

Greatest Showing in Years: Luxury Vehicles Take Over kbb.com Most Researched New Car List

Mercedes C-Class, E-Class and CLK Join the List

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Kelley Blue Book, the trusted resource for used and new automotive information, generated more than 28 million consumer pricing requests on its Web site kbb.com in September. Based on pricing reports generated, Mercedes bucked the pickup trend with several of their luxury models unexpectedly making the September list.

With the phenomenon of zero percent financing, no interest ever, and some of the best deals in decades, many consumers are finding their way into luxury vehicles.

"The amount of money it once took to buy a Chrysler Sebring or 300m, can now buy a Mercedes C-class," said Charlie Vogelheim, executive editor of Kelley Blue Book. "The current economic conditions and dealer incentives allowed companies like Mercedes and BMW to sell into new markets and have a huge presence on our top 50 list for September."

Another mover and shaker on the 'Top 50 Most Researched' list was the 2003 Nissan 350Z. It's no surprise that this car moved up 16 notches to No. 11 on September's list. This racing-inspired sports car hit the market in September with a lot of hype and double the interest.

Predictably, September's top five are a carbon copy of the last several months, but in shuffled order. Chevy/GMC Silverado and Sierra trucks again top the 'Kelley Blue Book Top 50 Most Researched' list at No. 1. Honda still holds two coveted spots in the top five with the Accord and Civic and have been jockeying for position against the pickups all year -- and even succeeded a few times.

Rated one of America's best-selling vehicles, the Toyota Camry holds strong to number five this month. While the company has yet to clench the No. 1 position, Toyota regularly sees nine of its models on the Kelley Blue Book list each month.

SUVs remained strong in September with Ford leading the charge with its Explorer, Expedition and compact model, Escape.

About Kelley Blue Book

Kelley Blue Book, (<http://www.kbb.com/>) the most trusted vehicle information resource, provides comprehensive automotive information and up-to-date pricing on thousands of used and new vehicles. Since 1926, the company has empowered car buyers and sellers by providing them with accurate information to make well-informed automotive decisions. Kelley Blue Book offers timely and reliable vehicle pricing via products and services for both the auto industry and the general consumer, including the famous Blue Book Official Guides, software and the Internet. Launched in 1995, kbb.com has become the No. 1 automotive information site according to Nielsen//NetRatings, and JD Power and Associates studies show that more consumers purchase vehicles after visiting kbb.com than any other Internet site.

Top 50 - Most Researched Cars at kbb.com During September 2002

- | | | |
|---|-----------------|------------------------------|
| 1 | Chevrolet / GMC | Pickups (Silverado & Sierra) |
| 2 | Honda | Accord |
| 3 | Ford | Pickups (F Series) |
| 4 | Honda | Civic |

5	Toyota	Camry
6	Ford	Explorer
7	Nissan	Altima
8	BMW	3 Series
9	Volkswagen	Jetta
10	Nissan	350Z
11	Dodge	Ram Pickups
12	Ford	Mustang
13	Volkswagen	Passat
14	Chevrolet / GMC	Tahoe / Yukon
15	Toyota	Highlander
16	Toyota	Tacoma
17	Toyota	Corolla
18	Honda	Odyssey
19	Ford	Escape
20	Chevrolet	TrailBlazer
21	Honda	Pilot
22	Ford	Expedition
23	Toyota	Sequoia
24	Mercedes-Benz	C-Class
25	Jeep	Liberty
26	Chrysler / Dodge	Voyager / Caravan
27	Nissan	Maxima
28	Jeep	Grand Cherokee
29	Ford	Focus
30	Audi	A4
31	Mitsubishi	Eclipse
32	Honda	CR-V
33	Mercedes-Benz	E-Class
34	BMW	5 Series
35	Mercedes-Benz	CLK-Class
36	Toyota	Tundra
37	Acura	TL
38	Acura	MDX
39	Dodge	Dakota Pickups
40	Nissan	Xterra
41	Chevrolet / GMC	S10 / Sonoma
42	Toyota	4Runner
43	Ford	Ranger
44	Hyundai	Santa Fe
45	Toyota	RAV4
46	Infiniti	G35
47	Toyota	Avalon
48	BMW	X5
49	Nissan	Sentra
50	Mini	Cooper

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SOURCE: Kelley Blue Book

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