

## **KBB.com Announces 2014 5-Year Cost to Own Award Winners**

### **Mazda, Lexus Earn Second Consecutive Brand and Luxury Brand Wins for Lowest Projected 5-Year Ownership Costs**

IRVINE, Calif., Feb. 5, 2014 /PRNewswire/ -- The 2014 model-year vehicles and brands (in both non-luxury and luxury categories) with the lowest projected ownership costs were announced today by Kelley Blue Book [www.kbb.com](http://www.kbb.com), the leading provider of new and used car information. These awards are based on Kelley Blue Book's 5-Year Cost to Own data for new cars for the initial five-year ownership period.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/65344-kelley-blue-book-kbb-announces-2014-5-cost-to-own-award-winners>

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While depreciation (or loss of value) and fuel costs may be the greatest expense incurred in owning a vehicle, there are other factors that can have a significant impact on a consumer's pocketbook. Available on Kelley Blue Book's KBB.com, 5-Year Cost to Own information takes into consideration depreciation, expected fuel costs, finance and insurance fees, maintenance and repair costs, and state fees for new models.

Kelley Blue Book's [5-Year Cost to Own Awards](#), like all new- and used-car information provided by KBB.com, exist to help shoppers make more informed new-car buying decisions by breaking down typical ownership cost details and naming the brands and models with the lowest projected five-year total.

#### **2014 5-YEAR COST TO OWN AWARD: BRAND**

MAZDA

#### **2014 5-YEAR COST TO OWN AWARD: LUXURY BRAND**

LEXUS

#### **2014 5-YEAR COST TO OWN AWARDS: BY VEHICLE CATEGORY**

**SUBCOMPACT CAR:** Chevrolet Spark

**COMPACT CAR:** Toyota Corolla  
**SPORTY COMPACT CAR:** Hyundai Veloster Turbo

**COMPACT SUV/CROSSOVER:** Jeep Patriot

**MID-SIZE SUV/CROSSOVER:** Mitsubishi Outlander

**FULL-SIZE SUV/CROSSOVER:** Ford Explorer

**MID-SIZE CAR:** Honda Accord

**FULL-SIZE CAR:** Chevrolet  
Impala

**ENTRY-LEVEL LUXURY CAR:**  
Buick Verano

**LUXURY CAR:** Audi A5

**HIGH-END LUXURY CAR:**  
Lexus LS

**SPORTS CAR:** Ford Mustang

**HIGH-PERFORMANCE CAR:**  
Chevrolet Camaro SS/ZL1

**HYBRID/ALTERNATIVE**

**ENERGY CAR:** Toyota Prius c

**PLUG-IN VEHICLE:** Chevrolet  
Spark EV

**LUXURY COMPACT**

**SUV/CROSSOVER:** Buick Encore

**LUXURY MID-SIZE**

**SUV/CROSSOVER:** Lincoln MKX

**LUXURY FULL-SIZE**

**SUV/CROSSOVER:** Buick Enclave

**MID-SIZE PICKUP TRUCK:** Toyota

Tacoma Regular Cab

**FULL-SIZE PICKUP TRUCK:** GMC

Sierra 1500 Regular Cab

**MINIVAN/VAN:** Dodge Grand

Caravan Passenger

**HYBRID SUV/CROSSOVER:**

Lexus RX

*(2014 model-year vehicle's projected ownership costs are based on the average Kelley Blue Book 5-Year Cost to Own data for the initial five-year ownership period).*

"New-car shoppers naturally want to know how much a car will cost upfront; however, sometimes an even more expensive car can actually save you money during the first five years of ownership," said Dan Ingle, vice president of vehicle valuations for Kelley Blue Book. "Kelley Blue Book's 5-Year Cost to Own information evaluates the other out-of-pocket expenses drivers will incur, which helps consumers choose the vehicle that fits them and their wallets best, helping save money down the road."

Based on analysis of Kelley Blue Book's 5-Year Cost to Own information for 2014 model-year new vehicles, Mazda and Lexus are the prestigious brand winners for the second consecutive year. In addition to a low average Fair Purchase Price and strong residual values across its full model lineup, Mazda is ranked among the lowest in fuel and insurance costs, making it the 2014 5-Year Cost to Own: Best Brand among all automakers. Kelley Blue Book® Fair Purchase Price is the price shoppers typically pay a dealer for a new car, based on actual new-car transactions and adjusted regularly as market conditions change. Some of the models driving Mazda's success include the MAZDA3, MAZDA6 and CX-5. Despite an average Fair Purchase Price higher than several of its competitors, Lexus offers the lowest depreciation cost of any eligible luxury brand, thanks to strong residual values across its full model lineup. Lexus also ranks lowest in repairs and is among the lowest in fuel and insurance costs. Some of the key models contributing to Lexus' stand-out performance include the ES, IS and RX models.

Another notable 5-Year Cost to Own Award win includes the 2014 Buick Encore, which is this year's 5-Year Cost to Own: Luxury Compact SUV/Crossover category winner. The Encore beat out the Acura RDX and BMW X3 in all categories except maintenance and repairs. Encore offers depreciation costs 35.7 percent lower than RDX and an impressive 63.7 percent lower than X3. In addition, this year's 5-Year Cost to Own: Plug-In Vehicle category winner, the 2014 Chevrolet Spark EV, bests the Chevrolet Volt and Honda Accord Plug-In Hybrid in nearly all ownership factors. Spark EV not only offers the lowest state fees, but also the lowest insurance, outperforming Volt by 50.5 percent and is 22.6 percent lower than Accord Plug-In Hybrid.

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 2014 5-Year Cost to Own Award winners, please visit <http://www.kbb.com/new-cars/5-year-cost-to-own-awards/>.

For more information and news from Kelley Blue Book's KBB.com, visit [www.kbb.com/media/](http://www.kbb.com/media/), follow us on Twitter at [www.twitter.com/kelleybluebook](http://www.twitter.com/kelleybluebook) (or @kelleybluebook), like our page on Facebook at [www.facebook.com/kbb](http://www.facebook.com/kbb), and get updates on Google+ at <https://plus.google.com/+kbb/>.

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