



Press Releases

Kelley Blue Book Announces 2017 Best Resale Value Award Winners Toyota Regains Top Honor as Best Resale Value Brand, Porsche Earns First-Ever Luxury Brand Win; Trucks, SUVs Dominate Top 10 Reflecting Strength These Segments Carry in the Future

IRVINE, Calif., Jan. 25, 2017 /PRNewswire/ -- The 2017 model-year brand and category winners of the annual Best Resale Value Awards, recognizing vehicles for their projected retained value through the initial five-year ownership period, were announced today by Kelley Blue Book, www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry.

Toyota earns top honors for Best Resale Value Brand, a designation it last received in 2014, claiming four 2017 model-year winners. Porsche captures the Best Resale Value Luxury Brand title for the first time ever with three model winners. Other notable automakers among the list of 2017 Best Resale Value Award winners in 22 different categories include General Motors with an impressive seven models taking honors for its Chevrolet and GMC brands, Honda with four model winners, and Subaru, last year's best brand winner, with four 2017 Best Resale Value Award wins. Lexus, last year's best luxury brand award winner, has four models winning this year's awards and is the only other luxury brand on the list in addition to Porsche.



"Toyota and Porsche notably capture the top brand and luxury brand awards, delivering incredible resale value across their lineup of vehicles," said Eric Ibara, director of residual values for Kelley Blue Book. "Reflective of the market overall, the majority of the Top 10 Best Resale Value vehicles this year are trucks and SUVs, with the exception of the Subaru WRX, which is further testament to the strength these segments will carry in the future."

Kelley Blue Book's Best Resale Value Awards are in their 15th year and are based on projections from the Kelley Blue Book® Official Residual Value Guide. Kelley Blue Book® Residual Values are established by experienced automotive analysts that review the output from statistical models built upon millions of transactions. Vehicles that earn the highest five-year residual values, expressed as a percentage of their original Manufacturer's Suggested Retail Price (MSRP), are selected for these prestigious awards. Low-volume vehicles and vehicles with an MSRP of more than \$60,000 are excluded from award consideration, except in the electric, luxury, sports car and high-performance categories.

2017 BEST RESALE VALUE: BRAND TOYOTA

2017 BEST RESALE VALUE: LUXURY BRAND PORSCHE

2017 BEST RESALE VALUE: BY VEHICLE CATEGORY

SUBCOMPACT CAR: Honda Fit	ELECTRIC VEHICLE: Chevrolet Bolt EV
COMPACT CAR: Subaru Impreza	SUBCOMPACT SUV/CROSSOVER: Honda HR-V
SPORTY COMPACT CAR: Subaru WRX	COMPACT SUV/CROSSOVER: Jeep Wrangler
MID-SIZE CAR: Subaru Legacy	MID-SIZE SUV/CROSSOVER: Toyota 4Runner
FULL-SIZE CAR: Nissan Maxima	FULL-SIZE SUV/CROSSOVER: Chevrolet Suburban
ENTRY-LEVEL LUXURY CAR: Lexus RC	LUXURY COMPACT SUV/CROSSOVER: Porsche Macan
LUXURY CAR: Lexus GS	LUXURY MID-SIZE SUV/CROSSOVER: Lexus RX
HIGH-END LUXURY CAR: Porsche Panamera	LUXURY FULL-SIZE SUV/CROSSOVER: Lexus LX
SPORTS CAR: Porsche 718 Cayman	MID-SIZE PICKUP TRUCK: Toyota Tacoma
HIGH PERFORMANCE CAR: Ford Mustang Shelby	FULL-SIZE PICKUP TRUCK: Chevrolet Silverado HD
HYBRID/ALTERNATIVE ENERGY CAR: Honda Accord Hybrid	MINIVAN: Toyota Sienna

2017 BEST RESALE VALUE: TOP 10 CARS

Chevrolet Colorado	Jeep Wrangler
Chevrolet Silverado	Subaru WRX
GMC Canyon	Toyota 4Runner
GMC Sierra	Toyota Tacoma
Honda Ridgeline	Toyota Tundra

(Residual values used for award calculations are based on the 2017 model-year vehicles that appear in the January/February 2017 Kelley Blue Book® Residual Value Guide. Top 10 models appear in alphabetical order).

While most car buyers today consider sticker price one of the most significant figures when choosing a new vehicle, the editors at Kelley Blue Book's KBB.com recommend shoppers consider a number they won't find on any window sticker: the resale value. Depreciation often is the greatest expense incurred by drivers during the first five years of vehicle ownership. An average 2017 model-year vehicle only will retain about 32.9 percent of its original value after a five-year ownership period, meaning that a \$50,000 new car today will only be worth somewhere close to \$16,450 after five years. Vehicles with average or below-average resale values are generally plentiful in the marketplace and easy to find. However, certain vehicles are projected to hold their value better than others. While much of a vehicle's resale value is based on supply and demand, as well as current and projected future market conditions, vehicles that retain their value best are typically discounted the least and tend to generate high levels of consumer interest.

"Most options and packages added to a vehicle do not necessarily increase its resale value," said Ibara. "However, there are exceptions to the rule, such as a high-performance engine or a performance package in a sports car. Regional preferences can significantly impact the value of a vehicle as well. In the colder sections of the country, a two-wheel drive vehicle's resale value often will not be as high as a four-wheel or all-wheel drive version of that same model. In warmer climates black (or dark-colored) cars will not have as high resale value as they could command in other regions."

While the company's Residual Value Guide has been published since 1982, Kelley Blue Book established its annual Best Resale Value Awards in 2003. Residual values reflect projected future auction values for vehicles in average condition with 75,000 miles at the end of a five-year lease or ownership period. Kelley Blue Book's residual values are used by manufacturers, banks, financial institutions and the automotive leasing industry.

For more information about Kelley Blue Book's Best Resale Value Awards, please visit <https://www.kbb.com/new-cars/best-resale-value-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 schedule an interview.

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About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the 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 2016 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for five consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive brand.

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SOURCE Kelley Blue Book

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