

Kelley Blue Book Forecasts Top 10 2003 Model Vehicles That Will Best Retain Their Value

Supply and Demand Plays Significant Role in Year-Over-Year Value Retention

Kelley Blue Book, the trusted resource for used and new car information, is releasing a forecast of 10 2003 model year vehicles that will best hold their value over the next five years.

Based on current vehicle data, expectations of the future economy and the combined experience of the Kelley Blue Book editorial team, a list was created forecasting which 2003 model vehicles might retain the greatest amount of their original MSRP (manufacturer's suggested retail price). Savvy consumers in the market for a new vehicle may want to take a closer look at the following list.

2003 Models KBB Forecasts Will Best Hold Their Value Over Next Five Years

Acura MDX	Jeep Wrangler
BMW 3-Series	Lexus LS 430
Chevrolet Corvette	Mercedes CLK
Honda Civic	Mini Cooper
Infiniti G35	Toyota Tacoma

(High performance, low volume vehicles or vehicles with an original MSRP over \$60,000 were not taken into consideration.)

While a new car should not be considered an investment, there are some vehicles that hold a greater percentage of their original value than others. Several factors determine the current market value of a vehicle. The factors that carry the greatest weight are consumer demand, availability, and vehicle quality.

According to Kelley Blue Book Executive Editor, Charlie Vogelheim, many of the vehicles that made this year's 2002 models list may not make the list five years from now. He explains that supply and demand play the biggest role in year-over-year value.

"The 2002 model list is somewhat of a top 10 ranking of what is 'hot' right now and vehicles with low production and high demand," said Vogelheim. "The 1998 model year vehicles on the list truly have long-term quality, reliability, usefulness and sustained their consumer demand over time.

Consumers wanting to know if a recently purchased 2002 model year vehicle made the top 10 list of vehicles that held a high percentage of its original value can check below. Being that many consumers purchase a vehicle on a five-year loan agreement, the Kelley Blue Book editorial team also took a look at vehicles that best held their value from the 1998 model year. The company determined each top 10 list by comparing the vehicle's original MSRP with its current Kelley Blue Book value.

Vehicles That Best Held Their Value: 2002 Models

Acura MDX
BMW 3-Series
BMW X5
Ford Thunderbird
Lexus LS 430
Lexus SC 430
Mercedes CLK
Mini Cooper
Toyota Sequoia
Volkswagen GTi VR6

Vehicles That Best Held Their Value: 1998 Models

Chevrolet Corvette
Honda Civic
Jeep Wrangler
Lexus 470
Lexus GS
Mercedes CLK
Mercedes SLK
Toyota Land Cruiser
Toyota Supra
Toyota Tacoma

(High performance, low volume vehicles or vehicles with an original MSRP over \$60,000 were not taken into consideration.)

The economy had a significant impact on the used vehicle market in 2002 and will continue to impact values in the coming year. 2002 saw zero percent financing and other incentives that spur new vehicle sales. But with the spike in new vehicle sales, the market also saw an even greater in-flux of used vehicles. Kelley Blue Book also saw the largest number of vehicles to date coming out of lease programs, about 3 million, adding to the number of used vehicles on the market. All of these conditions contributed to a "glut" of used cars that significantly drove down the values of many used vehicles as much as 10 -- 12 percent over the previous year. Based on company and outside research, it was shown that Kelley Blue Book was the first to respond by updating and reporting the new, lower values of used vehicles on its Web site.

Kelley Blue Book values are the most accurately and frequently reported for the consumer on the Internet today. All Kelley Blue Book used vehicle values are based on data obtained from dealers, auction data, remarketers and consumers through a feedback tool on the company's Web site, kbb.com.

Every Kelley Blue Book value takes into consideration the region of the vehicle, its engine, transmission, trim style, optional equipment, current mileage and current condition. In addition to actual vehicle details, other considerations that determine a vehicle's value include the current marketplace, current economy and again, supply and demand. Kelley Blue Book only reports factual and timely data that best reflects the current marketplace.

For more information on Kelley Blue Book values and definitions, see www.kbb.com or contact media relations.

About Kelley Blue Book

Kelley Blue Book, rated No. 1 site by Nielsen//NetRatings is the most trusted vehicle information resource, providing comprehensive automotive research tools and up-to-date pricing on thousands of used and new vehicles. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for timely and accurate information to make well-informed automotive decisions. The company also offers objective vehicle pricing via products and services for both the auto industry and consumers, including the famous Blue Book Official Guide, software and the Internet. Kelley Blue Book's kbb.com has been named first visited and No. 1 automotive information site according to J.D. Power and Associates five years running. No other medium reaches more in-market car-buyers than kbb.com; one in every four people who purchase vehicles visit and utilize kbb.com.

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