



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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INDUSTRY INSIGHTS:

Doing Our Part to Prevent Childhood Tragedies

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

Summer is quickly fading. School is in session in most areas, and drivers are being warned to keep an eye on children as they walk to and from their classes. But there is another child safety issue, one that often has tragic consequences, that has not traditionally been given the attention of the annual back-to-school safety campaign. That issue is heatstroke in automobiles, and it can be a killer.

“ONE HAS TO BELIEVE THAT THE ENTIRE AUTO INDUSTRY – MANUFACTURERS, DEALERS, THE AFTERMARKET AND THE AUTOMOTIVE MEDIA – CAN PLAY A BIGGER PART IN EDUCATING CONSUMERS ON THIS CRITICAL SAFETY ISSUE.”

- JACK R. NERAD

According to the most recent figures, 23 children died and an unknown number suffered serious injuries simply because they were left unattended in hot vehicles this summer. This death toll is staggering considering the fact that such deaths and injuries are 100 percent preventable. The good news on this topic is that the U.S. Department of Transportation (DOT) is teaming up with the U.S. Department of Health and Human Services (HHS) to mobilize the network of Head Start, a federal program that promotes the school readiness of children from low-income families, and child care providers nationwide to prevent further tragedies.

“Safety is our top priority for everyone on our roadways, but we have a special responsibility to protect our most vulnerable passengers,” said Transportation Secretary Ray LaHood. “While parents and caregivers are the first line of defense, everyone has a role to play in preventing these needless tragedies.”

It is important to note the fact that many can play a role in solving this problem. One has to believe that the entire auto industry – manufacturers, dealers, the aftermarket and the automotive media – can play a bigger part in educating consumers on this critical safety issue. Transportation Secretary LaHood and Health and Human Services Secretary Kathleen Sebelius called on the nation's Head Start directors and child care providers to take advantage of the “Look Before You Lock” campaign materials by sharing them with staff, families and other community members. Members of the auto industry should do the same.

You might be amazed to learn that research by the National Highway Traffic Safety Administration (NHTSA) shows heatstroke is the leading cause of non-crash vehicle deaths for children under the age of 14. When outside temperatures are in the low 80s, the temperature inside a vehicle can reach deadly levels in only 10 minutes, even with a window rolled down two inches. Children's bodies overheat four to five times as quickly as an adult, and infants and children under four years old are at the greatest risk for a heat-related illness.

San Francisco State University's Department of Geosciences determined at least 33 children died last year due to heatstroke, medically termed “hyperthermia,” while there were at least 49 deaths in 2010. Injuries due to heatstroke in hot cars can include permanent brain injury, blindness and the loss of hearing, among others.

NHTSA has called on parents and caregivers to think: “Where's baby? Look before you lock.” Kelley Blue Book suggests that this message be spread nationwide.

LATEST NEWS STORIES ON KBB.COM:

Check out the very latest news stories by visiting KBB.com and clicking the the *KBB 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 August 2012.

Videos Posted to KBB.com:

[2013 Audi RS5 Video Review](#)

[2012 Bentley Continental Flying Spur Speed Video Review](#)

[2012 Ford Explorer Video Review](#)

[2012 Honda CR-V Video Review](#)

[2013 Lexus GS Video Review](#)

[2013 Mazda CX-5 Video Review](#)

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Written Stories Posted to KBB.com:

[2014 Kia Forte - first photos](#)

[2014 Volkswagen Golf VII teased](#)

[2013 Buick Verano Turbo will start at \\$29,990](#)

[2013 Fiat 500 Turbo unveiled](#)

[2013 Ford C-MAX Hybrid nets best-in-class 47-mpg EPA figures](#)

[2013 Ford Explorer Sport preview](#)

[2013 Hyundai Genesis Sedan lineup simplified, adds Blue Link telematics](#)

[2013 Hyundai Santa Fe Sport 2.0T AWD first drive](#)

[2013 Hyundai Veloster adds Michelin Pilot Super Sport tire option](#)

[2013 Jaguar preview - an evolutionary change towards cunning...](#)

[2013 Jaguar XF and Jaguar XJ offer AWD, gain new powertrains](#)

[2013 Jaguar XK Touring - elegance gets more affordable](#)

[2013 Land Rover LR2 benefits from comprehensive upgrade program](#)

[2013 Land Rover Range Rover- Paris Auto Show Preview](#)

[2013 Lexus LS First Review: Still Familiar, but Now with F Sport](#)

[2013 Nissan Pathfinder Previewed](#)

[2013 Porsche 911 Carrera 4/Carrera 4S - 2012 Paris Auto Show Preview](#)

[2013 Ram 1500 First Review: Expanding the MPG Wars to Trucks](#)

[2013 SRT Viper GTS Launch Edition unveiled](#)

[2013 Shelby GTR500 Cobra tribute car debuts in Pebble Beach](#)

[2013 Volkswagen Jetta Hybrid set new speed record](#)

[Acura TL and Volvo S60 star in new IIHS small-offset crash test](#)

[BMW Zagato Roadster Concept revealed](#)

[Bentley Mulsanne Convertible Concept covertly previewed at Pebble](#)

[DOT and automakers launch real-world car-to-car safety testing](#)

[Ford SYNC app now offers new relief for allergy sufferers](#)

[Future Vision: Audi Elite Concept](#)

[McLaren 12C Can-Am Edition Racing Concept revealed](#)

[McLaren X-1 Concept unveiled - a supercar by any other name](#)

[New BMW Zagato Roadster Concept teased before Pebble Beach debut](#)

[New Cadillac concept teased - will debut in 2013](#)

[New Jaguar F-Type will debut in Paris](#)

[Rolls-Royce Phantom Coupe Aviator Collection unveiled](#)

[Toyota will launch fuel-cell powered sedan here in 2015](#)

[Vintech P550 Tribute unveiled](#)

[Volkswagen opens new Test Center California facility](#)

[Week in Review: 10 Back-to-School Cars, Cadillac ATS, Pebble Beach](#)

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 August 2012. To see any new-vehicle review from KBB.com's editorial staff, please visit KBB.com and click on the *Car Reviews* tab, then select the make and model.

[2013 Audi Allroad](#)

How do you sell a wagon to an American? Make it look a little more like an SUV. The micro-beloved Audi A4 Avant wagon has been replaced in Audi's U.S. lineup by a raised and ruggedized A4 Avant called the 2013 Audi Allroad. In addition to an extra 1.5 inches of ground clearance, stainless steel skidplates and distinctive paint scheme, the 2013 Allroad is differentiated from the 2012 Audi A4 wagon by a host of upgrades that benefit the entire Audi A4/A5 lineup for 2013...

To read the latest Consumer Reviews & Ratings on this vehicle, click [here](#).

[2013 Cadillac ATS](#)

Cadillac's all-new compact luxury sport sedan, the 2013 ATS, puts its own spin on the division's sharp-edged design philosophy. The new ATS trumpets bold looks, handling dynamics tuned on Germany's famed Nürburgring circuit, the choice of 4- or 6-cylinder power, and all of Cadillac's latest technology, including the new CUE infotainment interface...

[2013 Chevy Sonic](#)

Built in the USA, the 2013 Chevrolet Sonic is the second-smallest car to wear the bow-tie badge (the new Spark is officially the smallest), but its abilities are far from diminutive. Competing against Ford's Fiesta and Honda's Fit, among others, the Sonic delivers fuel economy that's equal to or better than its rivals and driving dynamics that range from comfortable and nimble (LT trim) to downright sporty (new RS). Offered as a 5-door hatchback or 4-door sedan, the Sonic is no ordinary small car...

To read the latest Consumer Reviews & Ratings on this vehicle, click [here](#).

[2013 GMC Terrain](#)

By no means compact, but also not quite mid-size, the five-passenger 2013 GMC Terrain offers the fuel economy of a small SUV with a rugged truck-like design that makes it appear larger than it actually is. Although roomy, the Terrain doesn't offer a third-row seat and its all-wheel-drive (AWD) system is pretty much limited to tackling snow-covered roads rather than off-road trails. Compared to newer competitors such as the Ford Escape, Hyundai Santa Fe and Honda CR-V, the 2013 GMC Terrain manages to hold its own, with 4-cylinder models touting fuel economy figures near the top of its class...

To read the latest Consumer Reviews & Ratings on this vehicle, click [here](#).

[2013 Hyundai Santa Fe Sport](#)

As it enters its third generation, the Hyundai Santa Fe has been split into two distinct variants: the compact 2013 Hyundai Santa Fe Sport and a new, mid-size Hyundai Santa Fe (reviewed separately). Improved in virtually every area over the Santa Fe it replaces, the 5-passenger Santa Fe Sport embodies a new sense of style and offers more sophisticated features than its predecessor along with enhanced performance and outstanding fuel economy that give it an even higher profile in the SUV segment...

[2013 Kia Forte](#)

Kia has been on a roll as of late, and nowhere is its momentum more obvious than in the 2013 Forte. Available as a sedan, 5-door hatch and coupe (Kia spells it "Koup"), the Forte takes direct aim at the segment leaders Honda Civic and Toyota Corolla, and beats them in just about every category. While not as stylish or fun to drive as Ford's Focus or Mazda's Mazda3, the Forte nevertheless can hold its own against most compacts...

To read the latest Consumer Reviews & Ratings on this vehicle, click [here](#).

[2013 Kia Optima](#)

The famous automotive leader Bob Lutz once said it costs as much to build an ugly car as it does a beautiful one. In the 2013 Kia Optima sedan, Mr. Lutz's words have been proven spot on. Costing no more than a comparably-equipped Toyota Camry or Honda Accord, the Optima for 2013 outshines its competition with stunning good looks, compact car-like fuel economy, a great warranty and ever-improving resale figures...

To read the latest Consumer Reviews & Ratings on this vehicle, click [here](#).

[2013 Lexus RX](#)

The Lexus RX was the first mid-size luxury crossover vehicle when it debuted for the 1999 model year, and near-countless competitors have followed in the years since. Now in its third generation, the 5-passenger 2013 Lexus RX is the best-selling car for Toyota's luxury division, and it's easy to see why. The RX has the serene ride quality and superb interior craftsmanship long associated with Lexus sedans, yet has the storage capacity, seating flexibility and commanding view of an SUV...

To read the latest Consumer Reviews & Ratings on this vehicle, click [here](#).

[2013 Nissan Rogue](#)

Based on Nissan's popular Sentra sedan, the 2013 Nissan Rogue is a compact SUV designed to stand out from the competition by way of its curvaceous carlike styling and class-exclusive in-vehicle technology. Similar to the venerable Toyota RAV4, Honda CR-V and Ford Escape, the Nissan Rogue is powered by a thrifty 4-cylinder engine, offers an available all-wheel-drive (AWD) system and starts under \$24,000. The 2013 Rogue is also one of the only vehicles in the segment to feature a continuously variable transmission (CVT), which bolsters both fuel economy and power output...

To read the latest Consumer Reviews & Ratings on this vehicle, click [here](#).

[2013 Subaru Impreza](#)

The 2013 Subaru Impreza is a versatile and fuel-efficient line of compact sedans and hatchbacks that have standard all-wheel drive for superior traction and starting prices under \$20,000. The Impreza lineup could be called bi-polar. Regular models earn high marks for fuel economy that reaches up to 36 mpg on the highway, while the performance-oriented WRX and WRX STI stand out for their powerful engines and competition successes...

[2013 Volvo S60 R](#)

For the 2013 model year Volvo has endowed its S60 luxury sedan with even more features in the quest to compete in one of the best – if not the best – segments in all of autodom. Facing off against the BMW 3 Series, Audi A4 and other terrific sedans is no easy task, but the Volvo S60 brings eye-catching exterior styling, a well-tailored interior and a wealth of innovative safety equipment into the fray...

To read the latest Consumer Reviews & Ratings on this vehicle, click [here](#).

[2012 Aston Martin Vantage](#)

When thinking of the 2012 Aston Martin Vantage, the term “trophy wife” comes to mind. That's not to say the Vantage is all looks with no substance – after all, even trophy wives can earn PhDs and have loads of personality – but it's this Aston's aesthetics that undoubtedly draws the most attention. On paper, comparing the Vantage coupe or convertible to cars like the Audi R8, Porsche 911 Carrera S, Maserati Gran Turismo and Jaguar XKR might make it seem like a bit of a socialite outcast at a country club, but while this beauty may not steal hearts right off the bat, it sure will steal a lot of looks...

To read the latest Consumer Reviews & Ratings on this vehicle, click [here](#).

[2012 Aston Martin Virage](#)

Medium-size magnificence, anyone? The Aston Martin Virage coupe and Volante (convertible) fit seamlessly between its DB9 and DBS siblings, seamlessly incorporating the stately comforts of the less-expensive DB9 and mixing in the raw sportiness of the pricier DBS. Think James Bond on a budget. Competitor-wise, the Virage dances on same floor as other high-end exotics such as the Audi R8, Bentley Continental GT and Porsche 911 Turbo. And while it might not be on the forefront of every affluent boy's dream car list, the Aston Martin Virage has the style and grace to run with the best of any car in its price range...

To read the latest Consumer Reviews & Ratings on this vehicle, click [here](#).

[2012 BMW 3 Series](#)

The first iteration of an all-new, sixth-generation 3 Series – the 328i Sedan – lands in U.S. showrooms by February or March of 2012, but demand for the current generation shows no signs of abating. From its introduction in 1975, BMW's 3 Series has morphed into more variations than one might have imagined. Thankfully, BMW's original intent has remained the same: Provide driving enthusiasts with a dynamic platform wrapped in reasonable comfort and sitting on a responsible footprint...

To read the latest Consumer Reviews & Ratings on this vehicle, click [here](#).

Toyota Dominates New-Car Shopping Activity on Kelley Blue Book's KBB.com

Toyota Leads Share-of-Voice Three Years in a Row, Maintains Top Car Brand Loyalty Leadership for Past Two Years

IRVINE, Calif., Sept. 6, 2012 - The [Toyota](#) brand dominates new-car shopping activity on [www.kbb.com](#) when examining shopper loyalty and share-of-voice data from the past three years, according to Kelley Blue Book, the leading provider of new car and used car information.

Since Q1 2010, Toyota has claimed the top spot for shopper loyalty on KBB.com more than any other car brand. When Kelley Blue Book Market Intelligence studied cross-shopping consideration and other brand loyalty factors among new-car shoppers on KBB.com, Toyota has ranked No. 1 for five out of the last nine quarters. Meanwhile, Honda and Hyundai have each claimed the top spot two times. Most recently in Q2 2012, more than half of Toyota owners visiting KBB.com remained loyal to the brand as defined by researching a new Toyota model on the site... [MORE](#)

Car Dealers Increase Sales with New KBB.com Classifieds, Turn on the Power of Blue

In-Market Shoppers Perform Millions of Auto Searches Each Month in the New KBB.com Classifieds

IRVINE, Calif., Sept. 5, 2012 - In the months following Kelley Blue Book's national launch of the all-new KBB.com Classifieds experience, car dealers are praising the increased [auto sales](#), leads and customer traffic resulting from the new product.

"I've seen about a 10 percent increase in the amount of leads that we're getting off of KBB.com, and at the end of this month, I'll sell at least five of the KBB.com Classifieds that we've had out there," said Rusty Hutson of Lowe Toyota.

BB.com's redesigned Classifieds section makes it easy for a large audience of in-market shoppers to move from researching directly into shopping for the right vehicle. Each month, car shoppers perform millions of searches in the new Classifieds section of KBB.com for [new and used cars for sale](#)... [MORE](#)

New-Car Sales Beat Seasonal Expectations, SAAR Jumps to 14.4 Million on Fuel-Sipper Demand

Kelley Blue Book Forecasts New-Vehicle Sales Increase Nearly 19 Percent YOY; Toyota, Honda Continue Annual Gains

IRVINE, Calif., Aug. 23, 2012 - August [new-car sales](#) will hit 1,273,000 units overall, which is an 18.7 percent increase from last year, according to Kelley Blue Book, [www.kbb.com](#), the leading provider of new car and used car information. After adjusting for one additional selling day in August, car sales are projected to improve by a conservative 14.3 percent. Although sales remain strong from a year-over-year and seasonally adjusted annual rate (SAAR) perspective, the daily selling rate is expected to decline nearly 1,000 units per day compared to July 2012. This drop can be attributed to a seasonal decline in fleet sales taking place during the second half of this year. Retail sales volume will remain relatively flat month-over-month, outperforming seasonal expectations.

Retail demand from consumers has remained steady, despite a sluggish economic recovery. Although the economy continues to struggle, there were a handful of noteworthy positive developments in August. Consumer sentiment improved slightly this month, thanks to a growing belief that the housing market has bottomed, and that confidence bodes well for auto sales. Unemployment remains high at 8.3 percent and will continue to limit sales in the long term... [MORE](#)

10 Best Tailgating Cars of 2012: RAM 1500 Truck Ranked Best by KBB.com

Kelley Blue Book Kicks Off College Football, NFL® Season by Naming Top Rides for Pre-Game Tailgate Parties

IRVINE, Calif., Aug. 21, 2012 - The 2012 RAM 1500 pickup truck is this year's No. 1 Tailgating Car according to Kelley Blue Book, the leading provider of new car and used car information. For this year's list, published by KBB.com, the expert editors rank their top choices for the [10 Best Tailgating Cars](#), offering vehicles to fit every budget from the student section to the luxury boxes.

With college football and NFL season on the horizon, soon fans will be flocking to stadiums around the country to not only cheer for their favorite team, but to pre-game party in the parking lot. With this national pastime upon us, the editors of Kelley Blue Books KBB.com pooled their collective wisdom to choose from all of the [new 2012 cars for sale](#) with tailgating-friendly features such as: large, drainable in-vehicle coolers; a variety of in-car connectivity features; in-vehicle refrigerators; power liftgates; off-roading capabilities; flexible seating arrangements; and of course, an array of impressive sound systems. In addition, many of the cars on this year's list offer fold-down tailgates... [MORE](#)

10 Best Back-to-School Cars For Students in 2012: KBB.com Ranks Kia Soul Best

2012 Top New Cars for Students Determined by Kelley Blue Book, Each Available for Less Than \$16,000

IRVINE, Calif., Aug. 8, 2012 - The [2012 Kia Soul](#) is this year's No. 1 Back-to-School Car according to Kelley Blue Book, the leading provider of new car and used car information. In this annual list published by KBB.com, the expert editors rank their top affordable new-car choices for students, naming the [10 Best Back-to-School Cars of 2012](#).

In addition to picking up the usual school supplies, sometimes back-to-school shopping includes test drives and negotiating, which can be an education in itself. To help give first-time car buyers a head start, the KBB.com editors looked at the most affordable cars of 2012 and then picked the 10 best bets according to the needs and wants of students. Even better, all of the top new Back-to-School Cars on this year's list are available for less than \$16,000 according to Kelley Blue Book's [Fair Purchase Price](#), which shows you the average price others in your area paid for the same car based on actual transaction data updated each week... [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 industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue Book® Trade-In and Suggested Retail Values and Fair Purchase Price, which reports what others are paying for new 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 as well as governmental agencies. KBB.com provides consumer pricing and information on cars for sale, minivans, pickup trucks, sedan, hybrids, electric cars, and SUVs. Kelley Blue Book's KBB.com ranked highest in its category for brand equity and was named Online Auto Shopping Brand of the Year by the 2012 Harris Poll EquiTrend® study. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader Group.