

Used-Car Shoppers: Buy Before Spring Market Peak; Expect to Pay Premium on Newly Redesigned Models

Kelley Blue Book Reports Used-Car Values to Jump 3 to 5 Percent in First Quarter, Remain High Most of 2012

IRVINE, Calif., Jan. 17, 2012 [PRNewswire/](#) -- Kelley Blue Book www.kbb.com, the leading provider of [new car](#) and [used car](#) information, today reports that buyers in the market for a used car should purchase sooner rather than later, as Kelley Blue Book anticipates used-car values to increase 3 to 5 percent in the first quarter of 2012, with gains continuing into the second quarter.

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Values have been flat through the first two weeks of January; although, a handful of segments have started to increase earlier than originally anticipated. Non-luxury cars and crossovers increased between \$50 and \$100 in the past week alone, and they will likely continue to rise in the weeks and months ahead. A lull in lease returns and an aging fleet of vehicles on the road are expected to keep prices high through most of this year; potentially higher than the record levels established in 2011.

Used-Car Values Show First Signs of Strength (MY09-11)

Segment	Trade-In Value		Change	
	1/6/2012	1/13/2012	\$	%
Mid-Size Car	\$12,096	\$12,203	\$107	0.9%
Hybrid Car	\$14,335	\$14,422	\$86	0.6%
Full-Size Car	\$15,756	\$15,841	\$85	0.5%
Compact Crossover	\$14,863	\$14,941	\$78	0.5%
Compact Car	\$10,235	\$10,296	\$61	0.6%

Source: Kelley Blue Book Automotive Insights

"Consumers eyeing one of the many highly acclaimed redesigned 2011 model-year vehicles for their next used car should be prepared to pay a significant premium," said Alec Gutierrez, senior market analyst of automotive insights for Kelley Blue Book. "For example, the 2011 Chevrolet Cruze and Kia Optima currently maintain a premium higher than 40 percent versus the 2010 model-year counterpart, significantly outperforming the Honda Accord and Toyota Corolla, which weren't redesigned for model-year 2011."

Note	Model	Trade-In Value		Premium
		MY2011	MY2010	
Redesigned for 2011	Chevrolet Cruze/Cobalt	\$13,400	\$9,100	47.3%
No Redesign	Toyota Corolla	\$12,225	\$10,575	15.6%
Redesigned for 2011	Kia Optima	\$15,700	\$10,350	51.7%
No Redesign	Honda Accord	\$15,450	\$14,113	9.5%

This type of premium is typical for vehicles that have recently undergone a major redesign, especially when the outgoing generation was an underperformer in its segment. No matter what vehicle a shopper may have in mind, higher prices are the reality of today's market and used vehicles will only become more expensive and difficult to come by as time goes on.

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