KBB.com Reveals Top 20 Most Researched New Vehicles of 2004

Kelley Blue Book's Web site www.kbb.com, the No. 1 online vehicle pricing and information resource among car-buyers reveals what nearly 72 million unique shoppers to its site were considering buying over the last year. Month after month and year after year, Honda and Toyota dominate kbb.com's top lists. Known for their quality, reliability and affordability, the 'Big 3 Japanese' steal the entire top 10.

KBB.COM's TOP 20 MOST RESEARCHED VEHICLES OF 2004

1. Honda Accord	11. Honda CR-V
2. Honda Civic	12. Ford Mustang
3. Toyota Camry	13. Ford Explorer
4. Toyota Corolla	14. Ford Escape
5. Nissan Altima	15. Infiniti G3520
6. Toyota Highlander	16. BMW 3-Series
7. Toyota Sienna	17. Mercedes C-Class
8. Honda Pilot	18. Volkswagen Passat
9. Honda Odyssey	19. Volkswagen Jetta
10. Toyota 4Runner	20. Chrysler 300

German engineering was also of interest to American car buyers during the last year with BMW, Mercedes and even the aging designs of the Volkswagen Passat and Jetta making the list of most researched vehicles of 2004.

"Mercedes was successful in 2004 in communicating that its C-Class provides affordable luxury starting around $25,000. In May of 2004 the C-Class made its first appearance on our top 20 most researched and stayed there the rest of the year," said Charlie Vogelheim, executive editor of the Kelley Blue Book. "Volkswagen is another interesting one, because both the Passat and Jetta, two aging designs well into their product cycle made the most researched list."

The darling of the year by every account is the Chrysler 300 and it comes in at No. 20. With all of its buzz, hype and accolades, it made its debut on the top 20 list in May, shortly after hitting dealerships in late April and remained there throughout the year.

Kelley Blue Book began tracking car-buyer's interests and purchase intentions in 1999 by reviewing the number of pricing reports requested for each make and model of vehicle. Kelley Blue Book also tracks car-buyer purchase intentions through the AutoVIBES study, an ongoing joint research project between Harris Interactive and Kelley Blue Book Marketing Research. Cross-shopping reports are also available to the media upon request.

About Kelley Blue Book (kbb.com)

Kelley Blue Book is the most trusted vehicle information resource by both consumers and the auto industry. Since 1926, the auto industry has relied upon Kelley Blue Book for its trusted used vehicle values. Hundreds of financial institutions, dealers and other automotive companies license Kelley Blue Book's trusted vehicle values. The company reports vehicle prices and values to the industry via its famous Blue Book Official Guide™, software and Internet site, kbb.com. Kelley Blue Book also offers the most advanced online and offline vehicle marketing management solutions through its sister companies CDMdata and CDM Dealer Services. Kbb.com has been rated the No. 1 automotive information site by Nielsen//NetRatings and No. 1 and first visited automotive site by J.D. Power and Associates seven years running. No other medium reaches more in-market car-buyers than kbb.com.

SOURCE: Kelley Blue Book

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