

2017 5-Year Cost To Own Award Winners Announced By Kelley Blue Book

Shop Smart, Save Money: Subaru, Acura Reclaim Brand, Luxury Brand Wins for Lowest Projected 5-Year Ownership Costs

IRVINE, Calif., Feb. 8, 2017 /PRNewswire/ -- The 2017 model-year brand and category winners of the sixth 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 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.

2017 Kelley Blue Book 5-Year Cost to Own Award Winners

2017 KELLEY BLUE BOOK 5-YEAR COST TO OWN AWARD: BRAND

SUBARU

2017 KELLEY BLUE BOOK 5-YEAR COST TO OWN AWARD: LUXURY BRAND

ACURA

2017 KELLEY BLUE BOOK 5-YEAR COST TO OWN AWARDS: BY VEHICLE CATEGORY

SUBCOMPACT CAR: Chevrolet Spark
COMPACT CAR: Toyota Corolla
SPORTY COMPACT CAR: Ford Fiesta ST
MID-SIZE CAR: Honda Accord
FULL-SIZE CAR: Chevrolet Impala
ENTRY-LEVEL LUXURY CAR: Buick Verano
LUXURY CAR: Lexus GS
HIGH-END LUXURY CAR: Lexus LS 460/460L

SPORTS CAR: Toyota 86

HYBRID/ALTERNATIVE ENERGY CAR: Toyota Prius
ELECTRIC VEHICLE: Toyota Prius Prime

SUBCOMPACT SUV/CROSSOVER: Honda HR-V
COMPACT SUV/CROSSOVER: Subaru Crosstrek
MID-SIZE SUV/CROSSOVER: Jeep Wrangler Unlimited
FULL-SIZE SUV/CROSSOVER: Chevrolet Tahoe
LUXURY COMPACT SUV/CROSSOVER: Buick Encore
LUXURY MID-SIZE SUV/CROSSOVER: Infiniti QX60
LUXURY FULL-SIZE SUV/CROSSOVER: Infiniti QX80
MID-SIZE PICKUP TRUCK: Chevrolet Colorado Extended Cab
FULL-SIZE PICKUP TRUCK: Chevrolet Silverado 1500 Regular Cab
MINIVAN: Dodge Grand Caravan

(2017 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 typically give more consideration to the cost of a car upfront, but sometimes other factors, such as depreciation, maintenance and fuel costs, can significantly increase total ownership costs," said Mike Sadowski, vice president of operations and general manager 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 can help consumers shop new-car smart and save money down the road by choosing the vehicle that best fits their needs and their long-term budget."

Based on analysis of Kelley Blue Book's 5-Year Cost to Own information for 2017 model-year new vehicles, Subaru and Acura are the prestigious brand winners. Subaru's overall vehicle lineup incurred less depreciation than many other automakers and offered superior fuel efficiency, which helped Subaru become the 2017 5-Year Cost to Own: Brand. Some of the models driving Subaru's success include the 2017 Crosstrek, BRZ, Outback and Forester. Subaru also earned this honor in 2015.

Meanwhile, for the second year in a row, Acura takes the crown for the 2017 5-Year Cost to Own: Luxury Brand, as it placed first or second in more than half of the seven total 5-Year Cost to Own factors. In addition to a low average Kelley Blue Book® Fair Purchase Price, the brand ranks competitively in maintenance and repair costs. The 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 Acura models driving the brand's success include the 2017 ILX, MDX, RDX and TLX.

Other notable 5-Year Cost to Own Award winners include the 2017 Chevrolet Impala, which has beat all models in its class since the inception of this accolade in 2012. The Impala continues to best the competition with its low Kelley Blue Book Fair Purchase Price and a low level of depreciation. In addition to the Impala, repeat category winners from last year include the Chevrolet Colorado Extended Cab, Buick Verano, Buick Encore, Honda HR-V, Lexus LS, Toyota Corolla, Jeep Wrangler Unlimited and Dodge Grand Caravan. This year, the Ford Fiesta ST takes the crown for lowest ownership costs as a first-time winner in the Sporty Compact Car segment, due in large part to a low Kelley Blue Book Fair Purchase Price and low maintenance costs.

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.

For more information about the 2017 5-Year Cost to Own Award winners, please visit <https://www.kbb.com/new-cars/5-year-cost-to-own-awards/>.

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 schedule an interview.

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About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, *The Trusted Resource*®, is the 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 2016 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for five consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive™ company.

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