

# BLUE BOOK

# BRIEFING

OCTOBER  
2014

## Kelley Blue Book Public Relations Contacts:

Chintan Talati | Senior Director, Public Relations  
949.267.4855 | chintan.talati@kbb.com

Joanna Pinkham | Senior Public Relations Manager  
404.568.7135 | joanna.pinkham@kbb.com

Brenna Robinson | Senior Public Relations Manager  
949.267.4871 | brenna.robinson@kbb.com

Samantha Hawkins | Marketing Coordinator  
949.268.2760 | samantha.hawkins@kbb.com

## In This Issue:

### INDUSTRY INSIGHTS:

Timely commentary from Jack R. Nerad, vice president, executive editorial director and executive market analyst, Kelley Blue Book's KBB.com: Car-sharing? Be Serious

### 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, and links to consumer reviews and ratings on KBB.com

### WHAT'S NEW:

10 Best New-Car Deals for October Announced by KBB.com

Kelley Blue Book Introduces All-New Best Buy Awards

New-Car Transaction Prices Up 0.4 Percent in September 2014, According to Kelley Blue Book

Kelley Blue Book Releases Video of NASCAR's Dale Earnhardt Jr. Racing a Tiny Chevrolet Spark With KBB.com

Editor Micah Muzio

Kelley Blue Book Taps M Booth as Its First Public Relations Agency of Record

New-Vehicle Sales to Climb 9 Percent in September; Kelley Blue Book Adjusts 2014 Forecast to 16.4 Million

## Car-Sharing? Be Serious

- Jack R. Nerad, Executive Editorial Director and Executive Market Analyst for Kelley Blue Book's KBB.com

In my more than 30 years in the car business I have noted many times when the “conventional wisdom” is neither conventional nor wise, and I think we have reached that point on the issue of car-sharing. As the current narrative goes car-sharing is the wave of the future because today's young adults and the teenagers who will follow them into adulthood will eschew car ownership in favor of simply obtaining the use of a vehicle when they need one. Futurists reading the tea leaves look at current trends – the increased urbanization of the population, the increased price of vehicles, the desire to be environmentally conscious and the fact that today's younger generations are more prone to communicate electronically than they are face-to-face – and they come to the conclusion that instead of having personal cars the next generations will instead opt for travel in rent-a-pods that will drive themselves. They cite the fact that young people are getting driver's licenses later in life or, in some cases, not at all as proof-positive that this is where our society – and our industry – is headed.

To which I say, “Not so fast!”

I freely admit that all the trends I have identified exist currently. Some of them are likely to continue and perhaps even accelerate over time, but there is a likelihood that others will not. So, for example, the current trend of an influx of population to city centers, something we have witnessed before, might be followed by a return to the suburbs or to rural areas. Similarly, young people might tire of living much of their social lives over mobile devices and decide that actually spending time with one another is a better alternative. Young people might also come to the conclusion that cars don't always equal pollution and thus become comfortable that personal transportation is both sustainable and “green.”

First, let's be clear that I have no issue with today's still relatively new car-sharing services. They are an interesting supplement to the older-generation car-sharing services, the car rental companies. Further I readily admit that in some circumstances car-sharing is a better and certainly more cost-effective solution to transport than is car ownership or that other much more prominent version of car-sharing – vehicle leasing. (Hey, aren't all those people who leasing actually contracting to share a car owned by a financial institution?)

But to those who would say that the vast majority of Americans who now own cars will, in the future, decide to opt out and instead share cars on a daily or weekly basis, I say, “All of you who want to do that, please raise your hands.”

Hmmmm. I don't see a lot of hands up out there. Just think about it for a moment. Owning a car gives you the individual freedom to go where you want when you want. Do you believe that a combination of public transportation and use of a car-sharing option can offer an appealing, time-efficient substitute for that?

To those who say that car-sharing is the wave of the future I would also like to point out that almost since the dawn of the automotive age, consumers have had the option of using public transportation and vehicle sharing (car rental, taxis, private limousines and hired cars), yet the personal car has reigned supreme. Why? Because it is the most convenient and, in many instances, it is the most cost-effective solution to getting from one place to another in a timely manner. Granted, in some situations – super high density cities like New York or San Francisco – it is not the most cost-effective or even the most time-effective. But in virtually every other situation the owner-operated car is a better personal and family transport solution than any other alternative. Certainly computerized communication has made car-sharing more convenient for more people, but it still cannot match the on-the-spot convenience of owning a car.

So while there will be an expanded role for car-sharing in the coming years, it will only become dominant in a future that is so dystopian that individuals can't afford to own their own cars. While some might be willing to push us on the way to such a future, that's the fodder for another column. Let me leave you with this: when I was a kid they said that in 10 or 15 years I'd be flying to work in my personal helicopter. Today I commuted to work in a car, just like I did 45 years ago when I got my first job. Take it from me, it will stay that way for some time to come.

## LATEST NEWS STORIES ON KBB.COM:

Check out the very latest news stories by visiting [KBB.com](http://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 September 2014.

### Video Posted to KBB.com:

[\*Dale Earnhardt Jr. Reviews the Chevy Spark with KBB.com\*](#)

[\*Dirt Fish Rally School Day 1\*](#)

[\*Dirt Fish Rally School Day 2\*](#)

[\*Dirt Fish Rally School Day 3\*](#)

[\*Video Review: 2015 Audi Q3\*](#)

[\*Video Review: 2015 Ford Mustang\*](#)

[\*Video Review: 2015 Subaru Legacy\*](#)

### Written Stories Posted to KBB.com:

#### Highlights:

[\*10 Best Car Deals of the Month\*](#)

[\*10 Best Car Deals of the Month: 2014 Nissan Maxima\*](#)

[\*10 Best Car Deals of the Month: 2014 Cadillac CTS\*](#)

[\*10 Best Car Deals of the Month: 2014 Toyota Camry\*](#)

[\*10 Best Car Deals of the Month: 2014 Ford Expedition\*](#)

[\*10 Best Car Deals of the Month: 2014 Chrysler 300\*](#)

[\*10 Best Car Deals of the Month: 2014 Hyundai Genesis\*](#)

[\*10 Best Car Deals of the Month: 2014 Volkswagen Golf\*](#)

[\*10 Best Car Deals of the Month: 2014 Dodge Challenger\*](#)

[\*10 Best Car Deals of the Month: 2014 Nissan Murano\*](#)

[\*10 Best Car Deals of the Month: 2014 Ford Mustang\*](#)

#### Quick Takes:

[\*2015 Alfa Romeo 4C Quick Take\*](#)

[\*2015 Cadillac ATS Coupe Quick Take\*](#)

[\*2015 Honda CR-V Quick Take\*](#)

[\*2015 Hyundai Sonata Sport Quick Take\*](#)

[\*2015 Subaru WRX STI Launch Edition Quick Take\*](#)

[\*2015 Volkswagen CC Quick Take\*](#)

[\*2015 Volkswagen Eos Final Edition Quick Take\*](#)

[\*2014 Fiat 500 1957 Edition Quick Take\*](#)

[\*2014 Nissan NV 3500 Passenger Van Quick Take\*](#)

### First Reviews:

[\*2015 Aston Martin V12 Vantage S Roadster First Review\*](#)

[\*2015 Audi S3 First Review\*](#)

[\*2015 Chevrolet Colorado and GMC Canyon First Review\*](#)

[\*2015 Kia Sedona First Review: A new take on minivans\*](#)

[\*2015 Lincoln Navigator First Review\*](#)

[\*2015 Toyota Camry First Review: Redesigned for Relevance\*](#)

[\*2014 Lexus GS 350 Long-Term Update: Riding in Comfort\*](#)

[\*Land Rover: The Great Divide Expedition 2014\*](#)

[\*Midsize Luxury SUV Buyer's Guide\*](#)

### Editors' Page:

[\*Editors' Page: 2014 Acura MDX\*](#)

[\*Editors' Page: 2014 Audi Q7\*](#)

[\*Editors' Page: 2014 Infiniti QX60\*](#)

[\*Editors' Page: 2014 Volvo XC90\*](#)

[\*Editors' Page: 2014 Lincoln MKT\*](#)

[\*Editors' Page: 2014 Mercedes-Benz M-Class\*](#)

[\*Editors' Page: 2014 Lexus GX\*](#)

[\*Editors' Page: 2014 Porsche Cayenne\*](#)

[\*Editors' Page: 2014 Land Rover LR4\*](#)

## LATEST NEWS STORIES ON KBB.COM CONTINUED:

### Latest News:

[2016 Audi TT and TTS Roadsters revealed](#)

[2016 Buick LaCrosse spied](#)

[2016 Cadillac CT6 kicks off new naming strategy](#)

[2016 Fiat 500X crosses over with style](#)

[2016 Ford C-Max mid-cycle refresh coming](#)

[2016 Ford C-Max Previewed](#)

[2016 Kia Sorento makes Paris debut](#)

[2016 Volvo XC90 R-Design adds more enthusiast edge](#)

[2015 Aston Martin Vanquish Carbon Editions set for Paris](#)

[2015 Bentley Mulsanne Speed -- ultimately exhilarating](#)

[2015 Chevrolet Tahoe/Suburban Z71, Colorado concept bow](#)

[2015 Chevrolet Trax starts at \\$20,995](#)

[2015 Chevy Colorado/GMC Canyon tops in fuel economy](#)

[2015 Chevy Corvette Z06 sprints to 60 mph in 2.95 seconds](#)

[2015 Ferrari F60 America limited-edition unveiled](#)

[2015 Ferrari 458 Speciale A revealed](#)

[2015 GMC Sierra 1500 Carbon Editions to offer unique style](#)

[2015 GMC Sierra 1500 Elevation Edition unveiled](#)

[2015 Honda Civic SE Sedan bows](#)

[2015 Honda CR-V updated](#)

[2015 Honda CR-V: New look, features](#)

[2015 Mercedes-AMG C63 and C63 S bow in Paris](#)

[2015 Mercedes-Benz S550 Plug-In Hybrid coming next spring](#)

[2015 Porsche 911 Carrera GTS lineup revealed](#)

[2015 Subaru Impreza: Face freshened, features added](#)

[2015 Volkswagen Beetle Classic - neo-retro value leader unveiled](#)

[2014 Goodwood Revival: Where the past comes alive](#)

[2014 Paris Auto Show](#)

[2013 U.S. CAFE reaches record 24.1 mpg](#)

[Aston Martin Virage Shooting Brake Zagato - one-off wonder wagon](#)

[Audi TT Sportback Concept: A new, 5-door family member?](#)

[Citroen C4 Cactus Airflow 2L Concept: Unusual gas/air hybrid](#)

[Citroen DS Divine Concept: Simply Divine](#)

[Honda Civic Type R Concept packs 276+ hp but no U.S. passport](#)

[Infiniti Q80 Inspiration Concept offers an early look at tomorrow](#)

[Infotainment System Spotlight: Entry-level vs. High Performance Vehicles](#)

[Kia Optima T-Hybrid Concept debuts new, more-efficient technology](#)

[Lamborghini Asterion LPI-910 4 Concept packs 898 hybrid horses](#)

[Lamborghini teases new Paris concept](#)

[Leasing's Comeback May Be Further Fueled By Transfers](#)

[Mitsubishi Outlander PHEV Concept-S previews new look](#)

[New Kelley Blue Book Best Buy Awards announced](#)

[North American Car and Truck of the Year list narrowed](#)

[Peugeot Quartz Concept: Hard-core hybrid packs 500 horses](#)

[Renault Eolab Concept aims for 235 mpg](#)

[Tesla's Big D and Autopilot](#)

[Toyota C-HR Concept teased for Paris](#)

[Toyota C-HR Concept unveiled](#)

[Toyota Urban Utility Concept created for creators](#)

[Volkswagen Golf Alltrack: Europe now, U.S. later?](#)

[Volkswagen XL Sport Concept races into the spotlight](#)

[Volvo debuts revolutionary Sensor Fusion safety technology](#)

[Volvo Drive-E concept engine: 2.0-liters + 3-turbos = 450 hp](#)

[This Week in Car Buying: Certified Pre-Owned Edition](#)

[This Week in Car Buying: GM's Truck Month, Inventories Down, Subaru Up](#)

[This Week in Car Buying: End of the Model Year Closeouts](#)

[This Week in Car Buying: Strong market, higher prices, yet deals to be had](#)

## **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 September 2014. To see any new-vehicle reviews from KBB.com's editorial staff, please visit [KBB.com](http://KBB.com) and click on the *Car Reviews* tab, then select the make and model.

### **New Vehicle Reviews:**

#### **[2015 Audi A5](#)**

A high-performance luxury coupe that's a thrill to drive with styling reminiscent of fine art.

#### **[2015 Audi A6](#)**

Primarily designed to go head-to-head with its competitors the A6 midsize luxury sedan does not disappoint.

#### **[2015 Audi A7](#)**

A highly styled, luxury hatchback with lots of cargo space, high-tech options plus a selection of engines.

#### **[2015 Audi A8](#)**

The A8 offers an excellent balance between plush luxury cruiser and potent sports sedan.

#### **[2015 Audi Q3](#)**

Priced like a mainstream SUV the Q3 offers refined ride quality, sophisticated design and premium amenities.

#### **[2015 Buick Encore](#)**

An exceptional value, the Encore offers a stylish exterior and a long list of luxury and electronic options.

#### **[2015 Cadillac XTS](#)**

The XTS' razor-sharp styling, aggressive performance and comfortable ride make it a worthy competitor.

#### **[2015 Chevrolet Express](#)**

The Express has a proven track record of hauling lots of people, stuff and it also has the best-powered V8.

#### **[2015 Chevrolet Silverado](#)**

Chevy's competent full-size truck satisfies with a coalescence of capability and civility.

#### **[2015 Chrysler Town & Country](#)**

With an emphasis on sophistication the Town & Country is still the perennial family van.

#### **[2015 Dodge Dart](#)**

European driving manners plus American style make the Dart a more than capable competitor in its segment.

#### **[2015 Dodge Grand Caravan](#)**

The Grand Caravan is still the go-to family van due to its great value.

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

---

### **[2014 Ferrari 458 Italia and Spider](#)**

Ferrari's 458 is considered one of the world's best exotic luxury performance cars.

### **[2014 Ferrari California](#)**

The California is a bargain priced high-performance exotic sports car from the Ferrari stable.

### **[2015 GMC Savana](#)**

The Savana van is still as versatile as ever and easy to drive.

### **[2015 Hyundai Genesis Coupe](#)**

A sleek coupe that's reasonably priced, and which offers a luxurious cabin plus an impressive warranty.

### **[2015 Honda Accord](#)**

Long a Honda staple, the Accord can be had as a full-featured sedan or a sleek coupe.

### **[2015 Jeep Cherokee](#)**

The Cherokee boasts off-road prowess along with notable creature comforts that put it at the top of its class.

### **[2015 Land Rover Range Rover Evoque](#)**

Slick styling and true off-road capability are what the Evoque is all about.

### **[2015 Land Rover LR2](#)**

A plush yet practical luxury SUV that is more than up to the task of off-roading adventure.

### **[2015 Lexus CT](#)**

A hybrid that offers a sporty and stylish shape, interior luxury amenities plus a reduced carbon footprint.

### **[2015 Lexus RC](#)**

The RC is a sexy performance coupe with an aggressive design and upscale amenities.

### **[2015 Mazda CX-9](#)**

The CX-9 oozes Mazda-ness with its fun to drive factor, powerful V6 engine and visual punch.

### **[2014 McLaren MP4-12C](#)**

A British supercar that delivers both elegance and blistering performance both on and off the track.

### **[2015 McLaren 650S](#)**

Delivering astounding traction and acceleration, the 650S is also ranked as one of the best-handling exotics.

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

### [2015 Mercedes-Benz C-Class](#)

A scaled down premium car for the luxury enthusiast looking for the occasional fast-paced drive.

### [2015 Mercedes-Benz G-Class](#)

Still regarded as the world's most rugged and confident off-road explorer ever built.

### [2015 Mercedes-Benz S-Class](#)

A luxury liner of choice the S-Class is equipped with much power, grace and technological sophistication.

### [2015 Mercedes-Benz SL-Class](#)

The SL is a classic status symbol that says you have arrived.

### [2015 Mercedes-Benz SLS Class](#)

A supercar with gullwing doors. What more could you ask for?

### [2015 Nissan Xterra](#)

Made for rough trails and designed to be tough, the Xterra should attract true off-road enthusiasts.

### [2015 Porsche 918 Spyder](#)

A racecar and a hybrid all rolled into one ferocious performance car.

### [2015 Scion FR-S](#)

A playful sports coupe that's affordable and just as fun at the track as it is on the street.

### [2015 Smart Fortwo](#)

The Smart boasts the smallest footprint of any car on the road and fits into the smallest of parking spots.

### [2015 Toyota 4Runner](#)

A rugged rock crawler that still rivals the competition with its off-road performance.

### [2015 Toyota Highlander](#)

Comfortable, accommodating and feature-packed, the Highlander is a popular choice for most.

### [2015 Toyota Land Cruiser](#)

A luxurious transport for up to eight passengers, it can do almost anything asked of it.

### [2015 Toyota Prius](#)

Still the car people think of when they hear the word "hybrid."

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

### [2015 Toyota Sequoia](#)

A well-appointed interior and great driving characteristics make this the right choice for a family SUV.

### [2015 Toyota Tacoma](#)

The Tacoma's millions of happy customers have long known about its durability, reliability and low cost of ownership.

### [2015 Toyota Tundra](#)

The Tundra isn't only recognized for reliability, it's also known for being made and designed in America.

### [2015 Toyota Venza](#)

The Venza offers up muscle and a comfortably spacious interior without the bulkiness of larger SUVs.

### [2015 Volkswagen Passat](#)

It more than holds its own with positive attributes, proud German driving manners and European design.

### [2015 Volkswagen Tiguan](#)

With handsome European styling and a turbocharged engine it's no wonder the Tiguan is so appealing.

## WHAT'S NEW:

### 10 Best New-Car Deals for October Announced by KBB.com

#### Kelley Blue Book Ranks Month's Best Cash Back, Financing, Lease Deals, Features New Models Up for Redesign

IRVINE, Calif., Oct. 8, 2014 -- The experts from 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 assembled their list of the 10 best lease, financing and cash back deals available in October from a variety of auto manufacturers.

While Kelley Blue Book's expert vehicle advisors typically recommend against buying a vehicle in its last model year before a full redesign, right now the deals might just be too hard to resist. Market forces and production imperatives have driven manufacturer incentives that lower the net price of several outgoing models that have good reputations, and thus qualify as great deals... [MORE](#)

### Kelley Blue Book Introduces All-New Best Buy Awards

#### Finalists Announced for KBB.com's New Premier Awards; Winners to be Revealed in November, Honoring Best Vehicle Choices Available in U.S. Market

IRVINE, Calif., Oct. 6, 2014 -- 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, today introduces its all-new annual Kelley Blue Book Best Buy Awards, which will honor the top new model year vehicle choices available in the U.S. market. Along with the launch of the new Best Buy Awards, Kelley Blue Book announces the finalists that now will undergo head-to-head comparison testing and evaluation by KBB.com's editorial team during the next several weeks. Ultimately the winners in each category and an overall winner will be announced in November... [MORE](#)

### New-Car Transaction Prices Up 0.4 Percent in September 2014, According to Kelley Blue Book

#### Chrysler, General Motors Continue Year-Over-Year Strength; Hyundai-Kia Benefit from Redesigned Sonata

IRVINE, Calif., Oct. 1, 2014 -- The analysts at 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, today report the estimated average transaction price (ATP) for light vehicles in the United States was \$32,500 in September 2014. New-car prices have increased by \$133 (up 0.4 percent) from September 2013, while rising \$56 (0.2 percent) from last month... [MORE](#)

## Kelley Blue Book Releases Video Of NASCAR's Dale Earnhardt Jr. Racing a Tiny Chevrolet Spark With KBB.com Editor Micah Muzio

**Earnhardt Jr., Muzio Have Fun Putting Small 'City Car' to the Test on Racing Legend's North Carolina Estate**

IRVINE, Calif., Sept. 30, 2014 -- 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, recently posted a video showing NASCAR's 11-time Most Popular Driver and 2014 Daytona 500 winner Dale Earnhardt Jr. reviewing -- and racing! -- a tiny Chevrolet Spark with KBB.com's Managing Editor of Video Micah Muzio. Kelley Blue Book teamed up with Hendrick Motorsports as a primary sponsor of Dale Earnhardt Jr.'s No. 88 Chevrolet SS NASCAR Sprint Cup Series team for the 2014 and 2015 race seasons... [MORE](#)

## Kelley Blue Book Taps M Booth as Its First Public Relations Agency of Record

IRVINE, Calif., and NEW YORK, Sept. 29, 2014 -- 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, has named M Booth its first public relations agency of record.

M Booth will help build on Kelley Blue Book's reputation as The Trusted Resource® for new and used vehicle valuations, insights and marketing solutions. The agency will seek to drive greater awareness among new audiences through earned and social media, build a thought leadership platform among business stakeholders, and counsel on strategy to continue to establish Kelley Blue Book's leadership position in the new-car marketplace... [MORE](#)

## New-Vehicle Sales to Climb 9 Percent in September; Kelley Blue Book Adjusts 2014 Forecast to 16.4 Million

**Big Gains Expected for Most Automakers; Compact Utility Surpasses Full-Size Truck Segment in Popularity**

IRVINE, Calif., Sept. 25, 2014 -- New-vehicle sales are expected to increase 9.1 percent year-over-year to a total of 1.24 million units, resulting in an estimated 16.4 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. Based on the robust sales pace during the past few months, Kelley Blue Book is adjusting its sales outlook for 2014 from 16.3 million to 16.4 million.

"Following an extraordinarily strong month of sales in August, with the industry above 17 million SAAR for the first time in eight years, Kelley Blue Book expects sales to level out in September," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Sales will remain strong and show healthy year-over-year improvement. Rising incentive spend in recent months has been more than offset by increasing retail transaction prices, signaling continued consumer demand..." [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.