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IRVINE, Calif., June 4 - Kelley Blue Book (www.kbb.com) and Kelley Blue Book Marketing Research today announces the results of the 'Interior Styling' segment of its consumer automotive perceptions research study, Brand Watch. Interior styling continues to be an important factor among active car buyers, as it plays a significant role in overall cabin comfort. Active new vehicle shoppers ranked the interior styling of vehicle brands based on overall comfort, headroom and legroom, as well as interior design throughout the cabin including intelligent layout, quality materials, convenient compartments and superior ergonomics. According to Brand Watch, Toyota brands topped the rankings for having the best interior styling in four vehicle categories. Two domestic vehicle brands also claim top spots in the interior styling study in addition to one well-known German luxury brand.

Toyota nearly swept the non-luxury categories when it comes to interior style taking the top spot in the minivan, non-luxury SUV, and non-luxury sedan categories. Toyota's luxury brand Lexus bested all other luxury brands for the No. 1 spot in the luxury sedan category. Two domestic manufacturers also garnered top positions for having the highest rated interior cabins. GMC was chosen by in-market, new-vehicle shoppers as having the best interior styling in the truck segment and Cadillac beat high-powered luxury import brands Lexus, BMW and Mercedes-Benz for best interior style in the luxury SUV category.

"Though some car reviewers have been critical of Toyota interiors it is obvious they are a big hit with the public at large," said Jack R. Nerad, executive editorial director and executive market analyst, Kelley Blue Book. "On the truck side, General Motors turned in a dominant showing in the face of strong challenges from Toyota and Nissan, each of whom would like to capture a larger share of the truck market."

Kelley Blue Book Brand Watch Study: Interior Styling

Convertibles/Sports Cars	Trucks	Minivans
1. Mercedes-Benz	1. GMC	1. Toyota
2. Porsche	2. Chevrolet	2. Honda
3. Lexus	3. Cadillac	3. Dodge

Luxury SUVs	Non-Luxury SUVs	Luxury Sedan	Non-Luxury Sedan

1. Cadillac	1. Toyota	1. Lexus	1. Toyota
2. Lexus	2. Chevrolet	2. Mercedes-Benz	2. Volkswagen
3. BMW	3. Ford	3. Infiniti	3. Honda

"While the average consumer has not had a chance to sit inside each vehicle among every brand, perceptions play a large role in determining a new vehicle shopper's consideration set," said Rick Wainschel vice president, marketing and market research, Kelley Blue Book. "Understanding consumer perceptions and shifts in those perceptions through the tracking and trending of Brand Watch allows manufacturers to better understand how to market and attract potential buyers based on their perceptions prior to purchase."

Available to vehicle manufacturers and auto industry professionals, Brand Watch taps into active shoppers to determine their perceptions of automotive brands within specific automotive segments. Brand Watch delves into how each manufacturer's brand equity differs across vehicle segments, compares the relative standing of each make vs. competitive makes, and reveals the decision factors of car-buyers within each make and segment. Detailed demographic and psychographic information is also collected, reported and detailed throughout Brand Watch's comprehensive study which is available quarterly from Kelley Blue Book Marketing Research.

For sales inquiries on any vehicle segment or brand, please contact Kelly Gim, director of marketing research services at 949-268-2756 or via e-mail at kgim@kbb.com.

About Kelley Blue Book (www.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 Web site among both new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.comis a leading provider ofnew car prices,car reviewsandnews, used car blue book values, auto classifiedsandcar dealer locations. No other medium reaches more in-market vehicle shoppers than kbb.com.

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