

KBB.com Announces 2013 5-year Cost to Own Award Winners

Top 2013 Models, Brands Honored for Lowest Projected Costs During Initial Five-Year Ownership Period

IRVINE, Calif., Feb. 5, 2013 /[PRNewswire](#)/ -- The 2013 model-year vehicles and brands (in both luxury and non-luxury categories) with the lowest projected ownership costs were announced today by Kelley Blue Book www.kbb.com, the leading provider of new and used car information. These awards are based on [Kelley Blue Book's 5-Year Cost to Own](#) data for new cars for the initial five-year ownership period.

To view the multimedia assets associated with this release, please visit: <http://www.multivu.com/mnr/59915-kelley-blue-book-kbb-announces-2013-5-cost-to-own-award-winners>

(Photo: <http://photos.prnewswire.com/prnh/20130205/MM48795>)

(Logo: <http://photos.prnewswire.com/prnh/20121108/LA08161LOGO>)

While depreciation (or loss of value) and fuel costs may be the greatest expense incurred in owning a vehicle, there are other factors that can have a significant impact on a consumer's pocketbook. Available on Kelley Blue Book's KBB.com, 5-Year Cost to Own information takes into consideration depreciation, expected fuel costs, finance and insurance fees, maintenance and repair costs, and state fees for new models.

Kelley Blue Book's 5-Year Cost to Own Awards, like all new- and used-car information provided by KBB.com, exist to help shoppers make more informed new-car buying decisions by breaking down typical ownership cost details and naming the brands and models with the lowest projected five-year total.

2013 5-YEAR COST TO OWN AWARD: BRAND

MAZDA

2013 5-YEAR COST TO OWN AWARD: LUXURY BRAND

LEXUS

2013 5-YEAR COST TO OWN AWARDS: BY VEHICLE CATEGORY

SUBCOMPACT CAR: Scion iQ

COMPACT CAR: Hyundai Veloster

SPORTY COMPACT CAR: Hyundai Veloster Turbo

MID-SIZE CAR: Hyundai Sonata

FULL-SIZE CAR: Chevrolet Impala

ENTRY-LEVEL LUXURY CAR: Buick Verano

LUXURY CAR: Lexus GS

HIGH-END LUXURY CAR: Porsche Panamera

SPORTS CAR: Ford Mustang

HIGH-PERFORMANCE CAR: Ford Mustang GT

HYBRID/ALTERNATIVE ENERGY CAR: Honda Insight

ELECTRIC VEHICLE: Chevrolet Volt

COMPACT SUV/CROSSOVER: Jeep Patriot

MID-SIZE SUV/CROSSOVER: Mitsubishi Outlander

FULL-SIZE SUV/CROSSOVER: Ford Explorer

LUXURY COMPACT SUV/CROSSOVER: Acura RDX

LUXURY MID-SIZE SUV/CROSSOVER: Lincoln MKX

LUXURY FULL-SIZE SUV/CROSSOVER: Lincoln MKT

MID-SIZE PICKUP TRUCK: Toyota Tacoma Double Cab

FULL-SIZE PICKUP TRUCK: Chevrolet Silverado 1500 Regular Cab

MINIVAN/VAN: Mazda MAZDA5

HYBRID SUV/CROSSOVER: Toyota Highlander Hybrid

(2013 model-year vehicle's projected ownership costs are based on the average Kelley Blue Book 5-Year Cost to Own data for the initial five-year ownership period).

"New-car shoppers often are most concerned with the upfront cost of a vehicle; however, consumers would be wise to consider their purchase from a more holistic standpoint by examining the total cost to own a vehicle over the initial five-year ownership period," said Dan Ingle, vice president of vehicle valuations for Kelley Blue Book. "Kelley Blue Book's 5-Year Cost to Own information allows consumers to evaluate which

brands and models make the most sense for their pocketbooks as they prepare for a major purchase decision in buying a new car. This year's winners provide the top options in multiple categories and at the brand level."

Based on analysis of Kelley Blue Book's 5-Year Cost to Own information for 2013 model-year new vehicles, Mazda and Lexus are this year's prestigious brand winners. Mazda is the top brand among all manufacturers, surging past last year's winner Kia with regard to its lowest projected ownership costs. Despite an average Fair Purchase Price higher than several of its competitors, Mazda offers the lowest 5-Year Cost to Own because of its low depreciation, fuel costs, and maintenance and repair costs across its full model lineup. 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. Some of the models driving Mazda's success include the MAZDA3, MAZDA2 and all-new CX-5. Lexus is this year's luxury brand winner, exemplifying some of the lowest costs for depreciation, fuel, and maintenance and repairs of any luxury brand. Some of the key models contributing to Lexus' stand-out performance include the CT 200h, ES and IS models.

Another notable 5-Year Cost to Own Award win is the 2013 Hyundai Sonata, a repeat winner in the mid-size car category. The three primary competitors in this segment each are separated by a mere \$200 in projected total ownership costs. The 2013 Hyundai Sonata outperformed the Honda Accord and Nissan Altima by offering superior savings in insurance costs and a lower Kelley Blue Book Fair Purchase Price.

In addition, the redesigned 2013 Lexus GS is a top contender among the luxury car segment, beating Audi's A5 and A6 models. The vehicle's low depreciation and maintenance and repair costs make it this year's 5-Year Cost to Own Award: Luxury Car winner. The depreciation costs for the Lexus GS came in 6.4 percent below the Audi A5 and 21.7 percent below the Audi A6.

Kelley Blue Book 5-Year Cost to Own information is developed using Kelley Blue Book® Residual Values to calculate depreciation costs. Kelley Blue Book calculates total ownership costs for new vehicles by applying sophisticated valuation methodology along with critical financial data from third-party providers.

For more information about the 2013 5-Year Cost to Own Award winners, please visit <http://www.kbb.com/car-reviews-and-news/top-10/5-year-cost-to-own-awards-2013/>.

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, and get updates on Google+ at <https://plus.google.com/+kbb/>.

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 Co., Inc. is a wholly owned subsidiary of AutoTrader Group.

SOURCE Kelley Blue Book

For further information: Joanna Pinkham, +1-949-268-3079, jpinkham@kbb.com, or Brenna Robinson, +1-949-267-4781, berobinson@kbb.com, or Natalie Kumaratne, +1-949-267-4770, nkumaratne@kbb.com

<https://mediaroom.kbb.com/2013-02-05-KBB-com-Announces-2013-5-year-Cost-to-Own-Award-Winners>