Video: Kbb.com Launches KBB®Green, Announces Inaugural List of Top 10 Green Cars

All-New KBB Green Offers Alternative-Fuel Car Guide, Car-Finding Tools, Forums, Blogs

Kelley Blue Book's www.kbb.com, the leading provider of new- and used-vehicle information, today announces the launch of KBB Green www.kbb.com/green, an all-new section of the company's top-rated Web site designed to help guide new-vehicle shoppers on environmental and fuel economy issues.

(Photo: http://www.newscom.com/cgi-bin/prnh/20080731/NYTH055)

To view the Multimedia News Release, go to:
http://www.prnewswire.com/mnr/KBB/33990/

Kelley Blue Book's new Green section allows new-car shoppers to obtain information about alternative-fuel technologies, such as hydrogen cars, diesel cars, hybrid cars, natural gas cars, electric cars and flex fuel/ethanol vehicles, as well as fuel-sipping gasoline cars. Kbb.com's vehicle experts also will keep consumers up-to-date on the latest Green news and information from around the automotive world. The video section of KBB Green offers an in-depth, inside look at the latest eco-friendly vehicles on the market from both the Kelley Blue Book perspective and the carmakers' themselves. KBB Green also features helpful tools such as the Perfect Car Finder® and the all-new Fuel Efficiency Challenge.

In conjunction with the launch of KBB Green, the expert editors of Kelley Blue Book's kbb.com name their inaugural picks for the Top 10 Green Cars. With skyrocketing gas prices and growing environmental consciousness, it's no surprise that Americans are seeking more fuel-efficient vehicles. While automakers work feverishly to increase fuel efficiency across the board, many economical standouts are already available in many categories to meet the needs of almost any new-car shopper.

In compiling the 2008 list of the Top 10 Green Cars, the kbb.com editors looked at more than just fuel economy and price. As would any new-car buyer, they also considered factors like comfort, performance, utility and technology. In addition to the three most fuel-friendly cars available today -- Toyota Prius, Honda Civic Hybrid and smart fortwo -- the list includes exceptionally efficient vehicles from a variety of categories, all the way up to a full-size SUV, like the Chevrolet Tahoe Hybrid. The Top 10 Green Cars list also includes a sampling of the variety of drivetrains and Green technologies currently available to American consumers.

"In today's rapidly changing economy and environment, KBB Green is a one-of-a-kind resource for anyone interested in learning more about hybrid and alternative-fuel vehicles," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com. "Our list of the Top 10 Green Cars shows consumers that there are fuel-friendly vehicles available in almost every segment to accommodate a variety of lifestyles, so you don't have to sacrifice much, if anything, to go Green."

Listed below, in order of combined EPA-estimated fuel economy, are the kbb.com editors' choices for the 2008 Top 10 Green Cars:

Top 10 Green Cars

Vehicle	City MPG	Highway MPG	Combined MPG
2008 Toyota Prius	48	45	46
2008 Honda Civic Hybrid	40	45	42
2008 smart fortwo	33	41	36
2008 Nissan Altima Hybrid	35	33	34
2008 MINI Cooper	28	37	32

2008 Ford Escape Hybrid	34	30	32
2008 Honda Fit	28	34	31
2008 Mercedes-Benz E320 BLUETEC	23	32	26
2008 Toyota Highlander Hybrid	27	25	26
2008 Chevrolet Tahoe Hybrid	21	22	21

Kbb.com Editorial Comments on the Top 10 Green Cars

Toyota Prius

Of all the vehicles sold in the United States by all the major manufacturers, none is more fuel-efficient than the Toyota Prius. Not surprisingly, the green-car poster child also is the best-selling hybrid on the market. With exceptional average fuel economy of 46 mpg, seating for five and optional goodies like a rearview camera and navigation, the Prius remains the "it" car for everyone from green-leaning celebrities to commuters just looking to save some green at the pump.

Honda Civic Hybrid

Although the Civic Hybrid plays second fiddle to the Toyota Prius -- and only the Toyota Prius -- in terms of fuel economy, many buyers prefer the Civic's more traditional sedan shape to the Prius' "flashier" ovoid styling. Whether it pencils out financially compared with a gas-only Civic depends on a number of factors, but a Civic Hybrid owner will buy and burn around 30 percent less gasoline than his or her voltage-deficient counterpart.

smart fortwo

Instead of horsepower and handling, it might be more useful these days to measure a vehicle's "bang for the buck" in terms of its fuel economy. On that scale, the smart fortwo is without equal. The tiny two-seater delivers 41 highway miles per gallon for the low, low starting price of just above $12,000 (add about $2,000 for conveniences like a stereo, air conditioning and power windows). Starting around $17,000, the convertible version easily qualifies as the most fuel-efficient, lowest-priced drop top on the road today.

Nissan Altima Hybrid

Using hybrid technology licensed from Toyota, the Nissan Altima Hybrid combines impressive fuel-economy with much of the same sporty character that has helped establish the Altima's reputation as one of the most fun-to-drive mid-size sedans. The advanced technology isn't confined to the engine bay, either, as the Altima Hybrid offers a slew of electronic comforts and digital conveniences like push-button start, navigation with traffic info and a rearview camera.

MINI Cooper

Cars that consume less fuel don't necessarily have to sacrifice style or driving excitement. Need proof? You won't find a more convincing argument than the lovable MINI Cooper. On the highway it can travel up to 37 miles on a single gallon. In the mountains, it demonstrates road-holding acumen on par with some much thirstier and more expensive performance cars. Offering one of the most distinctive designs on the road to boot, the MINI Cooper is a smart choice for cost-cutting, fun-seeking and fashion-conscious buyers alike.

Ford Escape Hybrid

Rising gas prices have been particularly troublesome for drivers who've grown accustomed to the raised seating position and added interior flexibility of SUVs. With the Ford Escape Hybrid, those so inclined can have their cake and haul it, too. The Escape Hybrid sweetens the sensible balance of a compact crossover SUV with lower fuel costs and the amusement of quiet, all-electric operation in parking lots.

Honda Fit

The littlest Honda isn't the most fuel-efficient car in its class - a distinction that

belongs to the Toyota Yaris -- but it is the most versatile and most fun. An exceptionally flexible rear seat maximizes cargo- and people-hauling abilities, while an available Sport model offers a performance-tuned suspension and paddle shifters. Combined with a starting price of less than $15,000, the five-door Fit is a well-rounded economy car that's good at everything from long commutes to long weekends.

Mercedes-Benz E320 BLUETEC

"Mercedes diesel." Can't you just see, hear and smell it idling so obtrusively before you at the stoplight? Now, forget that ever happened and picture a smooth, quiet and clean E-Class diesel that returns 36-percent better combined fuel economy than its gasoline-swilling counterpart. Like many new diesels on the way, the E320 BLUETEC combines cleaner diesel fuel with new engine and emissions technologies to deliver all the punch and efficiency of a diesel powerplant, but without all the shake and soot.

Toyota Highlander Hybrid

For families that demand the added capacity of three rows, the Highlander Hybrid is the most fuel-efficient option available. The gas-electric version of Toyota's mid-size crossover SUV combines available seating for seven, impressive average fuel economy of 26 mpg and proven reliability. The standard equipment list even includes four-wheel drive, so you can commune with nature with the added peace of mind that you're spewing less into the air.

Chevrolet Tahoe Hybrid

Owners of full-size SUVs are suffering more than most at the pump, and many are trading the excess capacity for smaller, more fuel-efficient vehicles. But what of the large, active families that really do need all the size and towing ability of a large SUV? Now there's a hybrid for them, too. The Chevrolet Tahoe Hybrid can be equipped with seating for eight, four-wheel drive and can tow more than 8,000 pounds - all while seamlessly transitioning between gasoline and electric power and delivering 50-percent better city mileage than its gasoline-only counterpart.

For more information on all of the Top 10 Green Cars, visit www.kbb.com/topgreen08.

About Kelley Blue Book (ww.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, www.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 and the most visited auto site nine years in a row. www.kbb.com is a leading provider of new-car prices, car reviews and news, used-car blue book values, auto classifieds and car dealer locations. 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.

First Call Analyst:
FCMN Contact:

Photo: NewsCom: http://www.newscom.com/cgi-bin/prnh/20080731/NYTH055
PRN Photo Desk, photodesk@prnewswire.com Video:
http://www.prnewswire.com/mnr/KBB/33990

SOURCE: Kelley Blue Book

CONTACT: Robyn Eckard, +1-949-268-3049, reckard@kbb.com, or Joanna McNally, +1-949-268-3079, jmcnally@kbb.com, both of Kelley Blue Book

Web site: http://www.kbb.com/
http://www.kbb.com/topgreen08
http://www.kbb.com/green

---

https://mediaroom.kbb.com/press-releases?item=105731