Kelley Blue Book Announces Winners of 2012 Best Resale Value Awards

Kbb.com Offers Advice on Choosing New Cars Predicted to Maintain Value over Five-Year Ownership Period

IRVINE, Calif., Nov. 16, 2011 /PRNewswire/ -- Kelley Blue Bookwww.kbb.com, the leading provider of new and used vehicle information, announces the all-new 2012 model-year vehicle winners of its annual Best Resale Value Awards, recognizing current and forthcoming vehicles for their projected retained value throughout the initial five-year ownership period. Since depreciation (or loss of value) is typically a car buyer's primary expense during ownership, these awards, like all of kbb.com's new- and used-vehicle information, are designed to help consumers make more informed car-buying decisions.

To view the multimedia assets associated with this release, please click: http://www.multivu.com/players/English/53276-kbb-best-resale-value-awards-2012/

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Kelley Blue Book's Best Resale Value Awards are based on projections from the *Kelley Blue Book® Official Residual Value Guide,* determined by a skilled staff of automotive analysts. These prestigious awards honor vehicles expected to maintain the greatest proportion of their original list price after five years of ownership. Low-volume vehicles and vehicles with a Manufacturer's Suggested Retail Price of more than $60,000 are excluded from award consideration, except in the luxury and high-performance categories.

2012 BEST RESALE VALUE: BRAND
TOYOTA

2012 BEST RESALE VALUE: LUXURY BRAND
LEXUS

2012 BEST RESALE VALUE: BY VEHICLE CATEGORY

SUBCOMPACT CAR: Honda Fit
COMPACT CAR: Honda Civic
MID-SIZE CAR: Toyota Camry
FULL-SIZE CAR: Nissan Maxima
NEAR-LUXURY CAR: Lexus IS
LUXURY CAR: Audi A5

SPORTS CAR: Chevrolet Camaro V-6
HIGH-PERFORMANCE CAR: Chevrolet Camaro SS
HYBRID CAR: Honda Civic Hybrid
ELECTRIC CAR: Chevrolet Volt

COMPACT SUV: Jeep Wrangler
MID-SIZE SUV: Toyota FJ Cruiser
FULL-SIZE SUV: Chevrolet Traverse
LUXURY SUV: Audi Q7
HYBRID SUV: Lexus RX 450h
MID-SIZE PICKUP: Toyota Tacoma
FULL-SIZE PICKUP: Ford F-Series Super Duty

VAN: Honda Odyssey
WAGON: Subaru Outback

2012 BEST RESALE VALUE: TOP 10 CARS
Audi Q7
Jeep Wrangler

Chevrolet Camaro	Lexus RX
Honda CR-V	Nissan Frontier
Hyundai Tucson	Toyota FJ Cruiser
Infiniti FX	Toyota Tacoma

(Residual values used for award calculations are based on the November/December 2011 Kelley Blue Book® Residual Value Guide. Top 10 models appear in alphabetical order).

While most car buyers today consider sticker price one of the most significant numbers when choosing a new vehicle, the editors at Kelley Blue Book's kbb.com recommend that shoppers consider a number they won't find on any window sticker: the resale value. Depreciation often is the greatest expense incurred by drivers during the first five years of vehicle ownership. An average vehicle will only retain about 35.5 percent of its original value after a five-year ownership period, meaning that a $50,000 new car today will only be worth somewhere close to $17,750 after five years. Vehicles with average or below-average resale values are generally plentiful in the marketplace and easy to find. But certain vehicles are projected to hold their value better than others. While much of a vehicle's resale value is based on supply and demand, as well as current and projected future market conditions, vehicles that maintain their value best are rarely discounted and tend to generate high levels of consumer interest.

"All of the car manufacturers have raised the bar over the last few years with their content and design," said Eric Ibara, director of residual consulting, Kelley Blue Book. "Vehicles today are holding their value very well, especially trucks and many of the redesigned cars out today, including the Hyundai Elantra, up 11 points and the Focus up 6 points."

Vehicle shoppers should take several factors into consideration when buying a new car to ensure as much future value as possible. Just because a car is expensive or from a luxury brand does not necessarily mean it will hold its value better than an inexpensive car down the road. In fact, because resale values are calculated as a percent of original list price, an expensive vehicle has to command a relatively high price later as a used car to maintain its residual value. For example, a $60,000 vehicle has to be worth $21,000 five years later to have a residual value of 35 percent. At this price point, not only will it compete with other used luxury vehicles, but it also will compete with some new vehicles in the marketplace. Meanwhile, an $18,000 vehicle only needs to be worth $6,300 five years later to have the same 35 percent residual value, and at that price point it will not compete at all with new vehicles.

"When keeping every dollar in your wallet as possible, car buyers should carefully review this year's 2012 Best Resale Value award winners," said Jack Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com. "Vehicle depreciation is a new-car buyer's biggest expense, yet many shoppers don't realize that resale value information is available for free on Kelley Blue Book's kbb.com. Taking the time to research and choose vehicle makes, models and options wisely now can help new-car shoppers get as much money as possible when they sell or trade-in the vehicle in the future."

In addition, most options and packages added to a vehicle do not necessarily increase its resale value. However, there are exceptions to the rule, such as a high-performance engine or a performance package in a sports car. Finally, regional preferences can significantly impact the value of a vehicle. In the colder sections of the country, a two-wheel drive vehicle's resale value will not be as high as a four-wheel or all-wheel drive option of that same model. At the other end of the thermometer, in warmer climates black (or dark-colored) cars will not have as high resale value as they could command in other regions.

While the company's *Residual Value Guide* has been published since 1982, Kelley

Blue Book established its annual Best Resale Value Awards in 2003. Kelley Blue Book reports projections based on current vehicle data, sales data, market conditions for each vehicle, competition within vehicle segments, expectations of the future economy and the combined experience of Kelley Blue Book's residual analysts. Residual values reflect projected future auction values for vehicles in average condition with 75,000 miles at the end of a five-year lease or ownership period. Kelley Blue Book's residual values are used by manufacturers, banks, financial institutions, governmental agencies and the automotive leasing industry.

For more information about Kelley Blue Book's Best Resale Value Awards, please visit http://www.kbb.com/new-cars/best-resale-value-awards/. For more information and news from Kelley Blue Book's kbb.com, visit www.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), or like our page on Facebook at www.facebook.com/kbb.

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue Book® Trade-In and Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. Kbb.com provides consumer pricing and information on minivans, pickup-trucks, cars, hybrids and SUVs. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

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