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The latest video and written news stories by the editorial staff of Kelley Blue Book's KBB.com

NEW-VEHICLE REVIEWS ON KBB.COM:

All-new and updated video and written reviews from the editorial staff of Kelley Blue Book's KBB.com, and links to consumer reviews and ratings on KBB.com

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New-Car Sales Expected to Rise 2 Percent in March, Fall 0.3 Percent in First Quarter 2014

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The Most Important Car in New York

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

In the aftermath of a major auto show, writers who cover the auto industry are frequently asked, "So what was the most important car at the show?" It is a very reasonable question, and I typically provide an answer after weighing not just the looks of a particular shiny new model, not just its innovative features, and not just how important I think it might be to the industry, but all of those things and more. A radically styled high-horsepower two-seat sports coupe is virtually guaranteed to get enthusiasts' blood boiling, and there's nothing wrong with that, but this is an industry built on volume and economies of scale, so picking a sports car as a show's most important vehicle is typically an irrational choice. All of which is my way of prefacing my choice as the most important car introduced at the New York International Auto Show: the 2015 Toyota Camry.

The Camry is not a vehicle that gets an auto enthusiast's blood up. It isn't a car that is reverently placed in parking spot No. 1 by the valet guys at uptown hotspots. It isn't a car that inspires the dreams of many 15 year olds. But last year, it was a car that was purchased by something like 400,000 Americans, which made it, among other things, the best-selling car in the United States. As Toyota Motor Sales Group Vice President and Toyota Division General Manager Bill Fay told the crowd gathered in a massive meeting room in the Jacob Javits Center, if Camry was not a model, but a car company, its volume would put it in the top 10 in America. So yes, by that measure alone a new version of the best-selling car in a major market is worth paying attention to.

As to the vehicle itself, the 2015 Toyota Camry, justifies positive attention. It offers "wow" features like wireless

phone recharging and the interior has been given a serious makeover that included replacing hard plastic with richer-looking soft-touch materials. The upholstery even uses French stitching. On the tech front, the model now offers adaptive cruise control among its battery of electronic driver aids. Finally the Camry's styling has been completely revamped, and to our eyes at least, it is more expressive and more expensive-looking than before.

All of this is laudable, but it is not why I believe the 2015 Camry is the most important car we saw at the New York show. No, I believe the 2015 Camry is the most important car because Toyota decided to do all this – a raft of new features, a new interior and a new exterior – just two years into the model's life. At a point when most models are simply getting a "refresh," typically a revised front fascia, some rear-end changes like taillight design and an added feature or two, the Camry has received something very much like a complete model change. As Fay said, "We started almost from scratch." To be accurate the 2015 retains the roof of the 2014, but darn near everything else on the exterior is new – front end/grille, hood, doors, trunk lid, rear fascia. All this is much costlier than doing a simple refresh, and yet it was not done because of any particular product shortfall. Every manufacturer would like to see its midsize sedan sell in such numbers.

That is why the car is so important. The industry is coming to understand that the consumer is always on the lookout for new, fresh product, and so Toyota is leveraging its economies of scale to accelerate the pace of change. And it is daring its competitors to follow.

Who wins this race? There is little doubt that high-volume manufacturers who can amortize changes across a large number of units have a leg up in the battle of quicker innovation. Companies whose sales are smaller will have to spend more if they desire to keep up. That is how it worked back in the Dark Ages of the "annual model change" and that is how it might work again. But there is no doubt that the overall winners are consumers, who will be able to purchase newer, better-looking, more feature-laden vehicles than would be the case if model change intervals remain longer.

THERE IS LITTLE DOUBT THAT HIGH-VOLUME MANUFACTURERS WHO CAN AMORTIZE CHANGES ACROSS A LARGE NUMBER OF UNITS HAVE A LEG UP IN THE BATTLE OF QUICKER INNOVATION.

- JACK R. NERAD

LATEST NEWS STORIES ON KBB.COM:

Check out the very latest news stories by visiting 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 March to April 2014.

Video Posted to KBB.com:

[*Video Review: 2014 Cadillac CTS*](#)

[*Video Review: 2014 Infiniti Q50*](#)

[*Video Review: 2014 Kia Sorento*](#)

[*Video Review: 2014 Kia Sorento Long-Term Update Part 1*](#)

[*Video: 2014 Land Rover Range Rover Evoque Adventure - Same Day Ski and Sail*](#)

[*Video Review: 2014 Maserati Ghibli*](#)

Written Stories Posted to KBB.com:

Highlights:

[*KBB.com Awards and 10 Best Lists*](#)

[*10 Most Fuel-Efficient Cars Under \\$25,000*](#)

[*10 Best Used Cars Under \\$8,000*](#)

[*10 Most Fun SUVs of 2014*](#)

[*10 Best Green Cars of 2014*](#)

[*10 Best Car Deals of the Month*](#)

Vehicle Coverage:

[*2015 Cadillac Escalade First Review: A Return to Top Form*](#)

[*2015 Chrysler 200 First Review: An Entrant \(Finally\) Fit for a Tough Segment*](#)

[*2015 Honda Fit EXL First Review: One Size Fits All*](#)

[*2015 Hyundai Genesis First Review: The Cool Lux Alternative*](#)

[*2015 Jaguar F-Type Coupe First Review*](#)

[*2015 Mercedes-Benz C-Class First Review: A Chip Off the Old S-Class Block*](#)

[*2015 Mercedes-Benz GLA-Class First Review: Roughing it in Benz's First Compact Crossover*](#)

[*2014 Audi RS 7 Quick Take: Heavy on Power and Refinement*](#)

[*2014 Cadillac XTS4 Vsport Quick Take*](#)

[*2014 Ford Fiesta SFE 1.0-Liter EcoBoost First Review: The Little Engine That Could*](#)

[*2014 Honda Civic coupe vs. 2014 Kia Forte Koup: Quick Comparison*](#)

[*2014 Jeep Cherokee Quick Take*](#)

Vehicle Coverage Continued:

[2014 Kia Sorento SX FWD Long Term Report 1](#)

[2014 Lexus IS 350C F Sport Quick Take](#)

[2014 Lexus RX 350 Quick Take](#)

[2014 Mazda Mazda6 Long Term Intro](#)

[2014 SRT Viper GTS Quick Take](#)

[2014 Volkswagen Jetta Hybrid Quick Take](#)

[2012 Volkswagen Passat TDI: Long Term Test, Chapter II](#)

[Toyota RAV4 Culinary Road Test: In Search of Fish Tacos](#)

Editors' Page:

[Editors' Page: 2014 Audi A6](#)

[Editors' Page: 2014 BMW 5 Series](#)

[Editors' Page: 2014 Cadillac CTS](#)

[Editors' Page: 2014 Hyundai Sonata](#)

[Editors' Page: 2014 Mercedes-Benz E-Class](#)

[Editors' Page: 2014 Range Rover Evoque](#)

[Editors' Page: 2014 Toyota Camry](#)

[Editors' Page: 2014 Volvo S60](#)

Latest News:

[2016 Audi A3 TDI Sportback heading to the U.S.](#)

[2016 BMW 2 Series Active Tourer M Sport surfaces](#)

[2015 Aston Martin DB9 Carbon Editions heading to America](#)

[2015 Aston Martin V8 Vantage GT revealed](#)

[2015 Audi A3 earns Top Safety Pick+ mark from the IIHS](#)

[2015 Audi A3 pricing for 4G LTE announced](#)

[2015 BMW M4 Convertible unveiled](#)

[2015 Chevrolet Corvette Stingray to get new 8-speed automatic](#)

[2015 Chevrolet Corvette Z06 Convertible: New York Debut Boasts 625 Horsepower](#)

[2015 Chevrolet Cruze: Facelift brings Siri Integration, OnStar 4G LTE](#)

[2015 Chevrolet Silverado 2500HD/3500HD High Country revealed](#)

[2015 Chevrolet Trax Arrives Stateside](#)

[2015 Chevrolet Trax First Review: Utility for the Masses](#)

[2015 Chrysler 200 First Review: An Entrant \(Finally\) Fit for a Tough Segment](#)

[2015 Dodge Challenger and Charger teased for New York](#)

[2015 Dodge Challenger: Retro Packaging, Current Technology](#)

[2015 Dodge Charger: Retro Muscle in a Sleeker Package](#)

[2015 Fiat 500 updates include new 6-speed auto trans for Abarth](#)

[2015 Ford Focus Sedan Bows](#)

[2015 Ford Mustang 50th Anniversary Edition: 1964 acquires a new meaning](#)

[2015 Honda HR-V First Look: Smart, Small, and Practical](#)

[2015 Hyundai Genesis pricing starts at \\$38,950](#)

[2015 Hyundai Sonata: Designs for the Future](#)

[2015 Infiniti Q70L goes even longer on luxury](#)

[2015 Infiniti QX80 revamp includes new QX80 Limited model](#)

[2015 Jaguar XK Final Fifty will say farewell in style](#)

[2015 Kia Sedona: Minivan Cool](#)

[2015 Lexus NX 200t and 300h Hybrid unveiled](#)

LATEST NEWS STORIES ON KBB.COM CONTINUED:

[2015 Lexus NX Crossover set for Beijing debut](#)

[2015 Mercedes-Benz C-Class First Review: A Chip Off the Old S-Class Block](#)

[2015 Mercedes-Benz GLA-Class First Review: Roughing it in Benz's First Compact Crossover](#)

[2015 Mercedes-Benz S63 AMG 4Matic Coupe revealed](#)

[2015 Mini Countryman gets a final refresh](#)

[2015 Nissan Murano teased for New York](#)

[2015 Nissan Murano: Boldly Beautiful](#)

[2015 Nissan Versa Sedan: A new look and more features](#)

[2015 Subaru Outback gets a major makeover](#)

[2015 Subaru Outback to debut in New York](#)

[2015 Toyota Camry adds style, substance and spark](#)

[2015 Toyota Camry update confirmed for New York](#)

[2015 Volkswagen Golf on display in New York](#)

[2015 Volkswagen Jetta: Shows Fresh Face in New York](#)

[2015 Volkswagen Touareg previewed in Beijing](#)

[2015 Volvo S80/XC60 Inscription Packages add new luxury touches](#)

[2014 Audi Exclusive RS7 Dynamic Edition unveiled](#)

[2014 Cadillac ATS Crimson Sport Special Edition surfaces](#)

[2014 Chevrolet Camaro Z/28 to pace the Indy 500](#)

[2014 Mopar Challenger sells out in one day](#)

[2014 New York Auto Show: The New Cars](#)

[2014 Nissan Rogue earns IIHS Top Safety Pick+ rating](#)

[2014 Porsche Boxster GTS and Cayman GTS revealed](#)

[2014 Ram Heavy Duty Black Package unveiled](#)

[2014 Ram Power Wagon Revealed](#)

[2014 Scion FR-S Release Series 1.0 surfaces](#)

[2014 Scion xB Release Series 10.0 debuts in New York](#)

[2014 Small Luxury Sport Sedans](#)

[All-New 2014 Cadillac CTS vs. Germany's Best](#)

[Audi R8 e-tron program gets the ultra-green light ... again](#)

[Audi TT Offroad Concept foreshadows Q4 crossover model](#)

[Audi crossover concept may preview new Q4 model](#)

[Bentley Hybrid Concept unveiled](#)

[BMW Vision Future Luxury Concept previews upcoming luxu flagship](#)

[BMW invests \\$1 billion in Spartanburg to build new X7 SUV](#)

[Buick's Big Turnaround is No Fluke](#)

[GM Announces New Ecotec Small Engine Lineup](#)

[GM recalls 1.5 million more vehicles in a proactive effort](#)

[GM Ignition Switch Recall: What to do](#)

[Honda builds 20 millionth car and 10 millionth Accord in the U.S.](#)

[IIHS study finds rearview cameras a superior solution to sensors](#)

[In Case You Missed It... A random sample of news & reviews from the past week](#)

[Jeep and Mopar tease cool concepts for Easter Jeep Safari](#)

[Land Rover Discovery Vision Concept teased for New York](#)

[Land Rover Discovery Vision Concept: Stepping into Tomorrow](#)

[Land Rover previews new Transparent Hood technology](#)

[Maserati Focuses on Centennial, Targeted Growth](#)

[Mazda MX-5 Miata set for gala 25th birthday bash in New York](#)

[McLaren 12C production ceases, will be replaced by new 650S](#)

[Mercedes-Benz Concept Coupe SUV points to a larger crossover lineup](#)

[Moab Safari Concepts: Once again, Jeep and Mopar conspire for the 48th annual Moab madness](#)

[New Bentley SUV teased](#)

[NHTSA mandates enhanced rear-visibility tech starting in May 2016](#)

[Nissan expands No Charge to Charge program for LEAF EV](#)

[Nissan teases new Sedan Concept for Beijing show](#)

[Registration opens for Mini Takes the States 2014 tour](#)

[Toyota unveils new high-efficiency gasoline engine family](#)

[UPDATED: 2015 Kia Sedona teased for New York](#)

[Volkswagen Golf R 400 Concept: A dream that could come true](#)

[Volkswagen Golf SportWagen Concept previews new U.S. model](#)

[Volvo shows new Inflatable Child Seat Concept](#)

[Volvo tests system that detects driver attention](#)

[VW teases Golf R400 and New Midsize Coupe Concepts for Beijing](#)

NEW-VEHICLE REVIEWS ON KBB.COM:

The following new-vehicle reviews written by KBB.com's editorial staff went live on the site or were updated March to April 2014. To see any new-vehicle review from KBB.com's editorial staff, please visit KBB.com and click on the *Car Reviews* tab, then select the make and model.

New Vehicle Reviews:

[2015 Aston Martin DB9](#)

A Grand Touring Machine with Striking Design and a Powerful V12

[2015 Cadillac Escalade](#)

Big Storage, Towing and Seating All While in the Lap of Luxury

[2015 Chevrolet Silverado 2500 HD Crew Cab](#)

Enough Brute Strength to Get the Job Done

[2015 Chrysler 200](#)

Redesigned from Head to Toe and Sharp Both Inside and Out

[2015 Hyundai Genesis](#)

A Relative Bargain for an Elegant, Well-Equipped Luxury Sedan

[2015 Lexus RX](#)

The Benchmark in Reliability, Comfort and Versatility with Plush Driving Manners to Boot

[2015 Subaru Forester](#)

A Sure-Footed Standout That is Ready for Any Terrain or Weather

[2015 Subaru WRX](#)

Refinement in a Longer, Wider and Faster Sports Sedan

[2015 Volvo S60](#)

A Compelling Package of Good Looks, Crisp Performance and Utmost Safety

[2014 Bentley Continental](#)

An Ultra-Luxury Vehicle That Is the Master of Its Domain

[2014 Bentley Flying Spur](#)

Comfort, Prestige and Power Wrapped in Handsomeness

[2014 Ford E150 Cargo](#)

A Tried-and-True Carryall Capable of Moving Mass Amounts of Cargo or People

[2014 Maserati GranTurismo](#)

Automotive Couture That Brings Visual and Curbside Appeal

[2014 Rolls-Royce Wraith](#)

An Ultra-Premium Coupe That is the Ultimate Accessory

[2014 Tesla Model S](#)

Wicked Fun in a Mean, Green Machine

[2014 Aston Martin DB9](#)

The stunningly designed DB9 is akin to a civilized touring car fitted with a captivatingly powerful engine plus all the amenities.

[2014 Aston Martin Vanquish](#)

The Vanquish exudes stellar craftsmanship, timeless style and a reserved, confident class.

[2014 BMW 2 Series](#)

All new and sophisticated.

[2014 Chevrolet SS](#)

A high-performance car cloaked in an understated package.

[2014 Hyundai Genesis Coupe](#)

Sharp looking, with abundant features and impressive performance.

[2014 Land Rover Range Rover Evoque](#)

The stylish Evoque offers efficiency in a light-weight, aerodynamic body.

[2014 Land Rover LR2](#)

The LR2 is the real go anywhere off-road vehicle with standard all-wheel drive and ample ground clearance.

[2014 Land Rover LR4](#)

A supercharged trail blazer with true off-road capabilities.

[2014 Nissan Rogue Select](#)

A capable SUV that is also smart, comfortable and affordable.

[2015 Audi TT](#)

A luxurious 2-seater that offers year-round driving excitement.

[2015 Jaguar XK Series](#)

Beauty and power in an elegant package.

[2015 Kia Sorento](#)

The impressively feature-rich Sorento not only offers a lot for the money, but it also scores big in power, safety and fuel economy.

[2015 Mazda MAZDA6](#)

Agile handling, impressive fuel economy and sensual styling make the MAZDA6 a serious midsize sedan contender.

[2015 Nissan GT-R](#)

A supercar for the budget-conscious the GT-R offers powerful performance and seating for four.

[2015 Volvo S80](#)

World-class luxury and subdued styling at a reasonable price.

[2015 Volvo V60](#)

Sharp styling, a great interior and efficiency are all ingredients for a premium family hauler.

New-Car Sales Expected to Climb 10 Percent, Reach 16.3 Million SAAR in April

Nissan to Report Greatest Automaker Gains; Full-Size Pickup Trucks Show Healthy Growth

IRVINE, Calif., April 28, 2014 - New-vehicle sales are expected to rise 10 percent year-over-year to a total of 1.415 million units, and an estimated 16.3 million seasonally adjusted annual rate (SAAR), according to Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. This increase would bring the year-to-date total to 5.15 million units sold, which is a 3.6 percent increase from this time last year... [MORE](#)

Reveals from 2014 New York International Auto Show Include Major Changes to Best-Sellers from Hyundai, Toyota and Subaru

KBB.com's Micah Muzio Highlights the Sophisticated 2015 Hyundai Sonata, the all-new 2015 Subaru Outback, and the Hot Mid-Size Sedan Market Heats up with a Sweeping Redesign for the 2015 Toyota Camry

NEW YORK, April 22, 2014 - Hyundai introduced its all-new seventh-generation 2015 Sonata at the New York International Auto Show. Following the incredible success of the outgoing Sonata, the all-new generation offers a more refined look through a new Fluidic Sculpture 2.0 design language, stiffer body structure, better ride quality... [MORE](#)

10 Best Green Cars of 2014 Named by KBB.com

Kelley Blue Book Editors Select Standout Environmentally Conscious New Rides, Choose BMW i3 No. 1

IRVINE, Calif., April 21, 2014 - Just in time for Earth Day, eco-friendly drivers in the market for a new car can learn about the 10 Best Green Cars of 2014, hand-selected by the expert editors at Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Taking the top spot on this annual list for 2014 is the all-new, all-electric BMW i3... [MORE](#)

KBB.com Shatters Traffic Records With More Than 31 Million Visits in March 2014

Kelley Blue Book Trumps Previous Site Records for Visits from Both Web, Mobile Users

IRVINE, Calif., April 16, 2014 - KBB.com, the award-winning website of Kelley Blue Book, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, shattered previous company traffic records by experiencing more than 31 million visits in March 2014. For the first time in Kelley Blue Book's multi-decade history, upwards of 21 million monthly visits originated from KBB.com, and more than 9 million additional visits came from mobile platforms... [MORE](#)

Kelley Blue Book Industry Solutions Now Offer Easy Access to Trusted New-Vehicle Values, Data by VIN

Customers Can Quickly Obtain VIN-Specific Information for Both New, Used Vehicles

IRVINE, Calif., April 14, 2014 - Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, now offers customers easy access to trusted Kelley Blue Book® Values and configuration data for new vehicles by vehicle identification number (VIN), in addition to information already available by VIN for used vehicles, within its suite of business-to-business solutions... [MORE](#)

10 Best Used Cars Under \$8,000 Named by KBB.com

Kelley Blue Book Editors Select Variety of Top Affordable Used Cars; 2007 Honda Civic Takes No. 1 Spot

IRVINE, Calif., April 10, 2014 - Shoppers in the market for an affordable used car can see the models recommended most in the 10 Best Used Cars Under \$8,000 by the expert editors at Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Taking the top spot on this annual list for 2014 is the 2007 Honda Civic... [MORE](#)

Kelley Blue Book Announces 2014 Brand Image Award Winners

Honda Holds Reign for Best Overall Brand, Most Trusted Brand; Kia, GMC, Jaguar Win First Brand Image Awards

IRVINE, Calif., April 9, 2014 - The 2014 Brand Image Award winners, based on annual new-car buyer perception data, are announced today by Kelley Blue Book, www.kbb.com, the leading provider of new and used car information. The Kelley Blue Book® Brand Image Awards recognize automakers' outstanding achievements in creating and maintaining brand attributes that capture the attention and enthusiasm of the new-vehicle buying public. Award categories are calculated among luxury, non-luxury and truck shoppers... [MORE](#)

New-Car Transaction Prices up Nearly 1.5 Percent in March 2014, According to Kelley Blue Book

American Honda Shows Continued Strength on Acura Brand, While Nissan Continues to Fall

IRVINE, Calif., April 1, 2014 - Heading into the spring selling season, the expert analysts at Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today report the estimated average transaction price for light vehicles in the United States was \$31,995 in March 2014. New-car prices have increased by \$450 (up 1.4 percent) from March 2013, while decreasing \$185 (0.6 percent) from last month... [MORE](#)

New-Car Sales Expected to Rise 2 Percent in March, Fall 0.3 Percent in First Quarter 2014

Toyota to Rebound on Camry and RAV4; Mid-Size Car Demand Falters from Previous Years

IRVINE, Calif., March 26, 2014 - New-vehicle sales are expected to rise 2 percent year-over-year to a total of 1.48 million units, and an estimated 15.7 million seasonally adjusted annual rate (SAAR), according to Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. First quarter total sales are expected to hit 3.68 million, down 0.3 percent from the first quarter of 2013. A 15.7 million SAAR would mark the seventeenth consecutive month above 15 million and the greatest March since 2007... [MORE](#)

10 Best New-Car Deals For March Announced by KBB.com

Kelley Blue Book Names This Month's Top Lease, Cash Back, Zero-Down Financing Deals; Chevrolet Volt Ranked No. 1

IRVINE, Calif., March 19, 2014 - The extreme winter weather conditions much of the country has experienced in February resulted in fewer shoppers on dealership lots. Consequently, March is a time for automotive brands to catch up on sales lost last month by offering a variety of new-car deals. The expert editors at Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, have assembled their list of the 10 best lease, cash back and financing deals available this month from a variety of auto manufacturers... [MORE](#)

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 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, 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 subsidiary of AutoTrader Group, which includes AutoTrader.com, vAuto, VinSolutions and HomeNet Automotive. AutoTrader Group is a subsidiary of Cox Enterprises.