

Kbb.com: Hyundai Owner Loyalty Speeds Past Honda, Replaces Toyota to Take No. 1 Spot

Hyundai Values Outperform Segment; Sonata Recently Breaks into Top 10 Most-Researched New Vehicles List

IRVINE, Calif., March 15 /PRNewswire/ -- According to the latest Kelley Blue Book www.kbb.com Market Intelligence data, brand loyalty for [Hyundai](#) recently surpassed that of [Honda](#) and [Toyota](#), leading Hyundai's brand loyalty to the No. 1 spot among car shoppers on Kelley Blue Book's kbb.com. In addition, Hyundai values have been outperforming the car segment average, and the all-new [Sonata](#) recently emerged on the kbb.com Top 10 Most-Researched New Vehicles list.

When comparing February 2010 data to Q4 2009, Korean import automaker Hyundai has seen the greatest recent increase in loyalty, with Hyundai owners looking at new models within the brand increasing by 10.4 percentage points to 56.3 percent. This surge leads Hyundai to the top spot in brand loyalty on kbb.com for the first time in recent history, up from third place in Q4 2009.

In the same timeframe, Toyota fell from the No. 1 spot to third place and Honda continues to hold steady at second place. A fewer percentage of Toyota owners are looking at new models within the brand, down 4.4 percentage points to 53.3 percent, driving Toyota loyalty to third place. Meanwhile, holding steady in second place, Honda owners looking at new models within the brand have increased by 0.7 percentage points to 55.8 percent.

In addition, the Hyundai Sonata recently broke into kbb.com's Top 10 Most-Researched New Vehicles list for the first time. In February 2010, the Sonata was the fifth most-researched new car on kbb.com, with only perpetual 'Top 10 Most-Researched' mainstay Honda and Toyota models such as the [Accord](#), [Civic](#), [Camry](#) and [CR-V](#) ahead of it.

Furthermore, according to Kelley Blue Book Values data, throughout the month of February 2010 Hyundai outperformed the overall car segment average by a healthy margin. Hyundai values increased 2 percent month-over-month, relative to a 0.3 percent increase for the entire car segment.

"Hyundai is clearly benefiting from 'a perfect storm' - a result of introducing passionate new products like the 2011 Sonata and 2010 [Tucson](#), while Honda's mainstream vehicles like the CR-V and Accord are a bit stale in the marketplace and Toyota is experiencing a huge consumer perception crisis," said James Bell, executive market analyst for Kelley Blue Book's kbb.com. "To sustain this momentum, Hyundai should continue to promote its attractive new-vehicle lineup, solid warranty offer and strong price-points to new-car shoppers. Hyundai's main challenge in the near future will likely come from domestic automakers like [Ford](#) and [GM](#) as they gear up for battle over buyers starting to look for a change from 'Camry-land.'"

This Kelley Blue Book Market Intelligence data analysis examined site traffic to used-car trade-in pages and new-car pricing report pages on Kelley Blue Book's kbb.com, and compared loyalty data from Q4 2009 to February 1 – 28, 2010. The Kelley Blue Book Values data within this release represents month-over-month used-vehicle depreciation percentages.

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. - 2009 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. Kelley Blue Book's kbb.com also is a W3 Gold Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of [new car prices](#), [used car Blue Book Values](#), [car reviews](#), [new cars for sale](#), [used cars for sale](#), and [car dealer](#) locations.

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