

# kbb.com's Most Researched New Vehicles During First Half of 2004 and What They are Actually Selling For

**Kelley Blue Book Reports 'New Car Blue Book Values' for Shopper's Most Wanted New Cars**

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Kelley Blue Book's Web site kbb.com is the No. 1 online vehicle information resource among car-buyers. While most consumers visit kbb.com for used car values, Kelley Blue also offers information on new cars, such as transaction prices, dealer invoice prices and information on incentives and rebates. Here are kbb.com's most researched new vehicles during the first half of 2004 and what they are selling for:

No.	Make	Model	New Car Blue Book Value
1	Honda	Accord	LX \$19,233
2	Honda	Civic	LX \$15,795
3	Toyota	Camry	SE \$19,605
4	Toyota	Sienna	LE \$24,520
5	Nissan	Altima	SL \$22,236
6	Toyota	Highlander	V6 \$23,830
7	Honda	Pilot	LX \$27,314
8	Toyota	Corolla	S \$14,805
9	Honda	Odyssey	EX V6 \$25,517
10	Toyota	4Runner	Sport V6 2WD \$26,711

\*All values are typical transaction prices for 2004 model year vehicles for the week of July 6, 2004. All models are mid-level trim packages with automatic transmission.

Looking at kbb.com's most researched, Toyota and Honda continue to dominate. For the first half of 2004, Toyota secured 5 out of the top 10 spots, Honda claimed four and Nissan held tight to one spot. Looking back at the top 10 most researched vehicles on kbb.com during 2003, all of the same vehicles made the list. The top four remained exactly the same with numbers five through ten all swapping spots.

"Honda and Toyota are volume and quality leaders in the U.S., which is likely the reason they continue to be the most researched vehicles on our Web site," said Charlie Vogelheim, executive editor at Kelley Blue Book. "Consumers are familiar with these cars and their reputation, but they continue to look to kbb.com for things like dealer invoice and transaction pricing."

New car shoppers can obtain a tailored 'New Car Blue Book Value' for exact vehicle packages, options and incentives through the Web sites 'Build a Car' feature located on the home page under 'Quick Links.' Also on the home page, buyers can have local dealers compete for their business by submitting a 'Dealer Price Quote.'

Easily found on new car pricing reports, 'New Car Blue Book Values' enable new car shoppers to know how much a specific make and model is actually selling for. New Car Blue Book is offered as a single value, a range and includes information on current market conditions. It reflects the vehicle's actual selling price, based on tens of thousands of sales transactions from across the United States. The specific 'New Car Blue Book Value' is the typical selling price. The 'New Car Blue Book Value' is also offered as a range, since not every car sells for the exact same price. By showing both the low and high ends of the range, a car-buyer can better determine whether or not they are getting a good deal. Market conditions for each vehicle are included to help car buyers better understand each 'New Car Blue

Book Value.' 'New Car Blue Book Values' are updated on kbb.com at least weekly to ensure timeliness and accuracy.

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 six years running. No other medium reaches more in-market car-buyers than kbb.com.

SOURCE: Kelley Blue Book

CONTACT: Robyn Eckard of Kelley Blue Book, +1-949-268-3049,  
reckard@kbb.com

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

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