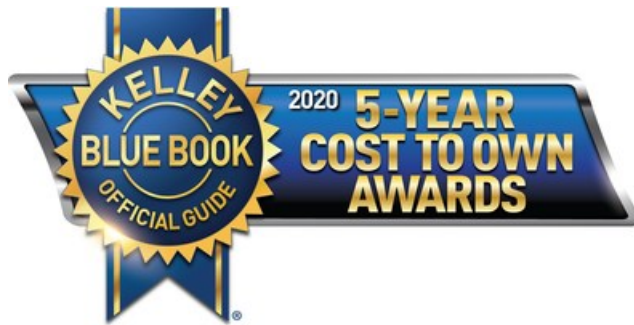


Kelley Blue Book Names 2020 5-Year Cost to Own Award Winners

IRVINE, Calif., Feb. 5, 2020 /PRNewswire/ -- While many shoppers think negotiating a good deal up front is the best way to save money when buying a new vehicle, choosing a car with low ownership costs can create even greater savings over time. Purchase price is only one of the many costs associated with vehicle ownership. Once shoppers consider the ongoing costs of fuel, maintenance, insurance and more, the overall financial picture can change significantly from model to model. To help in-market shoppers buy smart and save money, Kelley Blue Book's experts today name the 2020 model-year brand and category winners of the ninth annual [5-Year Cost to Own Awards](#). These awards recognize new vehicles with the lowest projected ownership costs over the initial five-year ownership period.



"Our 5-Year Cost to Own information breaks down typical ownership costs to help shoppers evaluate the impactful out-of-pocket expenses they will incur over time beyond the initial price paid," said Eric Ibara, director of 5-Year Cost to Own for Kelley Blue Book. "Subaru claims the top brand position for the second year in a row, right on the heels of winning a Kelley Blue Book award for Best Resale Value Brand of 2020. Accordingly, Subaru's key advantage in claiming the top brand ownership cost award is its high residual value, which lowers depreciation costs. In addition, Acura claims the top luxury brand prize with several key models in its lineup performing well above the segment average in many vehicle ownership cost categories."

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. This data allows consumers to see the big picture of what a new vehicle will cost them over time, helping shoppers save money by choosing a vehicle that best meets their needs and their long-term budget.

2020 Kelley Blue Book 5-Year Cost to Own Award Winners

2020 KELLEY BLUE BOOK 5-YEAR COST TO OWN AWARD: BRAND
SUBARU

2020 KELLEY BLUE BOOK 5-YEAR COST TO OWN AWARD: LUXURY BRAND
ACURA

2020 KELLEY BLUE BOOK 5-YEAR COST TO OWN AWARDS: BY VEHICLE CATEGORY

COMPACT CAR: Hyundai Elantra	MID-SIZE SUV – 3-ROW: Mitsubishi Outlander
MID-SIZE CAR: Honda Accord	FULL-SIZE SUV: Chevrolet Tahoe

FULL-SIZE CAR: Chevrolet Impala	LUXURY SUBCOMPACT SUV: Lexus UX
ENTRY-LEVEL LUXURY CAR: Acura ILX	LUXURY COMPACT SUV: Lexus NX
LUXURY CAR: Volvo V90	LUXURY MID-SIZE SUV – 2-ROW: Lexus RX
SPORTS CAR: Fiat 124 Spider	LUXURY MID-SIZE SUV – 3-ROW: Acura MDX
HYBRID/ALTERNATIVE ENERGY CAR: Toyota Corolla Hybrid	LUXURY FULL-SIZE SUV: Infiniti QX80
ELECTRIC VEHICLE: Nissan LEAF	OFF-ROAD SUV: Jeep Wrangler
SUBCOMPACT SUV: Hyundai Venue	MID-SIZE PICKUP TRUCK: Toyota Tacoma
COMPACT SUV: Subaru Forester	FULL-SIZE PICKUP TRUCK: Chevrolet Silverado 1500
MID-SIZE SUV – 2-ROW: Hyundai Santa Fe	MINIVAN: Chrysler Voyager

(2020 model-year vehicles' projected ownership costs are based on the average Kelley Blue Book 5-Year Cost to Own data for the initial five-year ownership period).

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 2020 5-Year Cost to Own Award winners, please visit <https://www.kbb.com/articles/best-cars/lowest-5-year-cost-to-own-cars-trucks-suvs>.

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 at [www.twitter.com/kelleybluebook](https://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 BookSM 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: Media Contacts: Brenna Buehler, 949-473-6595, Brenna.Buehler@coxautoinc.com or Nichole Mrasek, 404-568-6352, Nichole.Mrasek@coxautoinc.com

<https://mediaroom.kbb.com/2020-02-05-Kelley-Blue-Book-Names-2020-5-Year-Cost-to-Own-Award-Winners>