

Pickup Trucks Continue to Reign As Most Researched New Vehicles on Kelley Blue Book's kbb.com

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Kelley Blue Book, the trusted resource for used and new automotive information, generated more than 32 million pricing reports on its Web site kbb.com during the month of August, a record high for a one month period. Based on the number of pricing reports requested, Chevy/GMC and Ford pickups were once again the most researched new vehicles.

Both pickups from Chevrolet, the Silverado and Sierra and the Ford F Series pickups have remained in the top 5 most researched new vehicles since January of this year. Over the last eight months, the Silverado and Sierra have maintained the top spot six times. The Ford Series claimed the crown in June and came in just shy of Chevy during the other months.

"While the market is clamoring about SUVs, the reality is that light trucks have been a best seller for a long time," Charlie Vogelheim, executive editor, Kelley Blue Book. "Our most-searched lists mimic the national data of overall vehicle sales, and it's safe to say there are more trucks on the road than cars."

During both April and May, pickup trucks from both OEMs fell back to second and fourth place, dethroned by two Honda models, the Civic and Accord. The rugged trucks came back with a vengeance this summer, reclaiming the top spots June through August. Regardless, the Civic and Accord are top-dog in the car category remaining among the top five all year.

SUVs remain strong coveting 19 of the top 50 vehicles searched. Since January, the Ford Explorer has remained 'king of the hill' with more pricing reports requested than any other SUV.

About Kelley Blue Book: Based in Irvine, California, Kelley Blue Book has been relied on by both consumers and the automotive industry as the trusted resource for car-buying research and information since 1926. Its Web site, kbb.com, is the no. one automotive information site in the nation, according to Nielsen//NetRatings. For the fourth year in a row, kbb.com is also the most visited site by consumers who go on to buy new and used vehicles, according to J.D. Power and Associates.

Top 50 - Most Popular Cars on kbb.com During August 2002

The Kelley Blue Book site generated over 32 million vehicle pricing reports

last month. Here is a list of the Top 50 - the 2002 and 2003 new car models

people are most interested in.

- | | | |
|---|-----------------|------------------------------|
| 1 | Chevrolet / GMC | Pickups (Silverado & Sierra) |
| 2 | Ford | Pickups (F Series) |
| 3 | Honda | Accord |

4	Honda	Civic
5	Ford	Explorer
6	Toyota	Camry
7	Chevrolet / GMC	Tahoe / Yukon
8	Nissan	Altima
9	Volkswagen	Jetta
10	BMW	3 Series
11	Volkswagen	Passat
12	Ford	Mustang
13	Toyota	Corolla
14	Toyota	Tacoma
15	Chevrolet	TrailBlazer
16	Ford	Escape
17	Chrysler / Dodge	Voyager / Caravan
18	Toyota	Highlander
19	Honda	Odyssey
20	Nissan	Maxima
21	Dodge	Ram Pickups
22	Ford	Expedition
23	Honda	Pilot
24	Jeep	Grand Cherokee
25	Mercedes-Benz	C-Class
26	Nissan	350Z
27	Jeep	Liberty
28	Honda	CR-V
29	Mitsubishi	Eclipse
30	Ford	Focus
31	Toyota	4Runner
32	Toyota	Tundra
33	Toyota	Avalon
34	BMW	5 Series
35	Nissan	Xterra
36	Toyota	Sequoia
37	Audi	A4
38	Chevrolet / GMC	S10 / Sonoma
39	Hyundai	Santa Fe
40	Acura	MDX
41	Acura	TL
42	Ford	Ranger
43	Chevrolet / GMC	Suburbans
44	Dodge	Durango
45	Toyota	Sienna
46	Dodge	Dakota Pickups
47	BMW	X5
48	Toyota	RAV4
49	Mini	Cooper
50	Jeep	Wrangler

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SOURCE: Kelley Blue Book

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