



Kelley Blue Book  
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The Trusted Resource

# BLUE BOOK BRIEFING

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## INDUSTRY INSIGHTS:

### Finding Meaning in the 2013 New York Auto Show

- Jack R. Nerad, vice president, executive editorial director and executive market analyst, Kelley Blue Book's KBB.com

When I am wearing my analyst hat here at Kelley Blue Book, one of the things I am frequently asked is to find the "theme" of an auto show. "Just what does it all mean?" the earnest journalist asks me, often with a microphone clutched in hand.

Since most of the time I'm a journalist myself, I understand why the question is being asked. Journalists are always seeking to identify trends and pull underlying meaning out of surface events. That's one of the things my journalist colleagues and I on the editorial content team at KBB.com endeavor to do on a daily basis. We want to deliver special insights to KBB.com's millions of site visitors, most of whom will soon be engaging in a vehicle purchase.

“...YOU CAN BE SURE THAT DIVERSITY OF VEHICLE CHOICE WILL REMAIN IN THE FUTURE AS FAR AS WE CAN SEE IT. A KEY REASON FOR THAT IS TODAY'S INCREDIBLY COMPETITIVE NATURE OF THE WORLD'S AUTO INDUSTRY.”

- JACK R. NERAD

But when it comes to finding hidden meaning in auto shows, I'm frequently reminded of the quote often attributed to the father of psychoanalysis, Dr. Sigmund Freud: "Sometimes a cigar is just a cigar." And in just that same way, sometimes an auto show is just a collection of cars manufacturers introduce to the public at a specific point in time

For example, please examine the following vehicle descriptions with an eye to creating a theme around them:

- A mid-size domestic luxury sedan featuring a direct-injection, twin-turbo V6 offering 420 horsepower
- A mid-size domestic luxury sedan featuring a 2.0-liter turbocharged 4-cylinder offering 272 horsepower
- A subcompact import five-door hatchback featuring a 1.2-liter 3-cylinder offering 74 horsepower and 40 mpg
- A low-volume import sports coupe featuring a supercharged 550-horsepower 5.0-liter V8 that will cost \$175,000
- A low-volume domestic sports coupe featuring a 500-horsepower 7.0-liter V8 that will cost under \$75,000 (estimated)
- A mid-size three-row crossover utility with three powertrain options, including a hybrid version
- Another mid-size three-row crossover utility with two powertrain options, including a hybrid version
- Yet another mid-size crossover utility with one powertrain option, not a hybrid
- A compact crossover with a diesel option
- A revised minivan whose talked-about change is the addition of a vacuum cleaner

In looking over the collection of worthy vehicles – and there is not a dog in this bunch – it is difficult to pull together a trend, a theme or a coherent world view.

On the other hand, there is one conclusion to be drawn from all this. What became obvious to me at the recent New York Auto Show, is that the fear of the ever-more-challenging federally mandated fuel economy requirements looming before the industry will not lead to a diminution of consumer choice in the market. When manufacturers facing such requirements send new 500-horsepower models to do battle in the marketplace, you can be sure that diversity of vehicle choice will remain in the future as far as we can see it. A key reason for that is today's incredibly competitive nature of the world's auto industry. Manufacturers are seeking every edge and every sale from every type of vehicle, and the winner is the consumer who has a cornucopia of terrific vehicles from which to choose.

## LATEST NEWS STORIES ON KBB.COM:

Check out the very latest news stories by visiting [KBB.com](http://KBB.com) and clicking the the *KBB.com Top Picks* tab on the home page. The following latest news stories by KBB.com's editorial staff went live on the site or were updated during March 2013.

### **Videos Posted to KBB.com:**

[\*2015 Volkswagen Golf & GTI - 2013 New York Auto Show\*](#)

[\*2014 Acura MDX - 2013 New York Auto Show\*](#)

[\*2014 Buick LaCrosse - 2013 New York Auto Show\*](#)

[\*2014 Cadillac CTS - 2013 New York Auto Show\*](#)

[\*2014 Chevrolet Camaro Z/28 - 2013 New York Auto Show\*](#)

[\*2014 Dodge Durango - 2013 New York Auto Show\*](#)

[\*2014 Honda Odyssey - 2013 New York Auto Show\*](#)

[\*2014 Jaguar XJR - 2013 New York Auto Show\*](#)

[\*2014 Jeep Cherokee - 2013 New York Auto Show\*](#)

[\*2014 Kia Forte Koup - 2013 New York Auto Show\*](#)

[\*2014 Kia Optima - 2013 New York Auto Show\*](#)

[\*2014 Kia Soul - 2013 New York Auto Show\*](#)

[\*2014 Mercedes-Benz CLA45 AMG - 2013 New York Auto Show\*](#)

[\*2014 Mitsubishi Mirage - 2013 New York Auto Show\*](#)

[\*2014 Scion tC - 2013 New York Auto Show\*](#)

[\*2014 SRT Viper TA - 2013 New York Auto Show\*](#)

[\*2014 Toyota Highlander - 2013 New York Auto Show\*](#)

[\*2013 Ford C-MAX Hybrid Video Review\*](#)

[\*2013 Honda Accord Video Review\*](#)

[\*2013 Toyota RAV4 Video Review\*](#)

[\*2013 VW Beetle Convertible Video Review\*](#)

[\*2012 MINI Cooper Countryman Long-Term Wrap-up\*](#)

[\*Fisker Karma Video Review\*](#)

[\*Subaru WRX Concept - 2013 New York Auto Show\*](#)

### **Written Stories Posted to KBB.com:**

[\*2015 Volkswagen Golf lineup will make U.S. debut in New York\*](#)

[\*2014 Acura MDX confirmed for New York debut\*](#)

[\*2014 BMW 328d Sedan and Sport Wagon - New York 2013\*](#)

[\*2014 BMW 328d Sedan and Wagon previewed for New York\*](#)

[\*2014 Cadillac CTS will offer 420-hp Twin-Turbo V6\*](#)

[\*2014 Chevrolet Camaro SS teased for New York\*](#)

[\*2014 Chevrolet Impala First Review: Getting Back in the Game\*](#)

[\*2014 Dodge Durango teased for New York\*](#)

[\*2014 Hyundai Equus teased\*](#)

[\*2014 Infiniti QX60 Hybrid crossover SUV teased for New York\*](#)

[\*2014 Jaguar XJR previewed for New York\*](#)

[\*2014 Jaguar XKR-S GT is street-legal, track-ready - New York 2013\*](#)

[\*2014 Land Rover Range Rover Sport teased\*](#)

[\*2014 Mercedes-Benz B-Class Electric Drive - New York 2013\*](#)

[\*2014 Mercedes-Benz S-Class interior revealed\*](#)

[\*2014 Nissan Pathfinder Hybrid - New York 2013\*](#)

[\*2014 Scion tC teased for New York\*](#)

[\*2014 Subaru XV Crosstrek Hybrid teased for New York\*](#)

[\*2014 Toyota Highlander confirmed for New York Show\*](#)

[\*2014 Volvo S60 T6 R-Design coming this summer - New York 2013\*](#)

[\*2014 Volvos will offer new Cyclist Detection safety system option\*](#)

[\*2013 Chrysler 300: Should you add the all-wheel drive?\*](#)

[\*2013 Geneva Auto Show\*](#)

[\*2013 Kia Optima Hybrid unveiled\*](#)

[\*2013 New York Auto Show: The New Cars\*](#)

[\*Buick revamps Regal for 2014 - New York 2013\*](#)

[\*Callaway Corvette AeroWagon unveiled\*](#)

[\*Ford Raptor gets the Shelby treatment - New York 2013\*](#)

[\*GM aims to cut 15 percent from vehicle weights by MY2016\*](#)

[\*Honda enhances 2014 Odyssey with integrated vacuum - New York 2013\*](#)



### Written Stories Posted to KBB.com:

[Hot Subaru concept hints at next WRX - New York 2013](#)

[Hyundai Equus enhanced for 2014 - New York 2013](#)

[Hyundai HND-9 Concept previewed for Seoul Motor Show](#)

[Infiniti JX becomes QX, gains a hybrid option - New York 2013](#)

[Jaguar sharpens flagship line with new 2014 XJR - New York 2013](#)

[Jeep Grand Cherokee Trailhawk II & Wrangler Slim Concepts teased](#)

[KBB survey finds diesels are on the minds of more buyers](#)

[KBB Weekend: Electric VW, more BMW diesels, March deals, video trio](#)

[KBB Weekend: Million-dollar McLaren, Scion convertible, new Cherokee](#)

[KBB Weekend: New Ferrari, no-money-down deals and more fun stuff](#)

[KBB Weekend: NY Auto Show preview, new RAV4, new Impala, top deals](#)

[Kia Optima optimized for 2014 - New York 2013](#)

[Land Rover reveals Electric-powered Defender 110 research fleet](#)

[Mercedes-Benz G63 AMG 6x6 is the ultimate off-road rager](#)

[Mitsubishi Concept G4 sedan teased for Bangkok Show debut](#)

[More Audi crossover/SUVs reportedly on the way](#)

[NHTSA announces new SaferCar app for iPhone](#)

[Nissan targets 15 percent weight cut by using high-strength steel](#)

[Quick take: 2014 Mitsubishi Outlander vs. 2014 Kia Sorento](#)

[Revealed: 2013.5 Chrysler 200 S Special Edition - New York 2013](#)

[Revealed: 2014 Acura MDX - New York 2013](#)

[Revealed: 2014 Alfa Romeo 4C Launch Edition - Geneva 2013](#)

[Revealed: 2014 Audi A3 Sportback g-tron - Geneva 2013](#)

[Revealed: 2014 Buick LaCrosse - New York 2013](#)

[Revealed: 2014 Cadillac CTS - New York 2013](#)

[Revealed: 2014 Chevrolet Camaro Z/28 - New York 2013](#)

[Revealed: 2014 Chevrolet Corvette Convertible - Geneva 2013](#)

[Revealed: 2014 Dodge Durango - New York 2013](#)

[Revealed: 2014 Ferrari LaFerrari - Geneva 2013](#)

[Revealed: 2014 Hyundai iX35 - Geneva 2013](#)

[Revealed: 2014 Jeep Cherokee - New York 2013](#)

[Revealed: 2014 Kia Forte Koup - New York 2013](#)

[Revealed: 2014 Kia Soul - New York 2013](#)

[Revealed: 2014 Land Rover Range Rover Sport - New York 2013](#)

[Revealed: 2014 Maserati GranTurismo MC Stradale - Geneva 2013](#)

[Revealed: 2014 Mercedes-Benz A 45 AMG - Geneva 2013](#)

[Revealed: 2014 Mercedes-Benz CLA45 AMG - New York 2013](#)

[Revealed: 2014 Mitsubishi Mirage - New York 2013](#)

[Revealed: 2014 Porsche 911 GT3 - Geneva 2013](#)

[Revealed: 2014 Rolls-Royce Wraith - Geneva 2013](#)

[Revealed: 2014 SRT Viper TA - New York 2013](#)

[Revealed: 2014 Toyota Highlander - New York 2013](#)

[Revealed: 2014 Volkswagen Golf Variant - Geneva 2013](#)

[Revealed: 2015 Audi A3/S3 Sedan - New York 2013](#)

[Revealed: 2015 Volkswagen Golf and GTI - New York 2013](#)

[Revealed: ItalDesign Giugiaro Parcour Concept - Geneva 2013](#)

[Revealed: Kia Provo Concept - Geneva 2013](#)

[Revealed: Lamborghini Veneno - Geneva 2013](#)

[Revealed: Mitsubishi Concept CA-MiEV - Geneva 2013](#)

[Revealed: Mitsubishi Concept GR-HEV - Geneva 2013](#)

[Revealed: Pininfarina Sergio Concept - Geneva 2013](#)

[Revealed: Spyker B6 Venator Concept - Geneva 2013](#)

[Revealed: Subaru VIZIV Concept - Geneva 2013](#)

[Revealed: Toyota FT-86 Open Concept - Geneva 2013](#)

[Revealed: Toyota i-Road Concept - Geneva 2013](#)

[Scion tC coupe updated for 2014 - New York 2013](#)

[Subaru goes hybrid with 2014 XV Crosstrek Hybrid - New York 2013](#)

[Top 5 Changes: Updated 2014 Jeep Grand Cherokee](#)

[Volkswagen unveils all-electric e-up! headed for production](#)

[Volvo bringing V60 Sports Wagon to America - New York 2013](#)

[Volvo XC60 gets the R-Design treatment for 2014 - New York 2013](#)

The following new-vehicle reviews written by KBB.com's editorial staff went live on the site or were updated during March 2013. To see any new-vehicle review from KBB.com's editorial staff, please visit [KBB.com](http://KBB.com) and click on the *Car Reviews* tab, then select the make and model.

### [2014 Acura RLX](#)

"You'll like the Acura RLX if you prefer subdued styling over typical luxury flash. Where the RLX really shines is from the driver's seat where the sedan's skillful suspension tuning delivers a balanced blend of bump suppression and engaging handling."

"In the ways luxury car buyers actually use their cars, the Acura RLX performs brilliantly. For long commutes or short jaunts, the suspension deftly smooths the road's imperfections."

### [2014 Ford Fiesta](#)

"The 2014 Ford Fiesta may be the only American sub-compact that can truly stand up to the Honda Fit and Toyota Yaris."

"Slick Eurostyle looks, outstanding fuel economy and true fun-to-drive chassis tuning do the trick [for the 2014 Ford Fiesta]..."

### [2014 Ford Mustang](#)

"Whether you want to relive your youth or are just looking for an affordable and livable sports car, the Mustang can deliver."

"...iconic symbol of affordable performance that blends modern efficiency with a strong 1960s-America vibe."

### [2014 Jeep Compass](#)

"If you're looking for a compact and fuel-efficient small SUV with rugged looks, passable off-road credentials and a number of unique features not found on the competition, the 2014 Jeep Compass may just pull you in."

### [2014 Jeep Grand Cherokee](#)

"...the Grand Cherokee looks and feels remarkably upscale for a mainstream SUV."

"If you are on the prowl for an American-made 5-passenger SUV with high-style and genuine off-road chops, the 2014 Jeep Grand Cherokee is a solid choice."

"Thanks to an alluring new array of in-vehicle electronics, the Grand Cherokee is also one of the most technologically advanced entrants in the category."

"The 2014 Grand Cherokee projects modernism and sophistication while at the same time conveying Jeep's distinguished off-road theme."

### [2014 Jeep Patriot](#)

"If you live in an area where snow and inclement weather are regular occurrences, the 2014 Jeep Patriot's low cost 4-wheel drive model should look quite appealing."

"...this little compact can go where many of its rivals dare not..."

### [2014 Nissan GT-R](#)

"...the iconic GT-R supercoupe brings the brand unrivaled cache, especially among younger performance fans."

"Not just some generic coupe with a big engine, the GT-R is a bona fide supercar, engineered from the ground up to deliver an adrenaline rush on par with the fastest Porsche 911 or Audi R8..."

### [2013 Bentley Continental/GT/GTC](#)

"Even in the rarified air of ultra-luxury vehicles, few combine the performance, pampering and prestige found in the 2013 Bentley Continental..."

**2013 Bentley Mulsanne**

“Massive in size, prodigious in power and trimmed with every imaginable accoutrement, the Mulsanne rightly deserves its status as transportation for the world’s elite...”

**2013 Lamborghini Gallardo**

“If subtlety is not your thing and you want a car that looks, drives and sounds dramatic, the 2013 Lamborghini Gallardo may be for you.”

“It’s more track-ready than a Mercedes-Benz SLS AMG, harder-edged than an Aston Martin DB9, and its AWD beats any Ferrari for slick-surface grip...”

**2013 Lamborghini Aventador**

“The 2013 Lamborghini Aventador LP700-4 rides into the new year as one of the most desirable high-performance driving machines in the world.”

“Steeped in the Italian tradition of wrapping speed and maneuverability in stunningly seductive sheet metal, Lamborghini excels in transforming modern transportation into a rolling art form.”

“In the world of exotic super cars, the 2013 Lamborghini Aventador has it all...”

**2013 Land Rover LR2**

“The 2013 LR2 still embodies the go-anywhere bravado of the brand’s flagship models, thanks to ample ground clearance, plenty of off-road tech and standard 4-wheel drive.”

**2013 Lotus Evora**

“The Evora excels at nimble handling vs. brute power.”

“...the Evora is small, lightweight, extremely agile and even fuel efficient compared to bigger and more muscular rivals.”

“For those who love the thrill of racing on a track, the Lotus Evora is supremely satisfying.”

**2013 Maserati GranTurismo**

“The 2013 Maserati GranTurismo is tasteful though not subtle, refined yet untamed ...”

“Not only does the GranTurismo look marvelous, it makes you feel marvelous as well...”

**2013 Maserati Quattroporte**

“The 2013 Maserati Quattroporte is a sensory delight for buyers who lust after an exotic sports car with the practicality of a sedan.”

“Maserati’s 4-door luxury sedan is prettier than a Porsche Panamera, sexier than an Audi A8, and way more vocal than a Jaguar XJL.”

“There are several sports-luxury sedans with high-performance capabilities, but none quite match the artful flair of the Maserati Quattroporte.”

“This uniquely Italian sedan has moves that defy its size...”

**2013 Nissan Frontier**

“...the 2013 Frontier remains one of the finest mid-size trucks we’ve seen...”

“If you want a tough but well-equipped truck that’s smaller and more fuel-efficient than most full-size pickups, the Nissan Frontier is a solid choice.”

**2013 Nissan Xterra**

“The Xterra’s 4.0-liter V6 engine is strong and provides the power needed to pass slower vehicles or claw up dirt trails. It’s no wannabe when the pavement ends...”

“...the 2013 Xterra’s roomy cabin easily accommodates people.”

“...the Xterra is the image of rough and tough.”

**2013 Rolls-Royce Ghost**

“To the average consumer, the 2013 Rolls-Royce \$260,000 asking price might seem exorbitant, but to the ultra-rich, the 6-digit price tag is a real bargain.”

“The Ghost’s massively powerful twin-turbocharged V12 engine and copious array of high-technology luxury and safety features places this ‘baby’ Rolls-Royce at the top of the luxury pecking order.”

“If you’re seeking a luxury liner that is as much fun to drive as it is to ride in, the 2013 Rolls-Royce Ghost is it.”

“...provides one of the quietest, most comfortable and composed rides we’ve experienced in a car.”

**2013 Tesla Model S**

“The Tesla Model S isn’t just a better electric car – it’s a radical reinterpretation of automotive fundamentals.”

“The Tesla Model S is the antithesis of a boring electric car.”

“It is almost certainly the best in-vehicle infotainment system available.”

**WHAT’S NEW**

## **Kelley Blue Book’s Sneak Peek from the New York International Auto Show**

**Managing Editor Micah Muzio Puts You on the Inside Track at the Show**

NEW YORK, April 3, 2013 - 2013 marks the 113th anniversary of the New York International Auto Show, North America’s first and largest attended auto show. Featuring 1,000 vehicles plus the latest in tech, safety and innovation in nearly 900,000 sq ft., it is one of the hottest tickets in town.

To view the multimedia assets associated with this release, please click [here](#).

## **March New-Car Sales to Hit Highest Monthly Total Since August 2007 According to Kelley Blue Book**

**Volkswagen, Honda Expected to Lead in Automaker Gains; Trucks Continue to Lead Segment Sales**

IRVINE, Calif., March 26, 2013 - New-car sales will remain steady at a 15.2 million seasonally adjusted annual rate (SAAR) in March. This marks a 3.2 percent increase from last year, according to Kelley Blue Book [www.kbb.com](#), the leading provider of new and used car information. However, after adjusting for selling days in March, sales are set to improve by more than 7 percent. Although the percentage improvements are slightly slower than the first two months of the year, the expected 1,450,000 unit total is set to be the highest monthly sales total since August 2007.

Sales will be boosted by record low interest rates and a slowly improving job market, which recently saw the unemployment rate and new unemployment claims fall to five-year lows,” said Alec Gutierrez, senior market analyst of automotive insights for Kelley Blue Book... [MORE](#)

## **Kelley Blue Book Announces 2013 Brand Image Award Winners Based on Annual Car-Buyer Perception Ratings**

**Honda Takes Three of 13 Categories, Including Best Overall Brand, Most Trusted Brand, Best Value Brand;  
Each of Big Three Domestic Automakers Honored**

IRVINE, Calif., March 25, 2013 - Automakers learn how in-market new-car shoppers view their brands as the 2013 Brand Image Award winners are announced today by Kelley Blue Book, [www.kbb.com](http://www.kbb.com), the leading provider of new and used car information. These awards, based on an entire year's worth of consumer perception data from the company's Brand Watch™ study, honor the automotive brands that have most successfully captured positive consumer attention... [MORE](#)

## **10 Best Car Deals of the Month From KBB.com**

**Experts Highlight Favorite Picks with Zero Down and Payments Less Than \$300 per Month**

IRVINE, Calif., March 22, 2013 - Car shoppers can learn of 10 very affordable opportunities to purchase a new car with both no money down and monthly payments of less than \$300 in the latest 10 Best Car Deals list from Kelley Blue Book [www.kbb.com](http://www.kbb.com), the leading provider of new and used car information. This month's list of new-car deals – hand-picked by KBB.com editors and valuation experts -- offers vehicle options with financing rates as low as zero percent and cash back up to \$2,500.

“There often is a misconception that the best deals on new cars only are available toward the end of the year, as dealers are trying to clear current model-year inventory,” said Jack R. Nerad, executive editorial director and executive market analyst for KBB.com... [MORE](#)

### **About Kelley Blue Book ([www.kbb.com](http://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](http://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.