

Kelley Blue Book's kbb.com Names Chevrolet Silverado '2007 Best Redesigned Vehicle'

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Kelley Blue Book (www.kbb.com), the leading provider of new and used vehicle information, announces the Chevrolet Silverado as the winner of the '2007 Best Redesigned Vehicle' award. According to the kbb.com editorial team, the newly redesigned Chevrolet Silverado is being honored for its unique combination of positive improvements, including significant steps forward in powertrain, chassis, ride and handling, and interior accommodations.

More than 40 vehicles were redesigned for the 2007 model year. Kelley Blue Book's 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. The final major factor was the vehicle's market significance, based on measures that included unit sales volume and visibility as well as brand image.

"The 2007 Silverado solidified its case for 'Best Redesigned Vehicle' with its notably improved steering, braking, ride comfort, handling and power delivery," said Jack R. Nerad, editorial director and executive market analyst for Kelley Blue Book and kbb.com. "Combined with the segment's highest available towing capacity and horsepower as well as its best available fuel economy, thanks to its Active Fuel Management, Chevy's newest pickup is poised to make a significant impact in this era of tougher yet more luxurious trucks."

The top 10 finalists in this year's '2007 Best Redesigned Vehicle' award in alphabetical order include: Cadillac Escalade, Chevrolet Aveo Sedan, Chevrolet Tahoe, Chrysler Sebring, GMC Sierra, GMC Yukon, Lexus LS 460, Mercedes-Benz S-Class and Toyota Camry.

"The market was filled with terrific redesigned vehicles this year," Nerad said. "Each vehicle on this list of finalists represents a huge step forward versus its predecessor. The 2007 field also featured several closely related vehicles like the Silverado and GMC Sierra, and the Chevrolet Tahoe and GMC Yukon. In the case of the Silverado versus the Sierra, the Silverado's better historical sales performance was the key differentiator."

Kelley Blue Book's Kbb.com
'Best Redesigned Vehicle' History

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

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. In the 2006 race not one domestic vehicle made the top 10 list of finalists, and the updated Honda Civic was the clear winner. According to the kbb.com editorial team, the lack of domestic competitors in the 2006 model year was largely because the domestic manufacturers chose to add new model names and discontinue old ones, rather than redesigning then-current models. That trend changed significantly this year with a majority of vehicles cited as finalists coming from the domestic ranks.

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

"In the distant past many redesigns were simply cosmetic, performed to spur consumers to buy the latest model-year vehicle without offering much in the way of substantive mechanical change," said Nerad. "Now the best of the redesigns offer both styling and chassis changes plus significant mechanical improvements in performance, fuel economy and safety."

For more information about Kelley Blue Book's '2007 Best Redesigned Vehicle' award, visit www.kbb.com/kbb/redesign07 or www.kbb.com/media.

About Kelley Blue Book (kbb.com)

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.

SOURCE: Kelley Blue Book

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