Kelley Blue Book's Kbb.com Names Most-Researched New Cars of 2008

Chevrolet Malibu, Toyota Yaris, Honda Fit, Volkswagen Jetta Make Impressive Jumps into Top 20 for 2008

IRVINE, Calif., Dec. 29 /PRNewswire/ -- Kelley Blue Book, the leading provider of new- and used-vehicle information, today announces the most-researched new cars of 2008 on the company's top-rated Web site,www.kbb.com. The year 2008 marks the third consecutive year that Kelley Blue Book's kbb.com saw greater than 140 million unique visitors, with more than half of all online vehicle shoppers visiting kbb.com. Because kbb.com is one of the most trafficked automotive research sites, visitation to specific vehicles has become a leading indicator of sales patterns for manufacturers.

Kbb.com's Most-Researched New Vehicles of 2008

1. Honda Civic
2. Honda Accord
3. Toyota Camry
4. Toyota Corolla
5. Nissan Altima
6. Honda CR-V
7. Toyota Prius
8. Toyota Highlander
9. Toyota RAV4
10. Mazda3
11. Toyota Yaris
12. Ford Escape
13. Honda Odyssey
14. Honda Pilot
15. Honda Fit
16. Ford Mustang
17. Chevrolet Malibu
18. Toyota Sienna
19. MINI Cooper
20. Volkswagen Jetta

"The site traffic on Kelley Blue Book's kbb.com demonstrates what is on the minds of today's new-car shoppers, especially when examining the most-researched new-vehicles of 2008," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book and kbb.com. "Continued interest in Honda and Toyota, Chevrolet's home-run Malibu redesign and an increase in visits to more fuel-efficient, economical vehicles is an accurate reflection of the marketplace in 2008."

Import manufacturers Honda and Toyota frequently dominate the kbb.com most-researched lists, and while they still have a major turnout for 2008 (nabbing 13 of the top 20 spots), this year's list demonstrates that other manufacturers and vehicles also have now made their mark in the minds of consumers in 2008.

Many vehicles made noteworthy jumps into the top 20 most-researched new vehicles for 2008 that were not on the list in 2007. Chevrolet's all-new redesigned Malibu made the most impressive leap, jumping 55 places from last year's rank at 72 to this year's rank at 17. Also new to this year's top 20 are the Honda Fit (last year ranked 35, this year 15), the Toyota Yaris (last year ranked 23, this year 11) and the Volkswagen Jetta (last year ranked 25, this year 20).

The year's roller-coaster fuel prices reflect many shifts in the 2008 list versus last year's list in 2007, with smaller, more fuel-efficient vehicles seeing more traffic than in years past. In addition to the inclusion of subcompacts such as the Honda

Fit and Toyota Yaris on this year's list, other fuel-efficient vehicles gaining positions in the top 20 include this year's number-one vehicle the Honda Civic, as well as the Toyota Corolla, Toyota Prius, Mazda3 and Ford Escape. Toyota's Camry and Honda's Civic switched places in 2008 from last year, when Camry ranked No. 1 and Civic No. 3. The Toyota Corolla also switched places with the Honda CR-V when compared to last year, when Corolla was No. 6 and CR-V was No. 4, further indicating a shift toward more fuel-efficient vehicles.

When examining the data from a regional and state-by-state standpoint, domestic vehicles such as the Ford Escape and Chevrolet Malibu are much more popular in their home-state of Michigan, ranking at No. 4 and 5, respectively.

The Honda Civic, Honda Accord and Toyota Camry (in varying orders each year) have been the top three most-researched new-vehicles on kbb.com each year since 2004.

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. According to the C.A. Walker Research Solutions, Inc. - 2008 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. 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.

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