

Analysts Highlight Key Findings, Predictions in June 2012 Blue Book Market Report

IRVINE, Calif., June 14, 2012 /PRNewswire/ -- Kelley Blue Book www.kbb.com, the leading provider of new car and used car information, today reports its latest automotive market insights are now available in its monthly distribution of the *Blue Book Market Report*. Kelley Blue Book's *Blue Book Market Report for June 2012* (<http://mediaroom.kbb.com/blue-book-market-report/>) covers the new- and used-car markets with focus on oil, fuel prices, the state of the economy and more.

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Blue Book Market Report Highlights:

- Kelley Blue Book believes demand for [new cars](#) will carry sales beyond 14 million units in 2012.
- [Used-car values](#) dipped 3 percent in May due to falling oil prices. During the next three months, Kelley Blue Book analysts expect used-vehicle values will continue to decline by as much as 6 to 7 percent.
- Although values remain 20 percent higher than in 2009, they are 3.7 percent lower than this time last year.
- Values of fuel-efficient cars declined 2 to 3 percent in May as consumer demand eased with falling gas prices. The most significant declines came from formerly hot [hybrid-car](#) segment, which dropped a more pronounced 4 percent.

Stories and Quotes from Alec Gutierrez, senior market analyst of automotive insights for Kelley Blue Book:

- **Pent-Up Demand, Loose Credit Drive Sales Growth**
"Affordable credit alone will not be sufficient to drive sales growth indefinitely, especially as pent-up demand levels off in the month ahead. Before the industry can rise to 16 million sales per year, we will need more significant and sustainable growth in the economy."
- **Kelley Blue Book Analysts Expect Further Declines in Used-Car Values as New-Car Market Heats Up**
"Consumers have realized a new car is only slightly more expensive than buying a 1- to 2-year-old used car and this has helped to not only bolster new-car sales, but lessen demand at auction and drive down used-car values."
- **Fuel Sippers Lead Declines, Poised for Further Drops**
"Kelley Blue Book Market Intelligence data has shown for years that as pump prices rise, consumer demand and sales of fuel-efficient vehicles increase. However, as soon as gas prices start falling 20 cents per gallon or more, car buyers flock back to [SUVs](#) and [trucks](#) in droves. To that end, values of fuel-efficient cars declined 2 to 3 percent in May as consumer demand eased with falling gas prices."
- **Chrysler Axes Town & Country, Still Dominates Segment**
"Minivans face fierce competition from the wide array of [crossovers](#) now available, which outsell [minivans](#) nearly 6-to-1. [Chrysler](#) has dominated this segment for several years with the [Chrysler Town & Country](#) and [Dodge Grand Caravan](#), but recently they announced the Town & Country will be discontinued in 2014. Despite the announcement, sales and prices for both of Chrysler Group's minivans were strong in May."

The monthly *Blue Book Market Report* explores the state of the automotive industry by analyzing Kelley Blue Book® Auction Values. The report also discusses developments in residual values and trends in monthly used-car

shopper activity on kbb.com. If you would like to subscribe to the monthly *Blue Book Market Report*, please e-mail pr@kbb.com.

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