

# DESPITE PRIOR CONTROVERSY, FORD'S EXPLORER APPEARS TO HAVE RETAINED THE PUBLIC'S CONFIDENCE

**Based on Vehicles Researched On Kelley Blue Book Website Last Month**

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**IRVINE, Calif. - Feb. 12, 2002** - Of the top 50 vehicles researched on the Kelley Blue Book Website, the totally redesigned Ford Explorer ranked number one in the SUV category and number six over all.

Kelley Blue Book said its Website had over four million visitors last month with a large percentage showing interest in SUVs and full-sized pickups. Requests for pricing reports related to the Explorer fell just behind those for the full-sized Chevrolet and Ford Pickups, the Honda Accord and Civic and the Toyota Camry.

The public's appetite for SUVs does not seem to be slowing, as the popular vehicles comprise a full 40% of the top 50 vehicle pricing reports requested. Pickup trucks received 20%, passenger cars 32% and minivans and luxury cars the remaining 8%.

The complete kbb.com list of the top 50 new cars researched on its Website in January follows:

1	Chevrolet / GMC	Pickups (Silverado & Sierra)
2	Ford	Pickups (F Series)
3	Honda	Accord
4	Toyota	Camry
5	Honda	Civic
6	Ford	Explorer
7	Nissan	Altima
8	BMW	3 Series
9	Chevrolet / GMC	Tahoe / Yukon
10	Volkswagen	Jetta
11	Toyota	Tacoma
12	Volkswagen	Passat
13	Honda	Odyssey
14	Dodge	Ram Pickups
15	Honda	CR-V
16	Toyota	Highlander
17	Ford	Escape
18	Chevrolet	TrailBlazer
19	Nissan	Maxima
20	Jeep	Grand Cherokee
21	Mercedes-Benz	C-Class
22	Chrysler / Dodge	Voyager / Caravan



23	Audi	A4
24	Ford	Mustang
25	Acura	MDX
26	Jeep	Liberty
27	BMW	5 Series
28	Toyota	4Runner
29	Nissan	Xterra
30	Hyundai	Santa Fe
31	Ford	Focus
32	Toyota	Sequoia
33	Toyota	Tundra
34	BMW	X5
35	Chevrolet / GMC	S10 / Sonoma
36	Dodge	Dakota Pickups
37	Toyota	Corolla
38	Acura	TL
39	Ford	Ranger
40	Nissan	Frontier
41	Ford	Expedition
42	Dodge	Durango
43	Subaru	Impreza
44	Chevrolet / GMC	Blazer / Jimmy
45	Toyota	RAV4
46	Nissan	Pathfinder
47	Lexus	RX 300
48	GMC	Envoy
49	Nissan	Sentra
50	Mitsubishi	Eclipse

About Kelley Blue Book ([www.kbb.com](http://www.kbb.com))

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, [www.kbb.com](http://www.kbb.com), provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. Kbb.com is rated the No. 1 automotive information Web site among both new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of [new car prices](#), [car reviews](#) and [news](#), [used car blue book values](#), [auto classifieds](#) and [car dealer](#) locations. No other medium reaches more in-market vehicle shoppers than kbb.com.

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