

Kbb.com's Back-to-School Poll: Kids Want Sporty Cars, Parents Push Safety

Whether Heading to High School or College, Young Drivers and Their Parents Weigh In

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The recent back-to-school used-car poll on Kelley Blue Book's Web site, kbb.com, revealed that 43 percent of drivers ages 16-25 would prefer to drive sporty vehicles such as the Ford Mustang and Jeep Wrangler, while 41 percent of parents of young drivers would rather see their kids in safe sedans like the Honda Civic and Toyota Corolla.

The expert team of editors at Kelley Blue Book's kbb.com chose a list of eight popular used vehicles, and a quick online poll asked 16-25-year-old drivers which one they would most like to drive. Parents of young drivers were also given the choice of the same eight cars and asked which car they would prefer their child to drive. Kbb.com editors chose to poll used vehicles, as they are an inexpensive alternative to new vehicles. The editors based their model decisions on an affordable price-point (all currently are valued around \$10,000) and vehicles that both kids and their parents would like.

16-25-Year-Old Drivers: Vehicles They Want to Drive		Parents of 16-25-Year-Old Drivers: Vehicles They Want to See Their Kids Drive	
1	2001 Ford Mustang 27%	1	2000 Honda Civic 23%
2	2000 Jeep Wrangler 16%	2	2002 Toyota Corolla 18%
3	2000 Honda Civic 12%	3	2000 Toyota Tacoma 13%
4	2000 Volkswagen Jetta 12%	4	2002 Acura Integra 12%
5	2002 Acura Integra 11%	5	2000 Ford Explorer 11%
6	2000 Ford Explorer 10%	6	2000 Volkswagen Jetta 11%
7	2000 Toyota Tacoma 9%	7	2001 Ford Mustang 7%
8	2002 Toyota Corolla 3%	8	2000 Jeep Wrangler 5%

Twenty-seven percent of drivers between the ages of 16-25 chose a 2001 Ford Mustang as their top pick, whereas 23 percent of parents chose a 2000 Honda Civic as the number one car they would prefer to see their kids drive. The 2000 Jeep Wrangler placed second among young drivers at 16 percent, and the 2002 Toyota Corolla took second honors among parents with 18 percent.

"I'd much rather see my 16-year-old daughter in a Honda Civic than a sports car, even though she loves the Mustang," said Lori McCotter, mother of a high school junior in Battle Creek, Mich. "Hondas are known for their safety and reliability, and more than anything I want peace-of-mind that my daughter is as safe as possible when she's out on the road."

"Young drivers who often are very image-conscious prefer the sporty 'cool cars,' but parents seem more concerned with safety and practicality when it comes to having their children behind the wheel," said Jack R. Nerad, editorial director and executive market analyst for Kelley Blue Book. "Where parents seem to focus more on a vehicle's function and safety, young drivers see their vehicle as an extension of their personality and a representation of who they are, as evidenced by the growing popularity of the vehicle customization trend."

Parents and young adults looking for information about new and used vehicles can log on to kbb.com for pricing, comparisons, safety ratings, vehicle specifications, reviews, photos and more.

Kelley Blue Book Marketing Research administered this survey on kbb.com from August 12-15, 2005, to 399 parents of 16-25-year old drivers and 509 drivers ages 16-25.

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 four American car buyers complete their research on kbb.com.

SOURCE: Kelley Blue Book

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