

# TOP 20 MOST RESEARCHED VEHICLES ON KBB.COM AND WHAT THEY ARE SELLING FOR

**Kelley Blue Book Reports New Car Blue Book**

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Values for Shopper's Most Wanted**

**IRVINE, Calif., February 9, 2004** - Kelley Blue Book's kbb.com is the No. 1 online vehicle information resource among car-buyers. While most consumers visit kbb.com the for trade-in values, Kelley Blue also offers transaction prices and information on new vehicles. Here are kbb.com's most researched new vehicles and what they are actually selling for:

No.	Make	Model	New Car Blue Book Value
1	Honda	Accord	LX \$19,697
2	Honda	Civic	LX \$16,024
3	Toyota	Camry	SE \$19,700
4	Toyota	Sienna	LE \$24,800
5	Honda	Pilot	LX \$27,500
6	Nissan	Altima	SL \$22,676
7	Toyota	Highlander	V6 \$24,059
8	Toyota	4Runner	Sport V6 2WD \$26,878
9	Toyota	Corolla	S \$14,949
10	Honda	Odyssey	EX V6 \$26,632
11	Ford	Explorer	XLT Spt V6 2WD \$29,093
12	Honda	CR-V	LX \$19,295
13	Ford	Mustang	GT Dlx Coupe \$23,078
14	Infiniti	G35	w/ Leather \$32,140
15	Acura	TL	w/o Nav. \$32,863
16	Ford	Escape	XLT 2WD \$22,434
17	Nissan	350Z	Perf. V6 \$30,468
18	Dodge	Durango	N/A
19	Nissan	Maxima	SE \$28,295
20	Acura	MDX	V6 AWD \$36,576

*\*All values are typical transaction prices for 2004 model year vehicles for the week of February 9, 2004. All models are mid-level trim packages with automatic transmission.*

2003 Honda Accord LX 4-Door Automatic	2004 Honda Accord LX 4-Door Automatic
Dealer Invoice: \$18,462	Dealer Invoice: \$18,582
MSRP: \$20,460	MSRP: \$20,590
New Car Blue Book Value: \$18,459 - 19,021	New Car Blue Book Value: \$19,303 - 20,091

The Honda Accord was the most researched vehicle on kbb.com during 2003 and it is holding strong to No. 1 in January 2004. More than 600,000 shoppers looked at new Accord pricing during the month of January. The most common selling Accord in the Honda fleet is the Accord LX, which is their middle trim package between the DX and EX. According to Kelley Blue Book's New Car Blue Book Value, this week's

typical sale price for a 2004 4-door LX automatic is \$19,697, which is right in between the dealer invoice price and the MSRP. If you can still find a new 2003 on a Honda lot, this may be a good bet. The 2003 model year Accord LX is selling at about \$18,740, which is much closer to dealer invoice.

Toyota's Camry topped the Accord in overall sales in 2003 and this month it ranks No. 3 on the Top 20 Most Researched list. This week a 2004 Camry XLE V6 automatic is typically selling for \$24,050 based on the Kelley Blue Book New Car Blue Book Value, almost \$2,000 below MSRP. The editors of Kelley Blue Book see only a \$500 savings in buying an '03, but the hit in depreciation it has already taken makes buying a 2004 model more practical.

2003 Toyota Camry XLE V6	2004 Toyota Camry XLE V6
Dealer Invoice: \$23,125	Dealer Invoice: \$23,125
MSRP: \$25,920	MSRP: \$25,920
New Car Blue Book Value: \$23,120 - 23,824	New Car Blue Book Value: \$23,569 - 24,531

For the first time, a minivan ranks in the top five and it's not a Honda Odyssey, it's a Toyota Sienna. The 2004 Sienna has been completely redesigned. It's larger, more powerful and offers a smoother ride than its predecessor. With a body style change you can expect to pay close to MSRP on the 2004 Sienna, that being said, expect dealers to offer some savings on the older body style. Kelley Blue Book editors recommend sticking with the new body style. Any time there is a body style change the older model takes an additional hit in depreciation.

2003 Toyota Sienna LE	2004 Toyota Sienna LE
Dealer Invoice: \$23,461	Dealer Invoice: \$22,373
MSRP: \$26,295	MSRP: \$24,800
New Car Blue Book Value: \$23,456 - 24,170	New Car Blue Book Value: \$24,552- 25,048

New car shoppers can obtain a tailored New Car Blue Book Value for exact vehicle packages, options and incentives through kbb.com's 'Build a Car' feature.

Easily found on new car pricing reports, New Car Blue Book Values enable new car shoppers to know how much a specific make and model is actually selling for. New Car Blue Book is offered as a single value, a range and information on current market conditions. It reflects the vehicle's actual selling price, based on tens of thousands of sales transactions from across the United States. The specific New Car Blue Book Value is the typical selling price. The New Car Blue Book Value is also offered as a range, since not every car sells for the exact same price. By showing both the low and high ends of the range, a car-buyer can better determine whether or not they are getting a good deal. Market conditions for each vehicle are included to help car buyers better understand each New Car Blue Book Value. New Car Blue Book Values are updated on kbb.com at least weekly to ensure timeliness and accuracy.

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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