Kbb.com Names Most-Researched New-Vehicles for First-Half of 2009

Redesigned Chevrolet Camaro, Ford Fusion, Volkswagen Jetta, Lexus RX350 Jump into Top 20 for 2009

IRVINE, Calif., July 1 /PRNewswire/ -- Kelley Blue Book, www.kbb.com, the leading provider of new car and used car information, today announces the results of the latest analysis by Kelley Blue Book Market Intelligence of the top 20 most-researched new-vehicles for the first half of 2009. Because kbb.com is one of the most trafficked automotive research sites with more than 12 million visits per month, visitation to specific vehicles has become a leading indicator of sales patterns for manufacturers.

Kbb.com's Most-Researched New Vehicles for First-Half of 2009

1. Honda Accord
2. Honda Civic
3. Toyota Camry
4. Honda CR-V
5. Toyota Corolla
6. Toyota Highlander
7. Nissan Altima
8. Toyota RAV4
9. Toyota Prius
10. Ford Mustang
11. Honda Pilot
12. MAZDA3
13. Honda Odyssey
14. Ford Fusion
15. Ford Escape
16. Chevrolet Camaro
17. Volkswagen Jetta
18. Toyota Sienna
19. Chevrolet Malibu
20. Lexus RX350

Import manufacturers Honda and Toyota frequently dominate the kbb.com most-researched lists, and while they still have a major turnout for the first-half of 2009 (securing 11 of the top 20 spots), this list demonstrates that a few newly redesigned models have captured the attention of consumers.

When compared year-over-year to the most-researched new-vehicles for the first half of 2008, four models are all-new to this year's top 20 list: Chevrolet Camaro, Ford Fusion, Volkswagen Jetta and Lexus RX350.

Chevrolet's buzzworthy Camaro made the most impressive jump onto this year's list, from number 427 in June 2008 to number 16 in June 2009. Primary drivers of increased Camaro research include hefty movie promotions with the "Transformers" films and significant advertising executed in the past year.

The Ford Fusion jumped 43 positions from number 57 in June 2008 to number 14 in June 2009 due to the introduction and heavy promotion of Ford's 2010 Fusion and Fusion Hybrid models.

Volkswagen's Jetta climbed from number 32 in June 2008 to number 17 in June 2009; increased interest arose from the introduction of the Jetta's TDI diesel

variation.

The Lexus RX350 jumped from number 29 in June 2008 to number 20 in June 2009, as Lexus introduced and promoted its redesigned 2010 model heavily in recent months.

The MINI Cooper saw the largest decline in new-vehicle research in the past year, falling 18 positions from number 19 in June 2008 to number 37 in June 2009. Interest in the MINI was uncommonly high in June 2008 due to extremely elevated gas prices at the time; now that fuel prices have returned to more 'normal' levels in June 2009, new-car shoppers are not researching compact and sub-compact models like the Cooper nearly as often.

"While mainstays Toyota and Honda continue to take the majority of the most-researched spots, the interesting newcomers to this year's list demonstrate the vast power of marketing, advertising and product placement in generating interest among in-market new-car shoppers," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book and kbb.com. "Increased interest in sexy new vehicles like the Camaro, new fuel-efficient variations such as the Fusion Hybrid and Jetta TDI, and redesigned popular models like the RX350, indicates that consumers are paying attention to what's new in the automotive marketplace and expanding their options as they research their next new car."

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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