

2014 North American International Auto Show Reveals Evolution and Revolution of Utility, Luxury and Performance

KBB.com's Jack Nerad Shares Cars and Concepts from Honda, Hyundai and Toyota

DETROIT, Jan. 17, 2014 /[PRNewswire](#)/ --

2015 HONDA FIT

- *More powerful, refined and fuel-efficient Fit set to launch this spring*
- *All-new U.S. model showcases dynamic styling and upgraded interior packed with class-leading features and technology*
- *Earth Dreams™ Technology engine and transmissions deliver heightened fun-to-drive performance and class-leading fuel efficiency*

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Honda unveiled the all-new 2015 Fit at the North American International Auto Show. Set to go on sale in the U.S. this spring, the new Fit is completely redesigned from the ground up to deliver an unparalleled combination of style, interior space, fun-to-drive performance and fuel efficiency plus leading-edge safety and vehicle connectivity.

"The Honda Fit is a small car with big aspirations. Faster, more fuel-efficient and more fun, it's a subcompact with larger-than-life-capabilities," said John Mendel, executive vice president of automobile sales for American Honda Motor Co., Inc. "It's simply the best Fit to date and, we believe, a new benchmark in the small-car category."

Named a *Car and Driver* '10-Best' vehicle every model year since its introduction to the U.S. market for 2007, the Fit remains one of the best-selling Honda vehicles globally, with cumulative worldwide sales of 4.87 million units. The Fit is manufactured at ten locations around the world and sold in 123 countries. The new U.S.-market Fit will be produced for the first time in North America at an all-new plant in in Celaya, Mexico.

TOYOTA FT-1 Concept

- *Company answers Akio Toyoda's call for design revolution, more heart-*

pounding design

- *Stunning design draws on Toyota's rich sports car history*
- *Calty Design Research celebrates 40th anniversary with ultimate design concept*

Toyota virtually blew the doors off the North American International Auto Show with the reveal of the stunning FT-1 sports car concept. First devised by Calty Design Research in the Sony PlayStation Gran Turismo game environment, FT-1 leapt from the screen to the stage in a race-inspired press conference at COBO Hall.

The name says it all. FT-1 stands for "Future Toyota," and the number "1" represents the ultimate. According to its designers at Calty Design Research, the FT-1 Concept is the ultimate expression of a Toyota coupe design, building upon Toyota's rich sports coupe heritage dating back to the 2000GT, Celica, Supra, MR2 and most recently Scion FR-S. The project started nearly two years ago and represents a labor of love by a passionate, dedicated and gifted Calty design team."

2015 HYUNDAI GENESIS

Hyundai introduced its all-new 2015 Genesis at the North American International Auto Show in Detroit, marking the highly-anticipated launch of its second-generation premium sedan. The groundbreaking original Genesis model won the prestigious North American Car of the Year accolade at its introduction in 2009.

The 2015 Genesis represents a bold step forward for Hyundai, continuing to build upon its successful strategy of marketing its premium models under the Hyundai brand umbrella, rather than a costly separate luxury brand sales channel. The new Genesis is incredibly well-equipped in every configuration, offering even more content than the first-generation Genesis, with a compelling starting price below \$40,000. This additional content includes a generous suite of standard safety features, unsurpassed in its class. For the first time in a Hyundai sedan, a sophisticated AWD system will be offered, known as HTRAC®, significantly broadening Genesis appeal in Snowbelt regions throughout the U.S. The new Genesis will be built at Hyundai's Ulsan, Korea plant, with U.S. sales beginning in the spring.



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