



Kelley Blue Book
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BLUE BOOK BRIEFING

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Kelley Blue Book Public Relations Contacts:

Chintan Talati | Senior Director, Public Relations
949.267.4855 | ctalati@kbb.com

Joanna Pinkham | Senior Public Relations Manager
949.268.3079 | jpinkham@kbb.com

Brenna Robinson | Public Relations Manager
949.267.4871 | berobinson@kbb.com

Natalie Kumaratne | Public Relations Coordinator
949.267.4770 | nkumaratne@kbb.com

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

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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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INDUSTRY INSIGHTS:

In Praise of the Dinosaur

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

Let's face it, dinosaurs get a bad rap. Sure, some kids are fascinated with them, and yes, some collectors pay dearly for a piece of dinosaur bone. But typically dinosaurs are treated with the same respect as month-old garlic mashed potatoes. No respect, just scorn. But this column, which began its gestation phase during my recent family vacation, is in praise of a dinosaur that has rather lately vanished in the market.

To many, the Ford Crown Victoria is a model highly deserving of the dinosaur tag. After all, it was designed in a different millennium, and it was marketed largely unchanged from 1998 to 2011 before it disappeared from Ford showrooms as a model available to consumers. I'm sure by the time it reached the end of its run, Ford execs were quite willing to admit the Crown Vic was as long in the tooth as a tyrannosaurus. And like that fabled ancient creature, the Crown Victoria had a long, proud heyday. On September 15, 2011, when the last Ford Crown Victoria rolled off the assembly line at the St. Thomas Assembly Plant in St. Thomas, Ontario, an era ended. But the fact is that the curtain has not quite come down on the big Ford sedan. Which is why I'm writing about it today, fresh from my vacation, where the family chariot was – you guessed it – a nearly new Ford Crown Victoria.

Now why, you might ask, did a certified car guy like me who has spent the better part of the last three decades driving and writing about all sorts of cars, trucks and vans end up in a Crown Vic on his vacation? Because, as it turned out, the big American sedan was the perfect vehicle for the task at hand. You see, I'm the dad in a family of five, and our vacation took us, through the courtesy of Frequent Flier miles, to the Hawaiian island of Maui, which happens to be one of the world's rental-car hotbeds. The dozen or so rent-a-car companies on the island presented me with a dizzying array of choices from tiny sub-compacts to full-size SUVs. Luxury sedans, convertibles, exotic cars – all are available on Maui, for a price.

I have to admit my first-blush choice was a small- or mid-size crossover, the vehicle types to which many Americans currently gravitate. Another potential choice was the full-size traditional SUV, the kind of vehicle my wife

has driven for the past 13 (she keeps reminding me) years. But being the kind who likes the thrill of the chase, the joy of research and the opportunity to save a hard-earned buck, I kept looking. And what did I find? Well, I found that a compact crossover would cost me \$800 for the week, a full-size SUV would cost me a hefty \$1,200, but a full-size "premium car" (like the Ford Crown Victoria) would cost me less than 500 bucks.

The \$300 savings was compelling. After all, that would pay for at least one and maybe two restaurant dinners on Maui. But was the Crown Vic the right car for one guy (me) and four women (my wife and daughters), plus all of our luggage (enough clothes to outfit several island families)? After some research on KBB.com, I confirmed that the Crown Vic's massive trunk could envelop more than 20 cubic feet of luggage, dwarfing the capacity of virtually every luxury car available on the island, not to mention the real capacity of many small crossovers. Certainly the ancient sedan lacks the handling prowess of more recent designs (anything younger than my 11 year-old daughter), but that was not a consideration on Maui's highways. At the same time, we were able to bask in comfort in the huge cabin, while the separate body-and-frame construction soaked up many of the road imperfections that come with a tropical climate.

So what is the point, other than here's a nice way to save 300 bucks? Well, what it reinforced in me is the notion that there is a horse (or dinosaur) for every course. This is not a one-size-fits-all industry, and those who try to design cars to fit everybody might be missing a lucrative market of people who aren't 50-percentile folks. Some vehicles might win the acclaim of car-enthusiast vehicle testers who value performance and handling above all other attributes, but we at Kelley Blue Book recognize that "softer" elements – quiet, comfortable ride, big interior space and substantial cargo capacity – often are the attributes that real pay-their-own-money consumers value. And when I was in Hawaii, I knew exactly how they feel, because I was one of them.

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 during July 2013.

Videos Posted to KBB.com:

[*2014 Audi R8 Video Review*](#)

[*2014 Kia Forte Video Review*](#)

[*2014 Lexus IS Review*](#)

[*2013 Cadillac ATS Video Review*](#)

[*2013 Kia Soul Long-Term Review*](#)

Written Stories Posted to KBB.com:

[*2015 Audi A8 teased for Frankfurt debut*](#)

[*2015 Volvo XC90 to offer multiple new-gen safety systems*](#)

[*2014 Chevrolet Corvette Stingray Premiere Edition unveiled*](#)

[*2014 Chevrolet Sonic to offer limited-edition colors*](#)

[*2014 Ford Focus Electric gets \\$4,000 price cut*](#)

[*2014 Hertz Penske Ford Mustang GT is for rent \(only\)*](#)

[*2014 Infiniti Q50 lineup arrives in showrooms early next month*](#)

[*2014 Kia Sorento Justice League Concept unveiled at Comic-Con*](#)

[*2014 Mazda3 First Review: Bolder, Better and Even Cooler*](#)

[*2014 Mazda3 starts at \\$17,740, gets top 41-mpg highway mark*](#)

[*2014 Mazda6 with i-Eloop gets class-best 40 mpg highway*](#)

[*2014 Mercedes-Benz S63 AMG 4Matic unveiled*](#)

[*2014 Mitsubishi Mirage boasts best-in-class 44-mpg highway mark*](#)

[*2014 Nissan GT-R Special Edition unveiled*](#)

[*2014 Porsche Panamera: Can you name all 5 powertrains?*](#)

[*2014 Ram 1500 pickup claims top V6 towing marks*](#)

[*2014 Ram 1500 updates include new EcoDiesel engine option*](#)

[*2014 Ram 2500/3500 HD pickups get new 6.4-liter Hemi V8 option*](#)

[*2014 Volkswagen Beetle, Jetta & Passat get new 1.8L turbo engine*](#)

[*2013 Dodge Dart GT First Review: Injected with a Dose of Fun*](#)

[*2013 Honda Accord Coupe V6 adds new factory performance package*](#)

[*2013 Ram 1500 Black Express slips into showrooms*](#)

[*Acura NSX prototype prepares for its first on-track appearance*](#)

[*Bugatti shows Veyron 16.4 Grand Sport Vitesse Legends Edition*](#)

[*Chevrolet Bowtie badge turns 100, but its origin is still uncertain*](#)

[*Confirmed: First Bentley SUV will arrive in 2016*](#)

[*First Pics: 2014 Mazda3 Sedan*](#)

[*First Pics: 2015 Honda Fit*](#)

[*Ford will tweak its 2013 hybrid models to improve real-world mpg*](#)

[*Galpin Ford GTR1 Supercar teased*](#)

[*Garmin introduces affordable, portable head-up display*](#)

[*GM and Honda will collaborate on next-gen fuel cell technologies*](#)

[*GM promises to double its fleet of 40-mpg vehicles by 2017*](#)

[*Great new-car deals abound over the July 4th weekend*](#)

[*Hyundai Veloster Zombie Survival Machine makes Comic-Con debut*](#)

[*Jaguar Project 7 Concept Revealed: F-Type Gets a Race Face*](#)

[*KBB Weekend: New Mazda3, Range Rover Sport and Audi R8 driven*](#)

[*Mercedes-AMG and Aston Martin will enter a technical partnership*](#)

[*Mercedes-Benz introduces new 9-speed automatic transmission*](#)

[*Mercedes-Benz Vision Golf Cart Concept revealed*](#)

[*Mini shows a trio of camping-oriented concepts*](#)

[*Mini Vision offers a virtual view of the firm's future design ideas*](#)

[*New Tomy IAlert Child Car Seat syncs with your smartphone*](#)

[*Sebastian Loeb shatters all records at Pikes Peak Hillclimb*](#)

[*Spied: 2015 Lexus IS F Coupe...or is it an RC F Coupe?*](#)

[*The 2014 BMW i3: BMW Reveals its Version of the Future*](#)

[*Toyota Camry sales top 10 million total units in the U.S.*](#)

[*USAF Thunderbirds Edition 2014 Ford Mustang GT unveiled*](#)

[*Zagato shows two new Aston Martin Centennial Concept cars*](#)

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 during July 2013. 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.

[2014 Audi A5](#)

"The A5 Coupe and Cabriolet are Audi's contributions to the nation's Highway Beautification Program."

[2014 Audi Allroad](#)

"...as versatile as a small SUV but looks, drives and feels more like a sensible luxury sedan..."

[2014 Audi S6](#)

"Speaking of dreams, the 420-horsepower turbocharged V8 in the S6 launches the car to 60 mph in just 4.5 seconds."

[2014 Audi S7](#)

"With its 420-horsepower twin-turbo V8, the lusty S7 makes short work of 0-60, taking just 4.5 seconds..."

[2014 Buick Encore](#)

"Those who subscribe to the axiom "good things come in small packages" will have their beliefs validated by the 2014 Buick Encore."

[2014 Buick Verano](#)

"...distinguishes itself with high levels of fit and finish, advanced safety features, and a cloud-like ride."

[2014 Cadillac Escalade](#)

"For 2014, the Escalade remains big, bold and brash."

[2014 Chevrolet Camaro](#)

"...the 2014 Camaro offers serious thrills for the money."

[2014 Chevrolet Equinox](#)

"...larger than other compact crossover SUVs but small enough to be at ease in parking lots..."

[2014 Chevrolet Sonic](#)

"...the quietest and most well-behaved subcompact car on the market."

[2014 GMC Terrain](#)

"If you want your SUV to look more rugged and truck-like than others in this size category, the GMC Terrain is for you."

[2014 Honda Odyssey](#)

"...shines with features and functionality..."

[2014 Infiniti Q50](#)

"If you're all about handling and speed, but you also desire comfort, the Infiniti Q50 offers the best of both worlds."

[2014 Infiniti QX60](#)

"The QX60 offers generous levels of safety, technology and luxury, presented in eye-grabbing style."

[2014 Land Rover Range Rover Sport](#)

"The 2014 Range Rover Sport almost looks too good to be true, but rest assured it's as pleasing to drive as it is to behold."

[2014 Mitsubishi Outlander Sport](#)

"...the excellent visibility and the tidy size make it a snap to zip in and out of snug parking spots or work through crowded streets."

[2014 Nissan Pathfinder](#)

"The 7-passenger Pathfinder is one of the most competent models in the segment."

KBB.com Offers 10 Steps for Selling Your Car

Reach Millions of Serious Car Shoppers with a Private Seller Ad on Kelley Blue Book's Top-Rated Website

IRVINE, Calif., Aug. 13, 2013 - With tools and information for every step of the car-selling process, from determining your vehicle's value to setting your asking price, Kelley Blue Book www.kbb.com, the leading provider of new and used car information, today offers [10 Steps for Selling Your Car](#).

"Whether you are looking to offload your car quickly or if you'd rather wait until you get the best possible offer, it is smart to start with a little preparation," said Jack R. Nerad, executive editorial director for Kelley Blue Book's KBB.com. "Selling a car doesn't have to be a stressful or difficult experience. With these 10 steps, you are well on your way to getting the price you deserve." ... [MORE](#)

10 Best Back-To-School Cars Named by KBB.com; 2014 Nissan Versa Note Ranked No. 1

2013 Top New Cars for Students Determined by Kelley Blue Book, Each Available for Less Than \$20,000

IRVINE, Calif., Aug. 8, 2013 - With the 2013-2014 school season right around the corner, parents and students can see which new cars the experts recommend most in the list of [10 Best Back-to-School Cars of 2013](#) from Kelley Blue Book www.kbb.com, the leading provider of new and used car information.

As summer ends and another semester opens, KBB.com Editors hand-picked a selection of new cars they recommend for students who may be considering their MPG as well as their GPA. Criteria for selection included earning high grades in not only fuel economy, but also safety, style, versatility, and of course, value. Each of the KBB.com Editors' new-car recommendations start below \$20,000, with a few even available for less than \$15,000... [MORE](#)

Pickup Trucks, Compact Cars and Crossovers Drive July New-Car Sales Up 16 Percent

Kelley Blue Book Raises Sales Forecast to 15.6 Million Units for 2013

IRVINE, Calif., July 25, 2013 - [New-car sales](#) are expected to improve 16.1 percent in July 2013 to a total of 1.34 million units, with strength among [pickup trucks](#), [compact cars](#) and [crossovers](#), according to Kelley Blue Book www.kbb.com, the leading provider of new and used car information.

While the overall economy continues to improve at a slow pace, demand for new vehicles is rapidly approaching pre-recession levels. Due to economic improvement during the first half of the year, Kelley Blue Book is raising its sales forecast from 15.3 million to 15.6 million for 2013... [MORE](#)

10 Best Luxury SUVs of 2013 Named by KBB.com; Land Rover Range Rover Ranked No. 1

For Shoppers Who Crave Style, Comfort and Lavish Amenities, Kelley Blue Book Editors Rank Top New Luxury SUVs

IRVINE, Calif., July 16, 2013 - SUV shoppers searching for a just-right high-end combination of style and comfort can see which models the experts recommend most in the list of [10 Best Luxury SUVs of 2013](#) from Kelley Blue Book www.kbb.com, the leading provider of new and used car information. This hand-picked selection of first-class SUVs was assembled by [KBB.com Editors](#) to highlight vehicles that turn suburban-jungle exploits into something more like a spa day with extra room for equipment. Land Rover's 2013 Range Rover earned the top spot on this list of palatial rides... [MORE](#)

Kelley Blue Book Announces 2013 Telly Award Honors For Company's First National TV Commercial, KBB.com Editorial Videos

IRVINE, Calif., July 11, 2013 - KBB.com's national 60-second 'Projection' TV commercial, and three editorial new-vehicle video reviews - '2013 Tesla Model S Video Review – LA to Vegas the Hard Way,' '2013 Lexus LS Video Review' and '2012 Toyota Prius c Video Review' - each earned 2013 Bronze Telly Awards by the Silver Telly Council, announces Kelley Blue Book www.kbb.com, the leading provider of new and used car information.

"Kelley Blue Book's award-winning, technologically advanced commercial drives home the company's new-car message and introduces new tools to help car buyers feel confident in their vehicle purchase," said Jared Rowe, president of Kelley Blue Book. "Kelley Blue Book's recent Telly Award win confirms that our first-ever TV commercial is among the best in creative work, as we partnered with advertising agency Doner and utilized the latest 3D projection mapping technology to bring KBB.com to life in front of viewers." ... [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 industry. Each week the company provides the most market-reflective values in the industry on its top-rated website 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.