

Kbb.com Names Most-Researched Vehicles During First Half of 2006

Toyota and Honda Continue to Dominate

Kelley Blue Book (www.kbb.com), America's most trusted resource for new- and used-vehicle information, names the most-researched vehicles during the first half of 2006. Information was collected among more than 60 million unique visitors to kbb.com, the most-visited third-party automotive Web site. Visitors to the site generated nearly 200 million pricing reports aiding them in their new-car buying process.

Kbb.com's Most-Researched Vehicles First Half of 2006

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| 1. HONDA CIVIC | 11. FORD MUSTANG |
| 2. HONDA ACCORD | 12. NISSAN ALTIMA |
| 3. TOYOTA CAMRY | 13. BMW 325 |
| 4. TOYOTA COROLLA | 14. ACURA TL |
| 5. TOYOTA RAV4 | 15. TOYOTA SIENNA |
| 6. HONDA ODYSSEY | 16. TOYOTA 4RUNNER |
| 7. HONDA PILOT | 17. FORD ESCAPE |
| 8. TOYOTA HIGHLANDER | 18. INFINITI G35 |
| 9. CHEVROLET TAHOE | 19. TOYOTA AVALON |
| 10. HONDA CR-V | 20. MAZDA3 |

Once again, Honda and Toyota dominate Kelley Blue Book's most-researched vehicles list. Toyota captured seven spots in the Top 20 and Honda stole five slots, all of which landed in the Top 10. Only two domestic vehicles made the most-researched list; the Chevrolet Tahoe and Ford Mustang.

During the first half of the year, two vehicles fell from last year's list allowing two new vehicles to join. Both new vehicles make their debut in the Top 10; the Toyota RAV4 and the redesigned Chevrolet Tahoe. Falling off the list during the first half of the year are the Chrysler 300 and Jeep Grand Cherokee.

"What's interesting is that three entry-level luxury vehicles made the most-researched list for the first half of 2006; BMW 325, Acura TL and Infiniti G35," said Jack R. Nerad, executive editorial director and market analyst, Kelley Blue Book's kbb.com. "These three have definitely become brands and vehicles the public aspires to drive and own."

Minivans continue to prove their utilitarian purpose as two minivans maintained their places on the most-researched list; the Honda Odyssey coming in at No. 6 and Toyota Sienna at No. 15.

About Kelley Blue Book (kbb.com)

Kelley Blue Book's kbb.com is America's most used and trusted vehicle pricing, values and information resource. The top-rated Web site provides the most up-to-date pricing and values for thousands of new and used vehicles, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for authoritative and unbiased information to make well-informed automotive decisions. The company also reports vehicle prices and values via products and services, including the famous Blue Book® Official Guide and software products. Kbb.com has been 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 perform their research on kbb.com .

SOURCE: Kelley Blue Book

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