

2015 5-Year Cost To Own Award Winners Announced By Kelley Blue Book

Subaru, Lincoln Respectively Earn Brand and Luxury Brand Wins for Lowest Projected 5-Year Ownership Costs

IRVINE, Calif., Feb. 12, 2015 /PRNewswire/ -- The 2015 model-year brand and category winners of the fourth annual [5-Year Cost to Own Awards](#), recognizing new vehicles with the lowest projected ownership costs, were announced today by Kelley Blue Book, www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. 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.



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 budget. Available on Kelley Blue Book's KBB.com for new models, 5-Year Cost to Own information takes into consideration depreciation, expected fuel costs, finance and insurance fees, maintenance and repair costs, and state fees.

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.

2015 Kelley Blue Book 5-Year Cost to Own Award Winners

2015 KELLEY BLUE BOOK 5-YEAR COST TO OWN AWARD: BRAND

SUBARU

2015 KELLEY BLUE BOOK 5-YEAR COST TO OWN AWARD: LUXURY BRAND

LINCOLN

2015 KELLEY BLUE BOOK 5-YEAR COST TO OWN AWARDS: BY VEHICLE CATEGORY

SUBCOMPACT CAR: Chevrolet Spark

COMPACT CAR: Toyota Corolla

SPORTY COMPACT CAR: Honda Civic Si

MID-SIZE CAR: Mazda MAZDA6

FULL-SIZE CAR: Chevrolet Impala

ENTRY-LEVEL LUXURY CAR: Buick Verano

LUXURY CAR: Audi A5

HIGH-END LUXURY CAR: Lexus LS

SPORTS CAR: Mazda MX-5 Miata

HIGH-PERFORMANCE CAR: Ford Mustang GT

HYBRID/ALTERNATIVE ENERGY CAR: Toyota Prius c

PLUG-IN VEHICLE: Chevrolet Spark EV

COMPACT SUV/CROSSOVER: Jeep Patriot

MID-SIZE SUV/CROSSOVER: Jeep Wrangler Unlimited

FULL-SIZE SUV/CROSSOVER: Ford Explorer

LUXURY COMPACT SUV/CROSSOVER: Buick Encore

LUXURY MID-SIZE SUV/CROSSOVER: Lincoln MKX

LUXURY FULL-SIZE SUV/CROSSOVER: Buick Enclave

MID-SIZE PICKUP TRUCK: Chevrolet Colorado Crew Cab

FULL-SIZE PICKUP TRUCK: GMC Sierra 1500 Regular Cab

MINIVAN/VAN: Mazda MAZDA5

HYBRID SUV/CROSSOVER: Toyota Highlander Hybrid

(2015 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 usually pay a lot of attention to how much a car will cost upfront; however, sometimes an even more expensive car on the front end can actually save you money during the first five years of ownership by having low total ownership costs," said Dan Ingle, vice president of vehicle valuations for Kelley Blue Book. "Kelley Blue Book's 5-Year Cost to Own information evaluates the other out-of-pocket expenses drivers will incur beyond the initial purchase price, which helps consumers choose the vehicle that fits their needs and their long-term budget best,

helping save money down the road."

Based on analysis of Kelley Blue Book's 5-Year Cost to Own information for 2015 model-year new vehicles, Subaru and Lincoln are the prestigious brand winners. In addition to a low depreciation cost and strong residual values across its full model lineup, Subaru also has a mid-range Fair Purchase Price and competitive fuel costs, making it the 2015 5-Year Cost to Own: Best Brand among all automakers. Kelley Blue Book® Fair Purchase Price is the price shoppers 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 Subaru's success include the 2015 Subaru Forester, Impreza, Legacy, WRX, Outback and BRZ. Subaru also recently won the overall brand award in Kelley Blue Book's 2015 Best Resale Value Awards for having the best projected resale value across its entire 2015 model-year lineup.

Meanwhile, Lincoln takes the crown for the 2015 5-Year Cost to Own: Best Luxury Brand, as it currently has the lowest average total maintenance costs of any luxury brand, and ranks competitively in depreciation and insurance costs. Some Lincoln models driving the brand's success include the 2015 Navigator, MKX and MKZ.

Other notable 5-Year Cost to Own Award winners include the 2015 Chevrolet Impala, which has beat all models in its class since the inception of this accolade in 2012. Fully redesigned for the 2014 model year, the Impala continues to best the competition with its low Fair Purchase Price, which results in lower financing and state fees. This model also has a low depreciation after the first five years of ownership. All-new for 2015, Chevrolet's Colorado pickup also is being honored for the first time among mid-size pickup trucks for its low Fair Purchase Price, and fuel and maintenance costs, besting both the GMC Canyon and Toyota Tacoma. With only \$400 separating the top three performers in the mid-size car category, the Mazda MAZDA6 edges out the competition by offering savings in nearly every category, with the exception of depreciation and repairs. This model also was a winner in 2012 and 2013.

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 a sophisticated valuation methodology along with critical financial data from third-party providers.

To discuss this topic or any other automotive-related information with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

For more information about the 2015 5-Year Cost to Own Award winners, please visit <http://www.kbb.com/new-cars/5-year-cost-to-own-awards/>.

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 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.

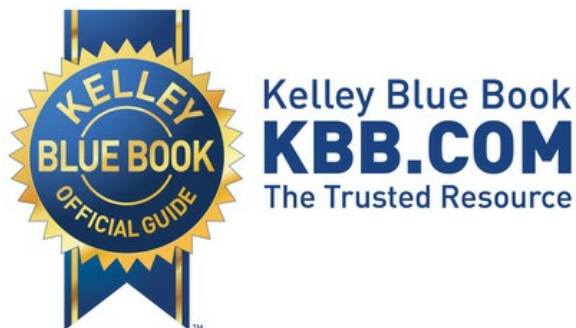


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For further information: Chintan Talati, 949-267-4855, chintan.talati@kbb.com; Joanna Pinkham, 404-568-7135, joanna.pinkham@kbb.com; Brenna Robinson, 949-267-4781, brenna.robinson@kbb.com

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