Mitsubishi Eclipse Spyder offers a rare combination of exotic good looks, open-air motoring, and an abundance of features, all packed into an affordable package. The Eclipse Spyder has a traditional power-operated fabric convertible top that can hide itself beneath a hard tonneau cover in less than 20 seconds. Because the top stores itself in a well behind the rear seats, the Spyder's trunk volume remains the same top up or down. Available with an economical four-cylinder or a potent V6 engine, the Mitsubishi Eclipse Spyder is a great way to enjoy roofless driving from an enthusiast's point of view...

2011 Acura RDX

At its introduction in 2007, few could have imagined that Acura's foray into the compact luxury SUV segment would - within a few short years - essentially define that segment. Combining a car-like platform with upright bodywork, 5-door flexibility and all-wheel drive is a near-luxury framework now used by Audi, Infiniti, Mercedes, Volvo and BMW; only BMW's X3 was in production prior to the RDX launch. Notably, of these mentioned the only ones sharing their platforms with more affordable donors are Acura and Audi, whose main architectures are also used by Honda's CR-V and VW's Tiguan, respectively...

2011 Acura RL

As the successor - in both market position and nomenclature - to Acura's Legend, the RL has large (albeit not legendary) shoes to fill. And with this current design iteration (at least at its 2005 model year launch) the RL did just that, providing a uniquely Honda take in its mid-premium segment. Sticking with a V6 powertrain may seem conservative, but in the context of today's Mideast unrest and \$100/barrel oil, it has proven to look strategic. And while there are a host of all-wheel drive options now on the market, in its luxury niche' Acura was among the first - and certainly among the first to popularize the benefits of all-season traction with the promise of improved handling. What we have for this model year is a continuously improved platform and updated sheetmetal in almost (but not quite) desperate need of a thorough redesign...

2011 Cadillac CTS-V

The CTS-V is Cadillac's answer the BMW M, Mercedes-Benz AMG and Audi S performance models. Built atop the successful CTS platform, the CTS-V adds a 556-horsepower supercharged V8, a six-speed manual transmission and an advanced suspension setup. Although the Chrysler 300 SRT8 came close, the Cadillac CTS-V is America's first true entry into the super-luxury performance category long dominated by the Germans. Since its launch, the CTS-V has won numerous awards and was the first production four-door sedan on street tires to break the legendary eight-minute barrier at Germany's famed Nurburgring; it has also won over countless converts who swore they'd never be caught dead in any car bearing the wreath and crest emblem...

2011 Cadillac DTS

The last descendent of Cadillac's past, the 2011 DTS, drives on for another year, eagerly awaiting retirement and the debut of its replacement, the XTS Sedan. Originally called the DeVille, the front-drive DTS is Cadillac's largest (and oldest) sedan offering. Purchased almost exclusively by the retirement set, the DTS is the last American luxury cruiser that places a greater emphasis on ride rather than handling. With seating for six, a powerful V8 engine and more electronic gadgets than you can shake a stick at, the DTS may well be worth its \$50,000 asking price, proving value, like beauty, is truly in the eye of the beholder...

2011 Cadillac STS

Once hailed as the savior of the Cadillac brand, the STS luxury sedan now seems to be overshadowed by the brilliant CTS Sedan, Coupe and Wagon, not to mention the impressive V-Series cars. Still, for those looking for luxury without hair-raising performance, the STS remains a crowd pleaser. Along with its slightly larger cousin, the DTS, the STS' mission is to continue satisfying the aging Cadillac faithful while still appealing to younger, first time buyers. Although it is available with all-wheel drive and a performance package suspension upgrade, the loss of the Northstar V8 engine this year will probably also cost the STS some potential buyers...

2011 Chevrolet Equinox

With the cost of everything from oil to steel on the rise, the growing popularity of smaller, fuel-efficient vehicles is also trending upward. We all know how much Americans love their SUVs, so when Chevrolet introduced the Equinox, a smaller, less-expensive and more fuel-efficient version of the traditional SUV, its acceptance among buyers seemed a no-brainer. The 2011 Chevrolet Equinox continues to raise the bar in a segment dominated by such heavyweights as the Honda CR-V, Toyota RAV4 and Ford Escape. With newcomers Hyundai and Kia now stepping up their game as well, the Equinox will clearly have its work cut out to keep pace. But, GM seems determined to keep this vehicle relevant, a fact born out by the continuing improvements made to the 2011 model...

[2011 Chrysler 300](#)

When it burst onto the scene in 2004, the previous-generation Chrysler 300 was both a head-turner and an eye-opener. The gangster-evoking sheet metal was an instant sensation on the road, and it drove unlike any domestic large sedan before it – thanks in no small part to foundational elements contributed by then-partner Mercedes-Benz. Another big domestic sedan sure to be saddled by undulating highway manners, over-boosted steering and hair-trigger tire squeal, the Chrysler 300 instead backed up its progressive design with perception-shattering driving dynamics (we still vividly remember our very first turn in the car). The follow-up isn't as revolutionary, but the Chrysler 300 is once again reason alone for other segment shoppers to consider the large sedan...

[2011 Dodge Avenger](#)

One year after a brush with near-bankruptcy and with a hefty styling infusion care of Italian car maker Fiat, Dodge has once again avoided being swept into the junkyard of history. One of the most deserving recipients of Dodge's design rebirth is the Dodge Avenger mid-sized sedan, a car that had once been roundly criticized for its dull interiors, mediocre drivetrain and low resale value. But, the 2011 Dodge Avenger is a totally different animal, with an aggressive new exterior, a stunningly modern interior and one of the best drivetrain and suspension setups in its class. If ever there was a case of turning a sow's ear into a silk purse, the 2011 Dodge Avenger is it...

[2011 Dodge Caliber](#)

As fuel costs continue to fluctuate, small cars are increasingly required to be more than just frugal commuters. Few vehicles better epitomize this trend than the 2011 Dodge Caliber, a combination hatchback, wagon and SUV. Dodge's most affordable offering, the Caliber is no bargain-basement car. Models range from a fuel-efficient commuter car to a well-equipped model featuring such unique items as a flip-down rear speaker bar, built-in iPod holder and a refrigerated beverage cooler, features you won't find on the Volkswagen Golf or MAZDA3. Then again, despite a modest upgrade this year, the plastics used to form the interior are not as sophisticated or handsome as those inside the VW and Mazda, an important issue for many savvy young buyers...

[2011 Dodge Challenger](#)

The 1960s gave birth to two automotive legends: The Ford Mustang and Chevrolet Camaro. Known as pony cars, the two came to symbolize a new era in automotive lore, which allowed these compact yet powerful performance machines to sell in droves. Not to be sidelined, Chrysler Corporation introduced its own pony car, the Dodge Challenger, in 1970. Unfortunately, the pony car era had seen its heyday and by 1974 declining sales brought an end to the mighty Dodge. Once again in the ring with the Mustang and Camaro, the 2011 Challenger delivers clearly recognizable Challenger DNA, a Hemi engine and a relatively affordable price. Unlike the first Challenger, however, today's car features a modern suspension, traction and stability controls and reliable anti-lock disc brakes that are actually capable of dealing with the car's immense power...

[2011 Dodge Journey](#)

As part of Chrysler Corporation's massive full-line overhaul, the 2011 Dodge Journey has been given a thorough makeover that breathes new life (and respectability) into a vehicle many critics had given up for dead. Like so many Chrysler products of late, the original Dodge Journey was a well thought-out design that suffered from poor execution. Rather than throw the baby out with the bathwater, however, Dodge engineers looked to repair the Journey's weakest links, namely its suspension, interior and engine. In all three areas, the Dodge boys have hit a home run, creating a comfortable, quiet and well-built crossover with all the flair and sportiness we've come to expect from the brand...

[2011 Dodge Nitro](#)

The 2011 Dodge Nitro has a split personality. On one side, the Dodge Nitro is like any mid-size crossover offering seating for five, available all-wheel drive and an affordable sticker price. Then there is the Nitro's more extreme side, which displays bold and boxy styling, vivid color choices and massive 20-inch wheels. Placed side-by-side with a Honda CR-V or Chevrolet Equinox, the untrained observers would probably be hard pressed to place the Nitro in the same league. And, although the Nitro threatens to cannibalize sales from family members Jeep Liberty and Dodge Journey, Dodge isn't worried, saying the Nitro has its own unique niche defined by its artful blend of size, styling and features...

[2011 Hyundai Santa Fe](#)

The Hyundai Santa Fe is a unibody SUV made for tackling the urban jungle, not the rain-forest jungle. Since its introduction in 2000, almost half a million have been sold. The Santa Fe is right at home running the kids to soccer practice, hauling groceries from the supermarket or heading to the mountains for the weekend. Combining attributes like a high seating position, roomy interior, rugged good looks, a long list of standard equipment, a good warranty (10-year/100,000-mile powertrain) and a reasonable price, the 2011 Hyundai Santa Fe provides good value in the mid-size SUV category...

[2011 Hyundai Veracruz](#)

While Hyundai is quick to point out that its three-row crossover has more cargo room than a Mercedes-Benz GL and is as quiet on the highway as a Lexus RX 350, actual competitors for the Veracruz are more mainstream people-movers like the Honda Pilot and Mazda CX-9. Still, in years past the premium-like Veracruz stood up very well to the RX350 in back-to-back test drives organized, admittedly, by the Hyundai folks. Some have suggested that Hyundai may have been a little too optimistic, even, in its reliance upon the RX 350 as a source of inspiration. But we remember hearing similar criticisms when Lexus introduced its flagship LS sedan, in which some saw too many hints of Mercedes' S-Class – and that seemed to work out okay for Lexus...

2011 Jaguar XK

Now under the ownership of India's Tata Motors, Jaguar has undertaken a complete redesign of its product lineup. While the XF and XJ have received a bold new design theme, this luxury automaker's stylish 2011 XK Coupe and Convertible remain the brand's most powerfully emotional driving statements. Sexy styling, smooth and powerful V8 engines (supercharged in the XKR versions, reviewed separately), and sporty driving dynamics give these luxurious 2+2 grand tourers the chops to compete against the likes of the BMW 650i and Porsche 911. The XK may not be as ultimately sporty as those cars, but a distinct British accent gives it a charisma all its own...

2011 Lexus GS

One could be forgiven for thinking that the Lexus GS line would be lost between the popular ES 350 and the flagship LS 460 but, in fact, the GS models have found their own niche with consumers. By combining the luxury expected from Lexus with subtly-aggressive styling and surprising performance, Toyota's upscale division has gained a foothold in a market segment typically associated with German sedans such as BMW's 5 Series, Audi's A6 and the Mercedes E-Class. In addition to offering the only hybrid in this segment, the GS 450h (reviewed separately), the GS lineup consists of three gasoline-powered variants: The rear-drive and all-wheel-drive GS 350 share a common 3.5-liter V6, while the rear-drive GS 460 has a larger and more powerful V8 engine...

2011 Lexus GS 450h

Lexus' hybrid version of its GS Sedan was originally released as a 2007 model and received some tweaking for the 2010 model year. The GS 450h has proven to be even more forward-thinking than Lexus might have hoped; it continues to own its specific sub-segment outright, with only rumors of hybrid sport sedans on the horizon. Lexus positions the GS 450h as competing with many of the same cars as the standard GS 460, namely up-line versions of the Audi A6, BMW 5 Series, Infiniti M and Mercedes-Benz E-Class. The GS 450h manages not only to be a threat, but to churn out the performance of a 4.5-liter V8 drivetrain while producing 80-percent lower emissions and offering completely silent operation in all-electric mode...

2011 Lexus HS 250h

Maintaining its signature style and trend-setting hybrid technology, Lexus continues to provide customers with luxury and value with the 2011 HS 250h. The smart and comfortable HS 250h satisfies buyers who want a socially-conscious vehicle with elegant features and top quality. This efficient, purely hybrid vehicle is in a category all its own among Lexus models and is designed to provide a level of sophistication not otherwise available in a full-hybrid vehicle...

2011 Lexus IS F

When Lexus introduced the IS F in 2007 the sports sedan was the fastest product car to ever wear the bent L in its grille. Now that the Japanese automaker has introduced the supercar-fighting LFA to the world, the muscle-bound sedan no longer wears that crown - but that doesn't mean it's lost any of its bite. For 2011, engineers spent time refining the vehicle's already impressive suspension and electronic power steering system and added new aesthetic touches to the cabin. The changes go a long way toward making the four-year-old platform feel young at heart...

2011 Lexus LS 460

Lexus continues to defend its territory as a purveyor of technologically-advanced luxury cars with the 2011 LS 460 and LS 460 L. The company's flagship sedan is the embodiment of the best in build quality, advanced features and craftsmanship - characteristics for which Lexus has come to be known. With the additional option of air-ride suspension, the 2011 LS 460 builds on an already-impressive level of comfort and sophistication...

2011 Lexus LS 600h L

Toyota has most noticeably shown its unwavering dedication to hybrid technology in the Prius, but the company's luxury brand is no less dedicated to increasing fuel economy with a little help from a battery pack or two. The 2011 Lexus LS 600h L is the flagship in the corporate hybrid armada and, while buyers can't expect too many changes for the new model year, they can look forward to levels of power and refinement that are more than capable of dueling with high-end competitors from Germany (read: Mercedes-Benz S400 Hybrid and BMW ActiveHybrid 7)...

2011 Lexus LX 570

Despite staring straight down the barrel of ever-steeper fuel prices, the luxury SUV segment is far from finished. The 2011 Lexus LX 570 can hold its fascia high among a crowd that includes vehicles from Cadillac's Escalade to the sophisticated Audi Q7. With an excellent interior and an impeccable reputation for quality and reliability, it can be argued that the LX 570 stands at the front of the pack. That's not to mention the strong 5.7-liter V8 or the six-speed transmission, either. For 2011, Lexus has built in additional safety features and interior options to keep the platform sharp...

2011 Lexus RX 350

Some cars change radically from model year to model year, while others simply evolve. Evolution seems the safer course of action, but it also helps to build brand image among consumers. The 2011 Lexus RX 350 is such an evolving vehicle, easily recognizable at any distance and sharing a strikingly similar profile with the original RX that debuted more than 10 years ago. Consumers must like the design because RX sales continue to grow, even in the face of newer and more sophisticated designs such as the Audi Q5, Cadillac SRX and Mercedes Benz GLK 350. That the RX 350 continues to attract repeat customers is every bit a testament to the car's abilities as it is to Lexus' pampered treatment of its customer base. From the comfortable purchasing experience to the solid long-term reliability to the excellent resale figures, in the automotive world, buying an RX 350 is about the closest thing you can get to a sure thing...

2011 Mercury Mariner

The Mercury Mariner is based on the Ford Escape, and both suffer from bodywork that comes from a time when small SUVs aped their larger counterparts. More-recently released vehicles in this class are car-like crossovers. While the Mercury Mariner and Ford Escape are mechanically identical, the Mariner is a more upscale, urban take on the small SUV. Both vehicles feature a varied powertrain lineup, with four-cylinder, V6 and hybrid power offerings. Given that the Mercury brand is being shuttered and the Escape is soon to be redesigned, small SUV buyers might be better served by the likes of the Honda CR-V, Toyota RAV4, Chevrolet Equinox, Kia Sportage or Hyundai Tucson. However, we are still fond of the Mercury Mariner's efficient hybrid model...

2011 Mitsubishi Endeavor

In a sea of car-based, crossover sport-utility vehicles, it's easy to overlook the 2011 Mitsubishi Endeavor. Although the Endeavor has been around for a number of years, it is still not on many consumers' radar. For those not needing rock-climbing off-road ability or the need to tow a big boat, a vehicle like the Mitsubishi Endeavor makes good, practical sense. With room for five and available all-wheel drive, the Endeavor competes with such venerable favorites as the Toyota Highlander, Nissan Murano and GMC Terrain. However, it's the Mitsubishi Endeavor's long list of standard features and competitive price that will probably motivate most consumers to give this sporty crossover a second look...

2011 Ram 1500

Although in the past Dodge did not own a substantial portion of the full-size truck market, its Ram pickups retained a fiercely loyal fan base and offered some of the most outlandish full-size models on the market (think Ram SRT10). The Ram brand is now its own division, although the trucks are still sold and serviced through Dodge dealers. With clever marketing tools, distinctive styling and innovative features, Ram hopes its 1500 line will continue chipping away at rivals Chevrolet Silverado, Ford F-150 and Toyota Tundra...

2011 Ram HD

Ford and Chevy pulled out their big guns in 2010, effectively matching or besting the latest Ram Heavy Duty pickups. Not to be upstaged, Ram once again moves the bar, this time by introducing a newly-improved Cummins diesel. The new High-Output 6.7-liter diesel engine produces an astonishing 800 pound-feet of torque and enables the Ram 3500 to tow up to 22,700 pounds. As heavy-duty pickups still account for nearly one-third of the growing full-size pickup market, the Ram Heavy Duty should continue to be a major player in Chrysler's recovery effort...

2011 Scion xB

Much is made in the press about funky little cars such as Nissan's Cube and Kia's Soul. But it was the Scion xB that introduced Americans to the shoebox-on-wheels concept. Now in its second iteration, the 2011 Scion xB isn't as sharp-edged as the original, or as underpowered. In fact, next to the Cube and Soul, the xB looks a bit conservative, a strong testament to how rapidly consumer tastes change. Unlike its competition, however, the xB's list of optional accessories is unusually long, allowing an owner to personalize the xB with everything from carbon-fiber trim pieces to TRD performance parts...

2011 Scion xD

Talk with people accustomed to driving large vehicles and the one thing they claim to despise about small cars is, well, how small they feel; fear of being run over by larger traffic is probably a close second. To make its 2011 xD more appealing to anxious Americans, Scion has created a car that features an aggressive short, squat stance, but that also feels a bit taller than the average economy car. Thanks in part to its tall doors, large wheels and narrow side glass, the xD looks almost like a little SUV. First and foremost, however, the xD is a cool economy car, as popular with younger drivers who like to customize their rides as it is with urban commuters who require inexpensive, efficient and reliable transportation...

2011 Toyota Land Cruiser

In the world of full-size SUVs, the 2011 Toyota Land Cruiser commands great respect. Combining the best attributes of a luxury car, a minivan, a serious off-road 4x4 and perhaps even a full-size pickup, the Land Cruiser is a single vehicle that can satisfy many needs. With seating for eight, Toyota's flagship SUV is a capable family mover. Its 381-horsepower V8 engine and battery of high-tech off-road-capable equipment make the Land Cruiser ideal for families whose idea of a relaxing holiday is to venture far from civilization. For those who prefer a more pampered vacation, the Land Cruiser's 8,200-pound tow rating will prove more than sufficient when pulling a boat or loaded horse trailer. Unfortunately, unlike the original Land Cruiser, the 2011 model has grown not only in size and complexity, it has also grown expensive, placing it out of reach for all but the well-to-do...

2011 Toyota Matrix

The 2011 Toyota Matrix is a clever alternative to conventional compact cars. Its roomy wagon design, tall seating position, and available all-wheel drive makes it competitive with compact SUVs. However, it's the Matrix's sporty driving attitude and good fuel economy that separates it from the little SUVs. The Toyota Matrix also is a strong alternative to the Kia Soul, Mazda Mazda3 hatchback, and Nissan Versa. While the Matrix isn't as trendy as its similarly sized Scion cousins, it is every bit as reliable – and also retains above-average resale value...

2011 Volkswagen Tiguan

When Volkswagen first launched the Tiguan, it called the little SUV the GTI of compact SUVs; a bold statement considering the hot hatchback's legendary handling abilities, but not completely without merit. For 2011, that statement has been dialed back a bit, but the Tiguan remains a true performance-oriented compact SUV with real off-road ability. Powered by a 200-horsepower 2.0-liter turbocharged engine, the Tiguan provides more hustle than a CR-V or RAV4, but is pretty evenly matched when placed against Subaru's turbocharged Forester XT. Compared to the competition, the Tiguan has a lot going for it, including a substantial number of standard safety and comfort features, terrific performance and great styling. Starting out around \$24,500 for the base model and topping out well past the \$37,000 mark for a loaded SEL, steep pricing may unfortunately turn out to be the Tiguan's Achilles' heel...

Kbb.com: Vast Majority of Car Shoppers Say Gas Prices Have Influenced Vehicle Purchase Considerations; Increasingly Consider Cars with Better Fuel Economy

90 Percent of Survey Respondents Believe Gas Prices Will Climb Higher in Next 30 Days

IRVINE, Calif., May 2, 2011 -- According to the latest Kelley Blue Book www.kbb.com/ Market Intelligence survey concerning consumer sentiment and gas prices, the current economic situation coupled with concern over the rise in fuel prices has further caused an increasing number of [new car](#) and [used car](#) shoppers to change their vehicle consideration criteria. In April, the vast majority of car shoppers (84 percent) said that gas prices have influenced vehicle considerations, revealing a steady increase in the role fuel prices have played in purchase decisions since January. In addition, 90 percent of the latest kbb.com survey respondents said they expect gas prices to rise more in the next 30 days. [MORE...](#)

Kelley Blue Book's Michael Wulf Honored with OC METRO'S Annual '40 Under 40' Award

Director of Kbb.com Earns Recognition Among Top Local Professionals for Innovative Site Redesign, Search Engine Optimization Programs

IRVINE, Calif., May 2, 2011 -- Kelley Blue Book's www.kbb.com/, the leading provider of [new car](#) and [used car](#) information, announces that Michael Wulf, director of product management for kbb.com, recently was named a top '40 Under 40' professional by [OC METRO](#), a regional business-lifestyle magazine. OC METRO's '40 Under 40' list honors top young professionals in Orange County, Calif. Each May, the magazine reviews hundreds of nominations from readers. Then, a committee considers each individual's accomplishments, current projects and standing in the community to create a list of prestigious top 40 professionals under 40 years old. [MORE...](#)

Kelley Blue Book Names 2011 Brand Image Award Winners Based on Annual Car-Buyer Perception Ratings

Cadillac Garners Three Top Honors; Ford, Mercedes-Benz Both Repeat Wins

IRVINE, Calif., April 20, 2011 -- Kelley Blue Book www.kbb.com/, the leading provider of [new car](#) and [used car](#) information, today announces the winners of the 2011 Brand Image Awards. These awards, based on consumer perception data from the company's Brand Watch™ study, honor those brands that have most successfully captured positive consumer attention. [MORE...](#)

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Kbb.com Breaks Previous Records in January through March 2011, Realizes Most Traffic Ever in a Single day

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All-New, Easy-to-Use Solution Provides Trusted Kelley Blue Book® Values for Informed, Confident Business Decisions

IRVINE, Calif., April 12, 2011 -- Kelley Blue Book, the leading provider of [new car](#) and [used car](#) information, today announces the launch of Quick Values, www.quickvalues.com/, a fast and easy solution that delivers comprehensive new- and used-car values to banks, insurance companies, governmental agencies and auto dealers, all in a unique self-service model. Available on any device with an Internet connection, Quick Values provides customers with a convenient and realistic picture of the automotive marketplace, supporting critical business and risk-management decisions. [MORE...](#)

Kelley Blue Book's Kbb.com Names Top 10 Green Cars of 2011, Releases New Survey Data Showing Gas Prices Increasingly Influence Purchase Decisions

Kbb.com Editors Spot Trends in More Fuel Efficient Gas-Powered Car, as well as Hybrids, Disels, Electrics

IRVINE, Calif., April 12, 2011 -- The expert editors from Kelley Blue Book's www.kbb.com/, the leading provider of [new car](#) and [used car](#) information, today named the [Top 10 Green Cars of 2011](#). In this annual list, especially timely this year due to rising gas prices and just in time for Earth Day 2011, the kbb.com editors present a variety of [fuel-efficient vehicles](#) worthy of buyers' consideration. The coverage includes detailed EPA-estimated fuel economy numbers and editorial commentary on why each model made this year's top Green Car list from kbb.com. [MORE...](#)

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