Pickup Trucks Continue to Reign As Most Researched New Vehicles on Kelley Blue Book's kbb.com

PRNewswire IRVINE, Calif.

Kelley Blue Book, the trusted resource for used and new automotive information, generated more than 32 million pricing reports on its Web site kbb.com during the month of August, a record high for a one month period. Based on the number of pricing reports requested, Chevy/GMC and Ford pickups were once again the most researched new vehicles.

Both pickups from Chevrolet, the Silverado and Sierra and the Ford F Series pickups have remained in the top 5 most researched new vehicles since January of this year. Over the last eight months, the Silverado and Sierra have maintained the top spot six times. The Ford Series claimed the crown in June and came in just shy of Chevy during the other months.

"While the market is clamoring about SUVs, the reality is that light trucks have been a best seller for a long time," Charlie Vogelheim, executive editor, Kelley Blue Book. "Our most-searched lists mimic the national data of overall vehicle sales, and it's safe to say there are more trucks on the road than cars."

During both April and May, pickup trucks from both OEMs fell back to second and fourth place, dethroned by two Honda models, the Civic and Accord. The rugged trucks came back with a vengeance this summer, reclaiming the top spots June through August. Regardless, the Civic and Accord are top-dog in the car category remaining among the top five all year.

SUVs remain strong coveting 19 of the top 50 vehicles searched. Since January, the Ford Explorer has remained 'king of the hill' with more pricing reports requested than any other SUV.

About Kelley Blue Book: Based in Irvine, California, Kelley Blue Book has been relied on by both consumers and the automotive industry as the trusted resource for car-buying research and information since 1926. Its Web site, kbb.com, is the no. one automotive information site in the nation, according to Nielsen//NetRatings. For the fourth year in a row, kbb.com is also the most visited site by consumers who go on to buy new and used vehicles, according to J.D. Power and Associates.

Top 50 - Most Popular Cars on kbb.com During August 2002

The Kelley Blue Book site generated over 32 million vehicle pricing reports

last month. Here is a list of the Top 50 - the 2002 and 2003 new car models

people are most interested in.

```
1 Chevrolet / GMC
                    Pickups (Silverado & Sierra)
               Pickups (F Series)
2 Ford
3 Honda
                 Accord
4 Honda
                 Civic
5 Ford
                Explorer
6 Toyota
                 Camry
7 Chevrolet / GMC
                    Tahoe / Yukon
8 Nissan
               Altima
9 Volkswagen
                   Jetta
10 BMW
                3 Series
11 Volkswagen
                   Passat
12 Ford
                 Mustang
13 Toyota
                 Corolla
```

14 Toyota Tacoma 15 Chevrolet TrailBlazer 16 Ford Escape 17 Chrysler / Dodge Voyager / Caravan 18 Toyota Highlander 19 Honda Odyssey Maxima 20 Nissan 21 Dodge Ram Pickups 22 Ford Expedition 23 Honda Pilot **Grand Cherokee** 24 Jeep 25 Mercedes-Benz C-Class 26 Nissan 350Z 27 Jeep Liberty 28 Honda CR-V 29 Mitsubishi Eclipse 30 Ford Focus 31 Toyota 4Runner 32 Toyota Tundra 33 Toyota Avalon 34 BMW 5 Series 35 Nissan Xterra 36 Toyota Sequoia 37 Audi A4 S10 / Sonoma 38 Chevrolet / GMC Santa Fe 39 Hyundai 40 Acura MDX 41 Acura TL 42 Ford Ranger 43 Chevrolet / GMC Suburbans 44 Dodge Durango 45 Toyota Sienna 46 Dodge Dakota Pickups 47 BMW X5 48 Toyota RAV4 49 Mini Cooper 50 Jeep Wrangler

MAKE YOUR OPINION COUNT - Click Here http://tbutton.prnewswire.com/prn/11690X67963065

SOURCE: Kelley Blue Book

CONTACT: Robyn Eckard of Kelley Blue Book, +1-949-770-7704

Web site: http://www.kbb.com/

https://mediaroom.kbb.com/press-releases?item=105646