

# Kelley Blue Book Names 2018 Best Resale Value Award Winners

IRVINE, Calif., Jan. 16, 2018 /PRNewswire/ -- While most car buyers consider the sales price one of the most significant figures when choosing a new vehicle, the experts at Kelley Blue Book recommend shoppers consider a number they won't find on any window sticker: the resale value. Making it easy to shop smart, Kelley Blue Book today announces the 2018 model-year brand and category winners of the annual [Best Resale Value Awards](#), recognizing vehicles for their projected retained value through the initial five-year ownership period.

"Once again, Toyota and Porsche earn tops honors in the brand and luxury brand categories, respectively, with the highest average projected resale value among their full model lineups. You can be confident a vehicle will retain its value well if you pick from Kelley Blue Book's list of Best Resale Value Award winners," said Eric Ibara, director of residual values for Kelley Blue Book. "The Top 10 vehicle winners are predominantly trucks, which reflects the high demand that exists for these models. Despite the higher incentives available on trucks today, used-car buyers are willing to pay more for trucks, relative to the initial MSRP, than they are for sedans. Without the prospect of higher gas prices, this trend doesn't appear to be slowing."



This is the third Best Resale Value: Brand win for Toyota, which previously won in 2014 and 2017. This year marks Porsche's second consecutive Best Resale Value: Luxury Brand win.

## [2018 BEST RESALE VALUE: BRAND](#) TOYOTA

## [2018 BEST RESALE VALUE: LUXURY BRAND](#) PORSCHE

## [2018 BEST RESALE VALUE: BY VEHICLE CATEGORY](#)

**SUBCOMPACT CAR:** Honda Fit  
**COMPACT CAR:** Subaru Impreza  
**SPORTY COMPACT CAR:** Subaru WRX  
**MID-SIZE CAR:** Honda Accord  
**FULL-SIZE CAR:** Toyota Avalon  
**ENTRY-LEVEL LUXURY CAR:** Lexus RC  
**LUXURY CAR:** Lexus GS  
**HIGH-END LUXURY CAR:** Porsche Panamera  
**SPORTS CAR:** Porsche 718 Cayman  
**HIGH PERFORMANCE CAR:** Porsche 911  
**HYBRID/ALTERNATIVE ENERGY CAR:** Toyota Avalon Hybrid

**ELECTRIC VEHICLE:** Chevrolet Bolt EV  
**SUBCOMPACT SUV/CROSSOVER:** Honda HR-V  
**COMPACT SUV/CROSSOVER:** Jeep Wrangler  
**MID-SIZE SUV/CROSSOVER:** Jeep Wrangler Unlimited  
**FULL-SIZE SUV/CROSSOVER:** Chevrolet Tahoe  
**LUXURY COMPACT SUV/CROSSOVER:** Porsche Macan  
**LUXURY MID-SIZE SUV/CROSSOVER:** Lexus RX  
**LUXURY FULL-SIZE SUV/CROSSOVER:** Lexus LX  
**MID-SIZE PICKUP TRUCK:** Toyota Tacoma  
**FULL-SIZE PICKUP TRUCK:** Chevrolet Silverado HD  
**MINIVAN:** Honda Odyssey

## [2018 BEST RESALE VALUE: TOP 10 CARS](#)

Chevrolet Colorado  
 Chevrolet Silverado  
 Ford F-Series  
 GMC Sierra  
 Honda Ridgeline

Jeep Wrangler  
 Subaru WRX  
 Toyota 4Runner  
 Toyota Tacoma  
 Toyota Tundra

*(Residual values used for award calculations are based on the 2018 model-year vehicles that appear in the January/February 2018 Kelley Blue Book® Residual Value Guide. Top 10 models appear in alphabetical order. Please note: The 2018 Jeep Wrangler and Wrangler Unlimited honored in this year's Best Resale Value Awards is the JK model).*

Depreciation often is the greatest expense incurred by drivers during the first five years of vehicle ownership. An average 2018 model-year vehicle only will retain about 35.1 percent of its original value after a five-year ownership period, meaning that a \$35,000 new car today will only be worth somewhere close to \$12,285 after five years. By comparison, all vehicles in Kelley Blue Book's Top 10 for Best Resale Value are projected to retain more than 46 percent of their MSRP with the top model, the Toyota Tacoma, expected to bring 61 percent of its MSRP after five years. Vehicles with average or below-average resale values are generally plentiful in the marketplace and easy to find. However, certain vehicles are projected to hold their value better than others. While much of a vehicle's resale value is based on supply and demand, as well as current and projected future market conditions, vehicles that retain their value best are typically discounted the least and tend to generate high levels of consumer interest.

Kelley Blue Book's Best Resale Value Awards are in their 16th year and are based on projections from the Kelley Blue Book® Official Residual Value Guide. Kelley Blue Book® Residual Values are established by experienced automotive analysts that review the output from statistical models built upon millions of transactions. Vehicles that earn the highest five-year residual values, expressed as a percentage of their original Manufacturer's Suggested Retail Price (MSRP), are selected for these prestigious awards. Low-volume vehicles are excluded from award consideration, except in the electric, luxury, sports car and high-performance categories.

Residual values reflect projected future auction values for vehicles in average condition with 75,000 miles at the end of a five-year lease or ownership period. Kelley Blue Book's residual values are used by manufacturers, banks, financial institutions and the automotive leasing industry. For more

information about Kelley Blue Book's Best Resale Value Awards, please visit <https://www.kbb.com/new-cars/best-resale-value-awards/>.

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.

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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 the most market-reflective values in the industry on its top-rated website [KBB.com](http://KBB.com), including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used 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 Co., Inc. is a Cox Automotive™ brand.


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