Kelley Blue Book's Kbb.Com Names Chevrolet Malibu '2008 Best Redesigned Vehicle'

Kelley Blue Book® (http://www.kbb.com/), the leading provider of new and used vehicle information, announces the Chevrolet Malibu as the winner of the "2008 Best Redesigned Vehicle" award. According to the kbb.com editorial team, the newly redesigned 2008 Chevrolet Malibu is being honored for taking the important mid-size car category to a new level of overall refinement. Specifically, its stylish sheetmetal, attractive interior, well-sorted ride-and-handling characteristics and quiet -- all in a very affordable vehicle -- combined to produce a value equation that set it apart from the pack.

More than 30 vehicles were redesigned for the 2008 model year. Kelley Blue Book's kbb.com editorial team reviewed the complete list to identify vehicles that demonstrated the greatest improvement relative to their predecessors and competitors. Factoring into the final decision were judgments on exterior and interior styling, technology, comfort and convenience features, performance/capability, driving dynamics, safety, fuel economy, overall refinement and value. A major factor contributing to the Malibu's 2008 win is the vehicle's market significance.

"The 2008 Malibu solidified its case for kbb.com's '2008 Best Redesigned Vehicle' with a top-to-bottom, inside-and-out remake that's nothing less than game-changing," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book and kbb.com. "The new Malibu has earned its place at the top of one of the toughest and most competitive categories in the industry. It can take on any competitor head-to-head."

Rounding out the top 10 finalists for kbb.com's "2008 Best Redesigned Vehicle" were (in alphabetical order) the Audi TT, Cadillac CTS, Honda Accord, Infiniti G37, Mercedes-Benz C-Class, Mitsubishi Lancer, Porsche Cayenne, Saturn Vue and Toyota Highlander.

"As we've come to expect in recent years, each vehicle on this year's list of finalists represents a huge step forward versus its predecessor," said Nerad. "The presence of the CTS and Vue along with the Malibu marks a significant resurgence in product offerings from the domestic manufacturers. The domestics have proven they can play in the big leagues again with no excuses."

Kelley Blue Book's kbb.com
"Best Redesigned Vehicle" History

2004	Ford F-150
2005	Ford Mustang
2006	Honda Civic
2007	Chevrolet Silverado
2008	Chevrolet Malibu

The year 2008 is the second time in the award's five-year history that a manufacturer has taken the title in back-to-back years. In the 2004 and 2005 races for the "Best Redesigned Vehicle" award, Ford took the top prize with the complete redesign of its flagship pickup, Ford F-150, and with the retro-styled Ford Mustang (respectively). Honda broke the streak in 2006 with the redesigned Civic coupe and sedan, and Chevrolet won in 2007 with the Silverado full-size pickup.

"The pace of change continues to accelerate, with each new redesigned model offering greater and greater improvements over its predecessor," said Nerad. "More power combined with better fuel economy is one welcome trend, as is the rapid proliferation of technologies like Bluetooth® phone connectivity, push-button start and navigation systems with real-time traffic information."

Vehicles usually are redesigned every four to five years, although some brands wait longer to redesign their models. When a model is redesigned, the value of the previous generation often declines sharply.

About Kelley Blue Book (http://www.kbb.com/sitemap)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. Kbb.com is rated the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates eight years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; nearly one in every three American car buyers performs their research on kbb.com.

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SOURCE: Kelley Blue Book

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