

Kelley Blue Book Names Ford F-150 Best Redesigned Vehicle of 2004

The editors of Kelley Blue Book, (www.kbb.com) the most trusted resource for vehicle information, have reviewed all of the 2004 model year vehicles that underwent a significant redesign and today named the 2004 Ford F-150 Best Redesigned Vehicle for 2004. Each year moving forward the editors at Kelley Blue Book will review and name a significantly remodeled vehicle "Best Redesign."

According to Kelley Blue Book executive editor, Charlie Vogelheim, "The best vehicle redesign is a vehicle that maintains its existing brand image, function and purpose, while taking the vehicle to the 'next level' in technology, appearance, comfort and convenience."

Comments on the redesigned 2004 Ford F-150 from the Kelley Blue Book editorial team:

"Ford took America's best selling vehicle and made it even better."

"The arrival of the new F-150 may be the most important new vehicle launch in the history of Ford Motor Company; and it looks as though the F-150 team has hit a home run."

"A truck with a brushed aluminum dash, leather seats and a center-console-mounted shifter has no place being called a pickup; this is luxury."

"With new competition from Dodge, Nissan, Toyota and Chevrolet, the F-150's dominance of the full-sized truck market is under full assault. After spending time behind the wheel of the new F-150, we're sure that this newest version has everything it needs to remain King of the Hill."

About Kelley Blue Book (kbb.com)

Kelley Blue Book is the most trusted vehicle information resource by both consumers and the auto industry. The company's Web site kbb.com provides research tools and up-to-date pricing on thousands of new and used vehicles, including the company's New Car Blue Book Value, which reveals what a new car is actually selling for. 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 reports vehicle prices and values via products and services including the famous Blue Book Official Guide™, software and Internet site, kbb.com . Kbb.com has been rated the No. 1 automotive information site by Nielsen//NetRatings as well as 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 ; one in every four American car-buyers complete their research on kbb.com .

SOURCE: Kelley Blue Book

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

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