

Kelley Blue Book Announces 2017 Best Auto Tech Award Winners

2017 Honda Civic, Mercedes-Benz E-Class Win Top Honors for Continuing to Push Digital Envelope, Offering Great Value to Car Shoppers

IRVINE, Calif., Jan. 4, 2017 /PRNewswire/ -- Where driving dynamics, comfort and safety are concerned, modern vehicles are steadily marching down a path toward parity. As such, technology has blossomed into one of the last great differentiators amongst competing models, and consumers agree. According to a recent Kelley Blue Book Brand Watch™ study, in-car technology is as much of a priority to most car buyers as exterior styling and fuel efficiency. To help car shoppers identify the models with the best use of in-car technology, 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 [2017 Best Auto Tech Award winners](#), honoring the vehicles with the most advanced infotainment, convenience and active safety features at a great value to car buyers.



Announced on the eve of the 2017 Consumer Electronics Show (CES) in Las Vegas, this year's Best Auto Tech Awards are divided into two distinct categories: a mainstream set emphasizing the highest degree of tech-for-dollar, and a luxury car category honoring the most innovative-yet-useful technology currently available.

2017 Kelley Blue Book Best Auto Tech

2017 Honda Civic

2017 Kelley Blue Book Best Auto Tech: Luxury

2017 Mercedes-Benz E-Class
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"Though many cars today offer loads of cutting-edge technology at increasingly attainable prices, one critically important measure helped catapult the Honda Civic and Mercedes-Benz E-Class into their respective winner's circles: execution," said Zach Vlasuk, senior associate editor for Kelley Blue Book. "The systems featured in both models delivered on their promise of enhancing the driving experience and safety quotient without adding complexity. And when distilled down to its essence, that's what in-vehicle tech is all about."

Kelley Blue Book's perennial Best Buy Award winner, the 2017 Honda Civic, also happens to be a technological powerhouse. Wrapped in a value-intensive, fun-to-drive package is a compact car laden with advanced features once reserved for vehicles costing three times as much. Aside from more conventional equipment like a moon roof, automatic transmission, cap-less fuel filler, and automatic climate control – all for just under \$23,000, including destination fees – the Honda Civic

EX fitted with Honda Sensing includes intelligent gadgetry like passive entry with push-button start, automatic headlight control, an electronic parking brake with an auto hold feature that holds the brakes for you at stoplights, a fully digital driver information display, a multi-angle backup camera and an eight-speaker audio system tied to a quick-witted seven-inch capacitive touchscreen infotainment center with Android Auto and Apple CarPlay integration. In addition, active safety comes in the form of Honda's exclusive Lane Watch system.

"It's hard to imagine that one of the most recommendable cars in the industry also happens to offer the latest infotainment, convenience, and safety technology at a remarkably affordable price," said Vlasuk. "Honda made it so with the 2017 Civic, thus earning it a Best Auto Tech award in the area of value."

On the luxury side, state-of-the-art features are typically reserved for large luxury flagships, but the 2017 Mercedes-Benz E-Class proves you don't need a bloated luxury barge to enjoy the latest and greatest automotive technology. Better yet, many of its tech features can be had for under \$73,000, undercutting similarly equipped full-size luxury sedans by tens of thousands of dollars. Plus, the E-Class includes some content not available in any other car on the road today, such as touch and swipe steering wheel controls, seat side bolsters that quickly inflate in the event of a side impact to move you further away from the intrusion and Active Emergency Stop Assist that brings the car to a stop in its lane and switches on the emergency flashers if you become unresponsive behind the wheel.

The technological centerpiece is undoubtedly the floating instrument cluster housing, which contains two high-resolution 12.3-inch widescreen displays mounted beneath a single pane of glass. The sheer amount of this technology could be overwhelming in itself, but the E-Class incorporates it in such a way that even the most technophobic drivers will find themselves using – and in time relying on – these well-thought-out systems on a daily basis.

For more information about the 2017 Kelley Blue Book Best Auto Tech Awards, please visit <https://www.kbb.com/car-news/all-the-latest/best-auto-tech-awards/2000012788/>.

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 schedule an interview.

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For further information: Andrew Nicolai, 949-293-5241, andrew.nicolai@coxautoinc.com; Brenna Buehler, 949-267-4781, brenna.buehler@kbb.com; Michelle Behar, 949-268-4259, michelle.behar@kbb.com

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