

What Will Santa Drive This Year?

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Each year Santa stuffs his sleigh high with toys
For all of the world's good little girls and boys

Year after year cold whips through his sleigh
He thinks it may be time for a new truck in this year and day

His friends at Kelley Blue Book offer their aid without fear
Assisting Santa in finding the best vehicle for him this year

The editors start at kbb.com you know
Available online whether rain, sleet or snow

With 2006 vehicle models still arriving on dealer lots
Santa researches a new ride for his snowy globe-trot

With high fuel prices worrying and distressing St. Nick
He's reminded that a turbo diesel could do the trick

Checking cargo capacity and towing beyond his dreams
The side-by-side comparison tool shows which is supreme

With the largest cabin of any truck today
He finds one with plenty of rear-seat room for elves to play

A giant ride with defrosters and front fog lights
To help him make it safely through the dark and snowy night

With two stations on Sirius featuring all Christmas songs
Santa can belt out his favorites all night long

Through the end of December, Dodge will give Santa three grand back
Allowing him to put a few more toys in his sack

So with help from his friends who are totally 'fab'
KBB and Santa choose the Dodge Ram 3500 Mega Cab

Santa chooses the Laramie trim in Red Crystal Pearl
Making this holiday merry all around the world

KBB's editorial director and executive market analyst, Jack Nerad replied,
"It's all on the Internet, so go click your next ride."

(Photo: <http://www.newscom.com/cgi-bin/prnh/20051207/LAWFNS1>)

About Kelley Blue Book (kbb.com)

Kelley Blue Book's kbb.com is America's most used and trusted vehicle pricing, values and information resource. The top-rated Web site provides the most up-to-date pricing and values for thousands of new and used vehicles, including the Blue Book® New Car Value, which reveals what people actually are paying for new cars. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for authoritative and unbiased information to make well-informed automotive decisions. The company also reports vehicle prices and values via products and services, including the famous Blue Book® Official Guide and software products. Car buyers have rated kbb.com No. 1 in overall customer satisfaction and experience, according to a survey by Keynote Systems. Kbb.com also has been named the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and

Associates seven years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; one in every three American car buyers complete their research on kbb.com.

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