

# Kelley Blue Book Announces Winners of 2025 Consumer Choice Awards

*Honda Scores Most Wins for 2025, While Porsche Wins Best Overall Luxury Brand  
for First Time in 10 Years*

ATLANTA, April 16, 2025 /PRNewswire/ -- Consumer perception is crucial as it significantly influences purchasing decisions, brand loyalty and overall market success, making it essential for automakers to understand and manage how car buyers view their products. Recognizing automakers' outstanding achievements in creating and maintaining brand pillars that earn the attention and enthusiasm of new-car shoppers, Kelley Blue Book, a Cox Automotive brand, today announces the winners of the [2025 Consumer Choice Awards](#). These awards are based on annual new-car shopper perception study data. Award categories are calculated among in-market luxury and non-luxury, including truck and electric vehicle and hybrid shoppers who plan to purchase within the next 12 months.



"Once again, Honda leads in this year's Consumer Choice Awards, nearly sweeping all of the non-luxury categories and taking home more award wins than another other automaker for 2025, while Porsche wins Best Overall Luxury Brand for the first time in 10 years," said Vanessa Ton, senior research and market intelligence manager at Cox Automotive. "Other big wins include Toyota reclaiming the Best Overall Truck Brand this year, after Ram won in 2024, and Lexus taking its first Best Overall EV/Hybrid Brand win in this relatively new category."

## 2025 Kelley Blue Book Consumer Choice Winners: Non-Luxury Brands

Honda	Best Overall Brand
Honda	Most Trusted Brand
Honda	Best Value Brand
Honda	Best Performance Brand
Honda	Best In-Vehicle Experience Brand
Dodge	Best Car Styling Brand

## 2025 Kelley Blue Book Consumer Choice Winner: Truck Brand

Toyota	Best Overall Truck Brand
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## 2025 Kelley Blue Book Consumer Choice Winner: EV/Hybrid Brand

Lexus	Best Overall EV/Hybrid Brand
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## 2025 Kelley Blue Book Consumer Choice Winners: Luxury Brands

Porsche	Best Overall Luxury Brand
Lexus	Most Trusted Luxury Brand
Acura	Best Value Luxury Brand
Porsche	Most Refined Luxury Brand
BMW	Best Car Styling Luxury Brand

The 2025 Kelley Blue Book Consumer Choice Awards are based on consumer automotive perception data from Kelley Blue Book's Brand Watch study. Kelley Blue Book's Brand Watch is an online brand and model perception tracking study, which taps into more than 12,000 in-market new-vehicle shoppers annually on KBB.com. The highly comprehensive study offers insight into how shoppers perceive crucial factors driving their purchase decisions and captures brand/model familiarity and purchase consideration among new-car shoppers.

For more information about the 2025 Kelley Blue Book Consumer Choice Awards, visit <https://www.kbb.com/awards/consumer-choice-awards/>.

### **About Kelley Blue Book**

Founded in 1926, Kelley Blue Book, *The Trusted Resource*<sup>®</sup>, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry for nearly a century. As the industry standard for generations, Kelley Blue Book provides transparent, objective information and data-driven, innovative tools for consumers, automotive dealers and manufacturers. Kelley Blue Book publishes millions of market-reflective values weekly on its top-rated website KBB.com, from its famous Blue Book<sup>®</sup> Trade-In Values to the Kelley Blue Book<sup>®</sup> Price Advisor tool, which offers a range for what consumers reasonably can expect to pay for a vehicle in their area. KBB.com editors rate and review hundreds of new vehicles each year to help consumers understand the [Best Cars](#) and [Best SUVs](#) to meet their needs. Kelley Blue Book<sup>SM</sup> Instant Cash Offer provides a redeemable trade-in offer to transaction-ready consumers and conveniently connects them to local participating dealers. Kelley Blue Book's Service Advisor provides guidance on how much to pay for service and repairs, allowing consumers to schedule service with local dealers on KBB.com. Kelley Blue Book also provides vehicle values to finance and insurance companies as well as governmental agencies. Kelley Blue Book is a Cox Automotive brand.

### **About Cox Automotive**

Cox Automotive is the world's largest automotive services and technology provider. Fueled by the largest breadth of first-party data fed by 2.3 billion online interactions a year, Cox Automotive tailors leading solutions for car shoppers, auto manufacturers, dealers, lenders and fleets. The company has 29,000+ employees on five continents and a portfolio of industry-leading brands that include Autotrader<sup>®</sup>, Kelley Blue Book<sup>®</sup>, Manheim<sup>®</sup>, vAuto<sup>®</sup>, Dealertrack<sup>®</sup>, NextGear Capital<sup>™</sup>, CentralDispatch<sup>®</sup> and FleetNet America<sup>®</sup>. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately owned, Atlanta-based company with \$22 billion in annual revenue. Visit [coxautoinc.com](https://www.coxautoinc.com) or connect via [@CoxAutomotive](#) on X, [CoxAutoInc](#) on Facebook or [Cox-Automotive-Inc](#) on LinkedIn.




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For further information: Brenna Buehler, 949-473-6595,  
[brenna.buehler@coxautoinc.com](mailto:brenna.buehler@coxautoinc.com)

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