

Big Cash Rebates, Great Deals Available On Remaining 2012 Model-Year Inventory

KBB.com Identifies Vehicles with Sizeable Discounts, Based on Kelley Blue Book® Fair Purchase Price

IRVINE, Calif., Dec. 21, 2012 [/PRNewswire/](#) -- Consumers typically can find the best deals of the year in December, and this year should be no different, according to Kelley Blue Book www.kbb.com, the leading provider of new and used car information. While replacement vehicle demand in the Northeast following Superstorm Sandy should help drive sales in December, the bulk of sales will come from buyers who are waiting to take advantage of year-end clearance events.

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To aid in this process, KBB.com analysts examined the latest data and identified new cars with sizeable discounts based on Kelley Blue Book [Fair Purchase Price](#). The Kelley Blue Book® Fair Purchase Price is the price people typically pay a dealer for a new car, based on actual new-car transactions and adjusted regularly as market conditions change. This information can help reduce the friction between dealers and consumers, offering buyers with a realistic and relevant picture of what others are paying for similar models in their area.

"As has been typical all year, consumers should expect to find zero-percent financing and aggressive lease offers available on most popular models," said Alec Gutierrez, senior market analyst of automotive insights for Kelley Blue Book. "While affordable financing is widely available, sizable cash rebates are offered only for a handful of segments and models. Consumers in the market for a full-size truck or SUV will find the most generous cash rebates, while compact or mid-size shoppers will want to check out any remaining model-year 2012 inventory for potential end-of-year savings."

Buyers looking for a truck or SUV will find the best opportunities for savings since there are a slew of models available with more than 100-days supply nationwide. Popular models such as the Chevrolet Silverado, Chevrolet Tahoe, Ram 1500 and Ford F-Series are available with thousands of dollars in rebates, thanks to high supply. These may be some of the best deals available all year, so in-market truck shoppers will want to act quickly.

Big Cash Rebates Offered on Model-Year 2012 Pickups

Make	Model	Trim	MSRP	FPP*	% of MSRP	Cash	60-Month
Nissan	Titan Crew Cab	SV Pickup 4D 5 1/2 ft	\$33,715	\$30,800	91.4%	\$4,850	0.9%
Toyota	Tundra Double Cab	Pickup 4D 6 1/2 ft	\$29,740	\$27,301	91.8%	\$3,000	0.0%
Ram	1500 Quad Cab	SLT Pickup 4D 6 1/3 ft	\$31,510	\$29,224	92.8%	\$4,000	0.0%
Ford	F150 Regular Cab	XLT Pickup 2D 6 1/2 ft	\$28,960	\$26,889	92.9%	\$6,500	0.0%
GMC	Sierra 1500 Crew Cab	Denali Pickup 4D 5 3/4 ft	\$49,605	\$46,945	94.6%	\$4,500	0.0%
Chevrolet	Silverado 1500 Extended Cab	LT Pickup 4D 6 1/2 ft	\$31,400	\$29,777	94.8%	\$4,500	0.0%

*Fair Purchase Price (FPP) is the price people typically pay a dealer for a new car, based on actual new-car transactions and adjusted regularly as market conditions change.

Source: Kelley Blue Book Automotive Insights

"Consumers looking for a deal who are not interested in a truck should focus their attention on the remaining model-year 2012 inventory available for sale," said Gutierrez. "Approximately 70 percent of all new vehicles available for sale today are 2013 models, and Kelley Blue Book expects the remaining 2012 vehicles to go quickly. An average buyer seeking a new car can expect to pay 93 percent of

manufacturer's suggested retail price (MSRP) for a 2012 model year and only slightly more than that for a 2013."

To aid consumers seeking a great deal on a 2012 model-year vehicle, KBB.com analysts identified vehicles with at least 1,000 units in remaining inventory nationwide that are available with the most sizable discounts, according to Kelley Blue Book Fair Purchase Price.

Great Deals on Remaining 2012 Inventory

Make	Model	Trim	MSRP	FPP*	% of MSRP	Cash	60-Month
Ford	Focus	SE Sedan 4D	\$18,295	\$17,244	94.3%	\$2,500	0.0%
Toyota	RAV4	Sport Utility 4D	\$24,860	\$23,407	94.2%	\$1,500	0.0%
Nissan	Sentra	Sedan 4D	\$17,220	\$16,101	93.5%	\$1,500	1.9%
Hyundai	Sonata	SE Sedan 4D	\$23,970	\$21,794	90.9%	\$1,500	1.9%
Mitsubishi	Lancer	ES Sedan 4D	\$17,790	\$16,523	92.9%	\$1,000	0.0%

**Fair Purchase Price (FPP) is the price people typically pay a dealer for a new car, based on actual new-car transactions and adjusted regularly as market conditions change.*

Source: Kelley Blue Book Automotive Insights

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