

Kbb.com Names Most Researched Vehicles of 2005

Honda and Toyota Dominate 2005 Top List

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Kelley Blue Book (www.kbb.com), America's most trusted resource for new- and used-vehicle information, names the most researched vehicles during 2005. Information was collected among more than 80 million unique visitors to kbb.com, the most-visited third-party automotive Web site in the world. Visitors to the site generated nearly 360 million pricing reports to aid them in their new-car buying process.

Kbb.com's Most Researched Vehicles of 2005

1. Honda Accord
2. Honda Civic
3. Toyota Camry
4. Toyota Corolla
5. Ford Mustang
6. Toyota Highlander
7. Nissan Altima
8. Honda Odyssey
9. Honda Pilot
10. Honda CR-V
11. Acura TL
12. BMW 325
13. Toyota Sienna
14. Toyota 4Runner
15. Infiniti G35
16. Toyota Avalon
17. Ford Escape
18. Chrysler 300
19. Jeep Grand Cherokee
20. MAZDA3

Honda and Toyota dominate kbb.com's most researched new vehicles list for the 2005 calendar year, with the two brands together capturing eight out of the top 10. Four domestic vehicles managed to make the top 20 with consumers during 2005. Two were from Ford - the Ford Mustang and Ford Escape -- and two from Daimler-Chrysler -- the Chrysler 300 and the Jeep Grand Cherokee.

"The most-researched vehicles list makes it clear that the import manufacturers are doing a better job than the domestic makers in conceiving and producing high-volume vehicles," said Jack R. Nerad, executive editorial director and auto analyst for Kelley Blue Book/kbb.com. "The Big Three automakers used to dominate the top sellers, but this list is another indication that imports are mainstream vehicles to a broad cross-section of Americans."

About Kelley Blue Book (kbb.com)

Kelley Blue Book is the most trusted vehicle information resource by both consumers and the auto industry, providing research tools and up-to-date pricing on thousands of new and used vehicles, including the company's New Car Blue Book Value, which reveals what a new car is actually selling for. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for authoritative and unbiased information to make well-informed automotive decisions. The company reports vehicle prices and values via products and services including the famous Blue Book Official Guide™, software and Internet site, kbb.com. Kbb.com has been rated the No. 1 automotive information site by Nielsen//NetRatings as well as No. 1 and first visited automotive site by J.D. Power and Associates seven years running. No other medium reaches more in-market car buyers than kbb.com; one in every three American car buyers complete their research on kbb.com.

SOURCE: Kelley Blue Book

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