# Kelley Blue Book Announces 2020 Best Auto Tech Award Winners

**2020 Hyundai Sonata, 2020 Mercedes-Benz GLE Surpass Competition with Digital Prowess**

IRVINE, Calif., Jan. 15, 2020 /PRNewswire/ -- As automotive technology advances with each passing year, a major differentiator among competing new vehicles is the breadth and user-friendliness of various digital systems. Today Kelley Blue Book named the 2020 Best Auto Tech Award winners, honoring new models with the most advanced infotainment, convenience and active safety features at a great value to car buyers. This year's winners are the 2020 Hyundai Sonata and the 2020 Mercedes-Benz GLE.




"While there's no shortage of tech features on many of today's new vehicles, two 2020 models really stood out among the competition for their superior offerings and executions that offer genuine value to drivers," said Michael Harley, executive editor for Kelley Blue Book. "The 2020 Hyundai Sonata impressed with several premium tech features at an extremely affordable price, and the 2020 Mercedes-Benz GLE bested other luxury models with its augmented-reality safety systems and truly luxurious tech details to enhance ride and comfort."

**2020 Kelley Blue Book Best Auto Tech:  2020 Hyundai Sonata**

The all-new midsize sedan wowed everyone on the Kelley Blue Book editorial staff with its affordable and innovative technology. The 2020 Hyundai Sonata features digital enhancements that rival those on vehicles at double the price. A digital key eliminates the physical fob with a smartphone app. Smart park assist allows remote control of the vehicle from outside the sedan in tight quarters. And, to help eliminate blind spots, exterior camera views are projected onto the digital instrument cluster during lane changes.

**2020 Kelley Blue Book Best Auto Tech – Luxury:  2020 Mercedes-Benz GLE**

The premium segment is unquestionably competitive, yet Mercedes raises the bar with the 2020 GLE. This luxury SUV features augmented-reality assisted guidance that superimposes digital information directly on a real-time video image – literally pointing the proper direction on the physical surroundings. And, focusing technology on driver comfort and safety, the GLE's climate control boasts "Energizing Comfort" that digitally integrates cabin ambient lighting color, temperature, smell, seat massage, and music to improve human wellness during the drive.

The systems featured in both winning models deliver on the promise of enhancing the driving experience and safety quotient without adding complexity. And, for the average new-car buyer, that's what the best in-vehicle tech is all about.

For more information about the 2020 Kelley Blue Book Best Auto Tech Awards, including photos, additional commentary, and more, visit https://www.kbb.com/articles/car-news/best-auto-tech-awards/.

Additional helpful vehicle technology content from Kelley Blue Book includesTop 10 Auto Technology for 2020 and Best Future Innovative Auto Technology.

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.

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on Twitter atwww.twitter.com/kelleybluebook (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, and follow us on Instagram at https://www.instagram.com/kbb_com/ (or @kbb_com).

**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 market-reflective values on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Kelley Blue Book® Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue Book℠ Instant Cash Offer. 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 is a Cox Automotive brand.

**About Cox Automotive**

Cox Automotive Inc. makes buying, selling, owning and using cars easier for everyone. The global company's 34,000-plus team members and family of brands, including Autotrader®, Clutch Technologies, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto® and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across five continents and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with revenues exceeding $20 billion. coxautoinc.com

SOURCE Kelley Blue Book

For further information: Brenna Buehler, 949-473-6595, Brenna.Buehler@coxautoinc.com; or Nichole Mrasek, 404-568-6352, Nichole.Mrasek@coxautoinc.com

---

Additional assets available online: - Photos (1)