



www.kbb.com

BLUE BOOK BRIEFING

SEP
2010

Kelley Blue Book Public Relations Contacts:

Robyn Eckard | Director, Public Relations
949.268.3049 | reckard@kbb.com

Joanna Pinkham | Senior Public Relations Mgr
949.268.3079 | jpinkham@kbb.com

Brenna Robinson | Public Relations Mgr
949.267.4781 | berobinson@kbb.com

Rebekah King | Consumer Communications Mgr
949.267.4982 | rking@kbb.com

In This Issue:

INDUSTRY INSIGHTS:

Timely commentary from James Bell, executive market analyst for Kelley Blue Book's kbb.com: More power AND better mileage! Improved from the wheels up! Introducing the all-new 2014 automobile showroom!

LATEST NEWS & BLOGS ON KBB® GREEN:

The latest news and blogs posted to KBB Green from the editorial staff of Kelley Blue Book's kbb.com

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:

Late-Model Luxury Vehicles Feel Pressure as 2010 Models Enter Auction Lanes, According to Blue Book Market Report

Kbb.com: Hyundai Ousts Nissan to Become One of Top Five Most-Considered Brands

Kbb.com's Top 10 Back-to-School Cars: Editors Rank Fun, Affordable New, Used Rides

INDUSTRY INSIGHTS:

More power AND better mileage! Improved from the wheels up!

Introducing the all-new 2014 automobile showroom!

- James Bell, executive market analyst, Kelley Blue Book's kbb.com

One of the certain constants in the automobile business is change. Few other industries have trained their customers to expect and demand improvements in their products in at least 12-month intervals, and this education has come from the industry itself.

When President Obama announced his plan to raise the U.S. Corporate Average Fuel Economy (CAFE) standard in annual increments starting in 2011, until hitting a new high of 35 MPG in 2016, many consumers yawned. After all, gasoline prices have become relatively stable and now hover around \$3.00 per gallon in most cities. While not exactly "cheap," it has become a standard that we have grudgingly grown accustomed to, yet it also has impacted the industry in profound ways. The trend of using full-size truck-based SUVs as one-person commuter vehicles, which arose in part thanks to distinct CAFE rules and standards for passenger cars vs. light trucks, has certainly come to an inglorious and appropriate end. The word "hybrid" is no longer associated with strange "science project" vehicles that are not quite ready for prime time. In truth, soon there will be hybrid versions of vehicles from brands rarely (if ever) associated with fuel economy such as Porsche, Lincoln and Infiniti.

Beyond the storm of powertrain innovations that manufacturers will be putting into production to meet these future fuel economy standards, U.S. drivers also will face very different vehicle options when they enter the market in the coming years... in ways more jarring than choice of size, brand and engine. Or, in the case of the 2011 Nissan LEAF, with no engine at all. Tomorrow's family vehicle will be built from the same ultra-lightweight materials reserved for today's exotic. More extensive use of aluminum is, of course, expected, but also coming to showrooms will be expensive magnesium alloys, carbon fiber, and composite plastics in place of traditional steel or iron components and stampings. Future vehicle exteriors will take a similar leap forward, as manufacturers are commanding their designers back to drawing boards for attractive and appealing shapes and surfaces that also eke out a fraction more of aerodynamic efficiency here and there. To top it off, all of this future excitement will be wrapped up in smaller and more responsibly sized vehicles. It will require true team effort, as no car company will be able meet the new standards with continued use of powertrains, materials or designs circa 2010.

THE SHOWROOM OF THE FUTURE IS GOING TO BE A VERY DIFFERENT PLACE...ESPECIALLY IF THE LAST TIME A SHOPPER VENTURED INTO A DEALERSHIP WAS IN 2008 OR EARLIER.

- JAMES BELL

What all of these innovations mean to U.S. buyers is that the showroom of the future is going to be a very different place...especially if the last time a shopper ventured into a dealership was in 2008 or earlier. Powerful driving enjoyment will still be found in high-tech V6s, V8s and stump-pulling V12s, but only if production of such big and thirsty motors can be balanced by even bigger sales of smaller and more efficient vehicles. A simple way to get a glimpse of this future is to look at vehicle forecasts and the current and expected run of auto show concepts. Here, you will find vehicles that will look to delight consumers in ways not generally accustomed, such as advanced interior materials, connectivity and efficient use of interior space, all to mask the fact that the vehicle on the outside must be sleeker and dimensionally smaller than the current version. Yes, the aforementioned advanced materials and technologies will help manufacturers achieve their goals, but simple laws of physics surely will also have a say.

LATEST NEWS & BLOGS ON KBB GREEN:

Check out the very latest news and blog entries by visiting www.kbb.com/green and clicking on News & Blogs.

The following latest news & blogs by kbb.com's editorial staff went live on the site or were updated during August 2010.

[*Audi Updates its Autonomous TTS Pikes Peak challenger*](#)

[*Chevy and OnStar launch EV safety training for first responders*](#)

[*First Drive: 2010 smart fortwo electric drive*](#)

[*Nissan says LEAF is sold out, breaks ground on new battery plant*](#)

[*Original Honda Insight heads EPA's all-time Top 10 Fuel Sippers List*](#)

LATEST NEWS STORIES ON KBB.COM:

Check out the very latest news stories by visiting www.kbb.com and scrolling down to the Latest News & Articles link 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 2010.

Videos Posted to kbb.com:

[*Audi R8 V10 Video Review*](#)

[*BMW 335d Video Review*](#)

[*Buick Regal Video Review*](#)

[*Kia Sorento Video Review*](#)

Written Stories Posted to kbb.com:

[*2011 Bentley Continental GT -- Paris Auto Show Preview*](#)

[*2011 Bentley Continental GTC/GTC Speed 80-11 Editions -- First Look*](#)

[*2011 Chevrolet Volt pricing will start at \\$41,000*](#)

[*2011 Dodge Charger Pursuit -- Laying down the law, quickly*](#)

[*2011 Ford F-150 gets all-new mileage-maxing powertrain lineup*](#)

[*2011 Ford F-Series Super Duty gains class-leading muscle*](#)

[*2011 Ford Harley-Davidson F-150 boasts SVT Raptor power*](#)

[*2011 Ford Mustang 5.0 V8 gets a factory-backed supercharger package*](#)

[*2011 Ford Mustang SR-71 Blackbird nets \\$375,000 in EAA auction*](#)

[*2011 Hyundai Sonata Review: What's not to like?*](#)

[*2011 Infiniti G25 -- First look*](#)

[*2011 Infiniti IPL G Coupe -- First look*](#)

[*2011 Jeep Wrangler -- First Look*](#)

[*2011 Land Rover LR2 - First Look*](#)

[*2011 MINI Countryman prepping for World Rally Championship bid*](#)

[*2011 Mini Cooper Countryman: Is Bigger Better?*](#)

[*2011 Nissan Murano -- First look*](#)

[*2011 Nissan Rogue -- First Look*](#)

[*2011 Peugeot 3008 Hybrid4 -- First diesel-electric production car*](#)

[*2011 Saab 9-5 Review: Typical Swedutchamerican Sedan*](#)

[*2011 Volkswagen Jetta Review: A back step forward*](#)

[*2012 Ford Mustang Boss 302 -- The legend returns*](#)

[*2012 Mercedes-Benz CLS Class -- Paris Auto Show Preview*](#)

[*2012 Morgan EvaGT -- First Look*](#)

[*Audi A7 Sportback -- First look*](#)

[*Audi of America asking for your help to bring the TT RS to the U.S.*](#)

[*BMW greenlights Concept Gran Coupe for production*](#)

[*Bio-Bug Beetle -- the ultimate people-powered car*](#)

[*Bloodhound SSC on pace to hit Mach 1.4*](#)

[*Cadillac Escalade tops the HDLI's latest most-stolen list*](#)

[*Feds can find no fault in Toyota accelerator*](#)

[*First Drive: 2011 Chevrolet Cruze*](#)

[*Ford finalizes \\$1.8-billion sale of Volvo to Geely*](#)

[*GM to introduce a new iteration of mild-hybrid technology in 2011*](#)

[*Hyundai promises 50-mpg fleet average by 2025*](#)

[*Jaguar XJ75 Platinum Concept -- custom cat with the look of tomorrow*](#)

[*Jeep introduces dedicated line of off-road camper trailers*](#)

[*Kia POP EV concept -- Paris Auto Show Preview*](#)

[*Lancia Stratos reborn -- a modern take on a legendary classic*](#)

[*Morgan releases new EvaGT teaser image*](#)

[*NHTSA reveals first vehicles to undergo new 5-star testing regimen*](#)

[*Nissan working to create a healthier, less-stressful experience*](#)

[*Paris Auto Show Preview: Chevrolet Spark Woody Art Car*](#)

[*Porsche Cars North America sets out on a 'Classic' mission*](#)

[*Porsche says yes to 918 Spyder plug-in supercar and EV sports cars*](#)

[*Recaro introduces ProSeries child safety seat line*](#)

[*Roush Yates Engines building Ford EcoBoost V6 for Le Mans/ALMS*](#)

[*Seeing the light on your car's tire-pressure monitoring system*](#)

[*Suzuki Kizashi Bonneville Special sets new speed mark at 203.720 mph*](#)

[*TRW touts improved head-protection system for convertibles*](#)

[*The 2010 Tata Nano: Five things you do get for \\$2,500*](#)

[*Top 10 Back-to-School Cars 2010*](#)

[*VW details its electric future, confirms first EV to U.S. in 2013*](#)

[*Zeroshift unveils new clutchless multi-speed transmission for EVs*](#)

The following new-vehicle reviews written by kbb.com's editorial staff went live on the site or were updated during August 2010. 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.

2011 Chevrolet Silverado HD

Chevrolet's Silverado 2500HD and 3500HD heavy-duty pickups are all-new and substantially improved for 2011, yet they don't look much different from the 2010s they replace. Most of the available investment budget went into all-new, much stiffer and stronger frames (fully-boxed, high-strength steel) and suspensions (front independent, rear asymmetrical leaf-spring) and the new Duramax turbo diesel V8/Allison 1000 six-speed transmission powertrain, and little was left for styling changes. But these new Silverado HDs boast an impressive array of segment bests, beginning with that new Duramax diesel, which is not only more powerful but also 11 percent more fuel efficient than its predecessor. Given the new standard 36-gallon tank, you can theoretically drive up to 680 miles between fill-ups, which equates to almost 19 mpg on the highway (unloaded)...

2011 Ford Ranger

The 2011 Ford Ranger finds itself surrounded by a number of newer and larger competitors, making it necessary for Ford to keep its compact truck competitive by offering ongoing improvements, fresh styling and rock-bottom pricing. Alongside the compact Ranger, only the Chevrolet Colorado and the Toyota Tacoma offer a regular-cab configuration, an appealing feature for those looking for a bare-bones truck. The Ranger SuperCab models feature two small rear doors, but no crew-cab model challenges similar vehicles from Dodge, Nissan and Toyota. With no V8 option under the hood, the Ranger also falls behind the class leaders in horsepower and towing capability...

2011 Ford Taurus

For most of its existence, the Ford Taurus has been known as a rather pedestrian family sedan. Ford put that image to bed last year with the debut of the all-new Taurus and Taurus SHO, two cars that targeted buyers who wanted an exciting car for themselves that also happens to seat five in comfort. There are still the typical sedan trappings, including a roomy interior, a big trunk and comfortable ride, but the 2011 Taurus has a sharper focus on progressive design, engaging driving dynamics and advanced technologies. Competing with vehicles like the Toyota Avalon and Chrysler 300, the Ford Taurus aims to infuse the often uninspiring full-size sedan category with a dose of passion...

2011 GMC Sierra HD

GMC's Sierra 2500HD and 3500HD heavy-duty pickups don't look much different from the 2010s they replace, yet they're substantially upgraded and improved for 2011, and new top-of-the-line Denali models blend premium luxury and rugged, heavy-duty work truck capabilities. Most of the available investment budget went into all-new frames (much stiffer and stronger fully-boxed, high-strength steel) and suspensions (25 percent higher-load-rated independent front, asymmetrical leaf-spring rear) and the new Duramax turbo diesel V8/Allison 1000 six-speed automatic transmission powertrain. They boast an impressive array of segment bests, beginning with that new Duramax diesel, which is not only more powerful but also 11 percent more fuel efficient than its predecessor...

2011 Hyundai Sonata

Until the arrival of the previous Sonata, Hyundai's mid-size sedan had never offered much more than a low price and long warranty. But the fifth-generation Sonata, introduced in 2005, was a giant leap forward for Hyundai and kicked off its recent rise to respectability. The latest Sonata, all-new for 2011, has been nothing short of a towering home run with critics and consumers alike. Beneath maybe the most stylish sheetmetal in the segment (the Suzuki Kizashi is pretty sharp), the 2011 Hyundai Sonata combines a well-appointed interior, world-class powertrain and newfound levels of quality. Last three words: An instant favorite...

Late-Model Luxury Vehicles Feel Pressure as 2010 Models Enter Auction Lanes, According to Blue Book Market Report

Owners Swap Luxury Vehicles for Non-Luxury Counterpart on Kbb.com

IRVINE, Calif., Aug. 23 /PRNewswire/ -- Kelley Blue Book www.kbb.com, the leading provider of [new](#) and [used car](#) information, today reports that the arrival of 2010 model-year vehicles at auction has put downward pressure on late-model luxury vehicles, as covered in the company's Blue Book Market Report for August 2010. The used-car market was relatively flat for July 2010 with a 0.2 percent overall increase in values. Among depreciating segments, luxury cars and crossovers dropped more aggressively than their non-luxury counterparts, each depreciating 1.5 percent on average. As 2010 model-year luxury vehicles have started to arrive at auction, the value of 2009 and 2008 model-year vehicles have dropped to accommodate the arrival of these newer vehicles in the marketplace... [MORE](#)

Kbb.com: Hyundai Ousts Nissan to Become One of Top Five Most-Considered Brands

Latest Market Intelligence Data Shows Ford as Most-Considered New Auto Brand; Toyota Continues to Struggle

IRVINE, Calif., Aug. 10 /PRNewswire/ -- According to the latest Kelley Blue Book www.kbb.com Market Intelligence Brand Watch™ study, Korean automaker [Hyundai](#) has made its first foray into the top five most-considered auto brands among [new-car](#) shoppers, ousting Japanese brand [Nissan](#) into sixth place. Domestic auto manufacturer [Ford](#) continues its reign in the top spot as the most-considered among the 37 new-vehicle brands tracked in the Kelley Blue Book Market Intelligence study, followed by [Toyota](#), [Chevrolet](#), [Honda](#) and Hyundai, respectively... [MORE](#)

Kbb.com's Top 10 Back-to-School Cars: Editors Rank Fun, Affordable New, Used Rides

Kbb.com Editors Recommend Back-to-School Vehicle Choices to Please Students, Parents; Offer Car-Buying Advice

IRVINE, Calif., Aug. 5 /PRNewswire/ -- The [2010 Top 10 Back-to-School Cars](#) today were named by the expert editors from Kelley Blue Book www.kbb.com, the leading provider of [new car](#) and [used car](#) information. With students heading back to high school and college campuses nationwide, the expert kbb.com editors offer their top recommendations for getting to and from class in a fun, economical, versatile and reliable vehicle. The editors also provide car shopping and buying tips to aid both students and parents in this all-important purchase decision... [MORE](#)

[ABOUT KELLEY BLUE BOOK:](#)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new- and used-vehicle information they need to accomplish their goals with confidence. The company's top-rated website, www.kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. According to the C.A. Walker Research Solutions, Inc. - 2009 Spring Automotive Website Usefulness Study, kbb.com is the most useful automotive information website among new- and used-vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kelley Blue Book's kbb.com also is a W3 Gold Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of [new car prices](#), [used car values](#), [car reviews](#), [new cars for sale](#), [used cars for sale](#), and [car dealer](#) locations.

###