

2016 Best Auto Tech Award Winner Announced By Kelley Blue Book

2016 Volvo XC90 Sensus System Wins Inaugural Kelley Blue Book Best Auto Tech Award for Outstanding Feature Content, Response Time, Ease-of-Use and Value

IRVINE, Calif., Jan 5, 2016 /PRNewswire/ -- Whether you're an early-adopter or a late-comer to the tech world, in-vehicle infotainment certainly will play a pivotal role in your next new vehicle purchase. While today's new cars offer a wide variety of styles, features and creature comforts, infotainment has become a key differentiator among automakers. To help determine this year's best available system, Kelley Blue Book, www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today announces its inaugural [Best Auto Tech Award](#) winner, the Sensus system in the [2016 Volvo XC90](#).



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"With a keen focus on determining excellence in connected-car technology, we tested six touchscreen infotainment platforms deemed worthy of consideration for the first Kelley Blue Book Best Auto Tech Award," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book. "One console in particular, the 2016 Volvo XC90 and its Sensus technology, was especially notable for its ability to enhance driving pleasure while also fostering safety, and it stood above the rest when it came to feature content, response times, ease-of-use and value."

In order for an infotainment system to be eligible for the Kelley Blue Book Best Auto Tech Award, it had to come fitted with two essential features: Apple CarPlay and Android Auto. Each system was then tested by Kelley Blue Book experts over the course of two weeks in both static and normal driving conditions. Judging criteria included, but was not limited to, native and off-board voice recognition quality, Apple CarPlay and Android Auto connectivity and performance, embedded navigation accuracy, response times, menu clarity, and, most of all, intuitive operation from behind the wheel.

2016 Kelley Blue Book Best Auto Tech Award: Winner

Sensus, 2016 Volvo XC90

2016 Kelley Blue Book Best Auto Tech Award: Finalists
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CUE, 2016 Cadillac CTS

HondaLink, 2016 Honda Accord

MIB II, 2016 Volkswagen Passat

MyLink, 2016 Chevrolet Spark

UVO, 2016 Kia Optima

The heart of the Sensus system featured in the 2016 Volvo XC90 is a tablet-style, vertically oriented, nine-inch infrared display powered by Nokia's HERE Auto Services architecture. Those already familiar with the pinch and swipe interactivity of a smartphone will feel right at home with Sensus. The advanced voice recognition engine allows you to verbally input a navigation address while on the go, as well as adjust the climate.

"Given the display's inclination to collect finger prints, we appreciated the everyday usability of the on-board voice command system in this year's award winner," said Micah Muzio, managing editor of video for Kelley Blue Book. "Even better, the Sensus system is issued as standard fare in the 2016 Volvo XC90. This technology was deemed to be a cut above the rest in our testing, earning it the first-ever Kelley Blue Book Best Auto Tech Award."

Micah Muzio will be available for interview at CES about this topic or any other car-related announcements.

For more information about Kelley Blue Book's Best Auto Tech Awards, please visit <http://www.kbb.com/car-news/all-the-latest/best-auto-tech-awards/>.

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

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About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, *The Trusted Resource*[®], is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book[®] Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2015 Harris Poll EquiTrend[®] study and has been named Online Auto Shopping Brand of the Year for four consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

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