



THE KELLEY BLUE BOOK

2012 BEST RESALE VALUE AWARDS



These prestigious awards honor vehicles expected to maintain the greatest percentage of their original list price **after 5 years of ownership**.

BEST BRAND

Best Brand

Toyota

Best Luxury Brand

Lexus

VEHICLE CATEGORY

Subcompact Car

Honda Fit

Compact Car

Honda Civic

Mid-Size Car

Toyota Camry

Full-Size Car

Nissan Maxima

Near-Luxury Car

Lexus IS

Luxury Car

Audi A5

Sports Car

Chevrolet Camaro V-6

High-Performance Car

Chevrolet Camaro SS

Hybrid Car

Honda Civic Hybrid

Electric Car

Chevrolet Volt

Compact Utility Vehicle

Jeep Wrangler

Mid-Size Utility Vehicle

Toyota FJ Cruiser

Full-Size Utility Vehicle

Chevrolet Traverse

Luxury Utility Vehicle

Audi Q7

Hybrid Utility Vehicle

Lexus RX 450h

Mid-Size Pickup

Toyota Tacoma

Full-Size Pickup

Ford F-Series Super Duty

Van

Honda Odyssey

Wagon

Subaru Outback

TOP 10 MODELS

Jeep Wrangler

Audi Q7

Chevrolet Camaro

Lexus RX

Honda CR-V

Nissan Frontier

Hyundai Tucson

Toyota FJ Cruiser

Infiniti FX

Toyota Tacoma



PIE/PERCENTAGE =

What a car is expected to be worth in 5 years, as a percentage of its original MSRP.



POINTS =

A 2012 model's improvement in expected resale value, in percentage points, compared to the 2011 model.

BRVA

"Best Resale Value Awards"

KEY

BEST BRAND



TOYOTA

40%
RESALE VALUE
IN 5 YEARS

This is the **second time in three years** that Toyota has taken home our Best Resale Value Award for Best Brand, this time on the strength of five individual Best Resale Value Awards.

Here are Toyota's big movers for the year:

The **FJ Cruiser** gained **8.0 percentage points** compared to last year based on strong auction performance.

+8
PTS

50%



2007 FJ Cruiser
still in the mid
60% range

+3
PTS

36.8%



TOYOTA CAMRY

+4.5
PTS

49%



TOYOTA TACOMA

BEST INDIVIDUAL MODEL

2012 Jeep Wrangler

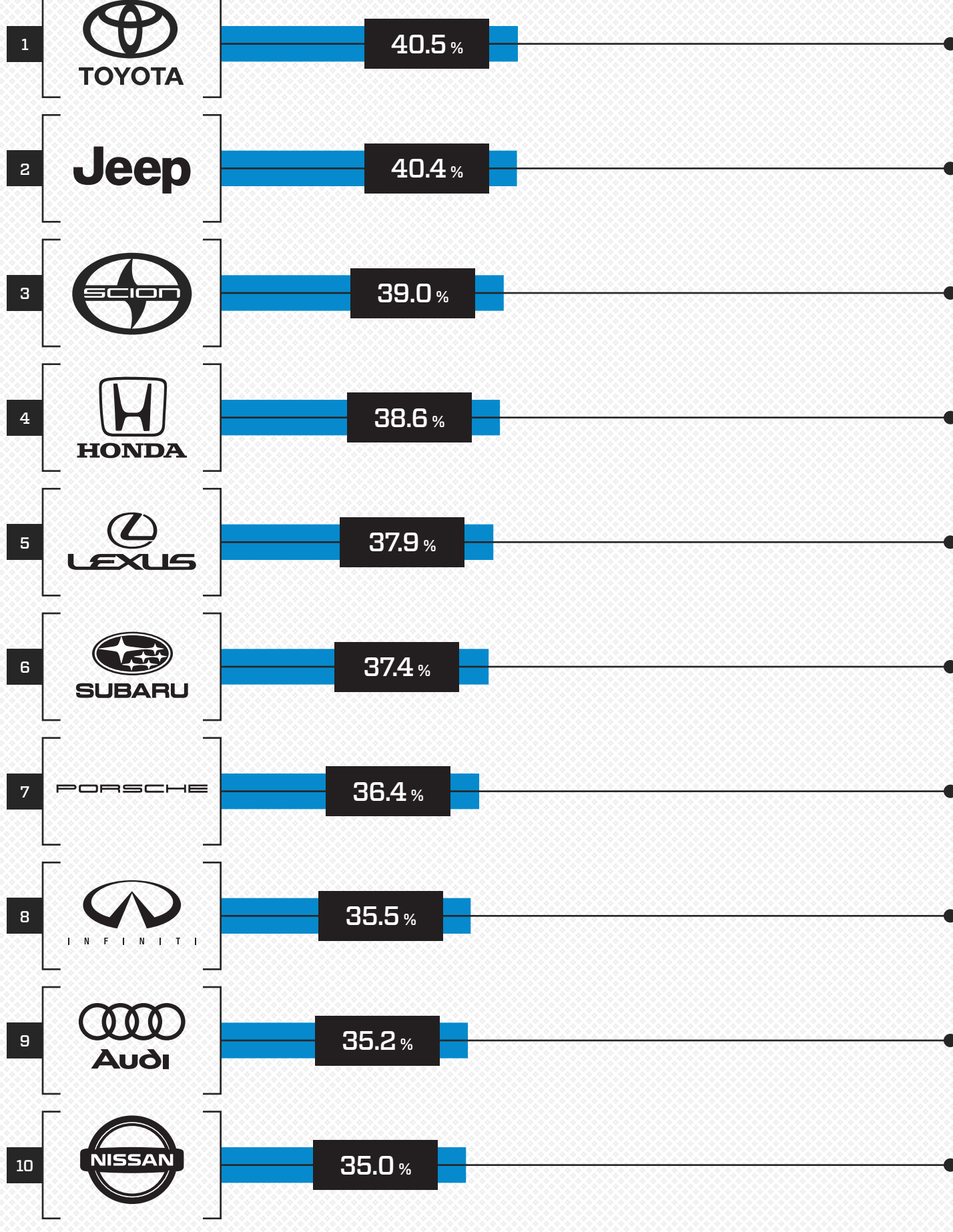


55%

Jeep's storied off-roader is a resale value champ because buyers who want something like a Jeep Wrangler have but one option: **The Jeep Wrangler**.

TOP 10 BRANDS

These brands are expected to best hold their value in 5 years.

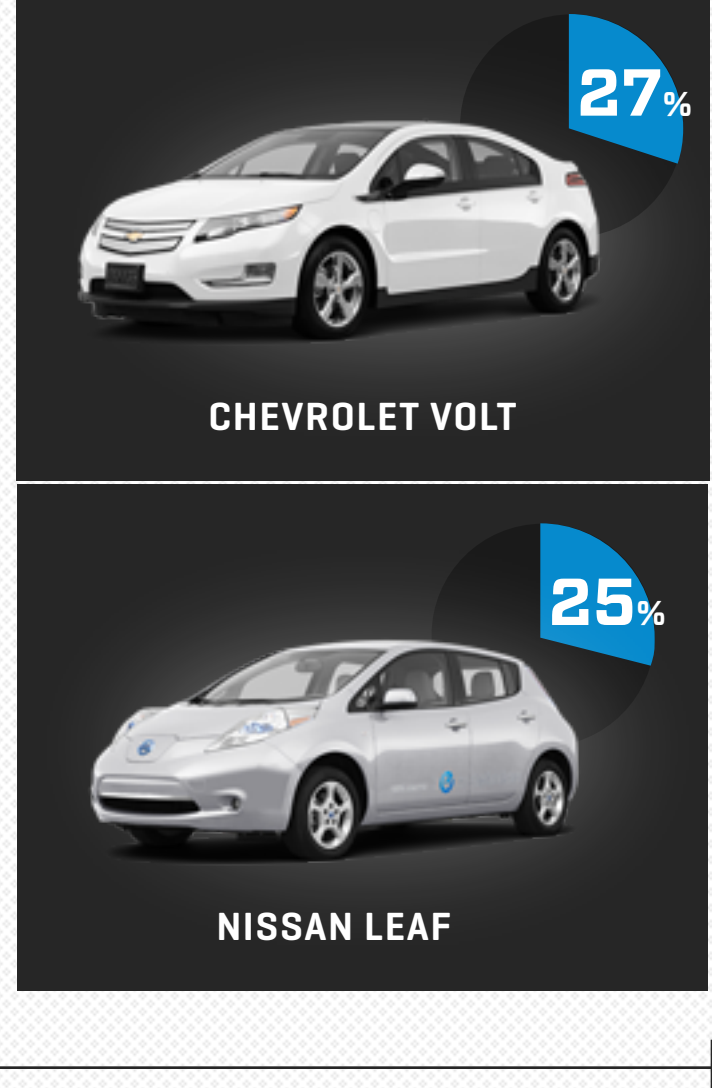


Should I buy an ELECTRIC CAR?



Vehicles in the electric car category tend to have **lower-than-average** residual values, which is a function of the \$7,500 federal tax credit for which they qualify.

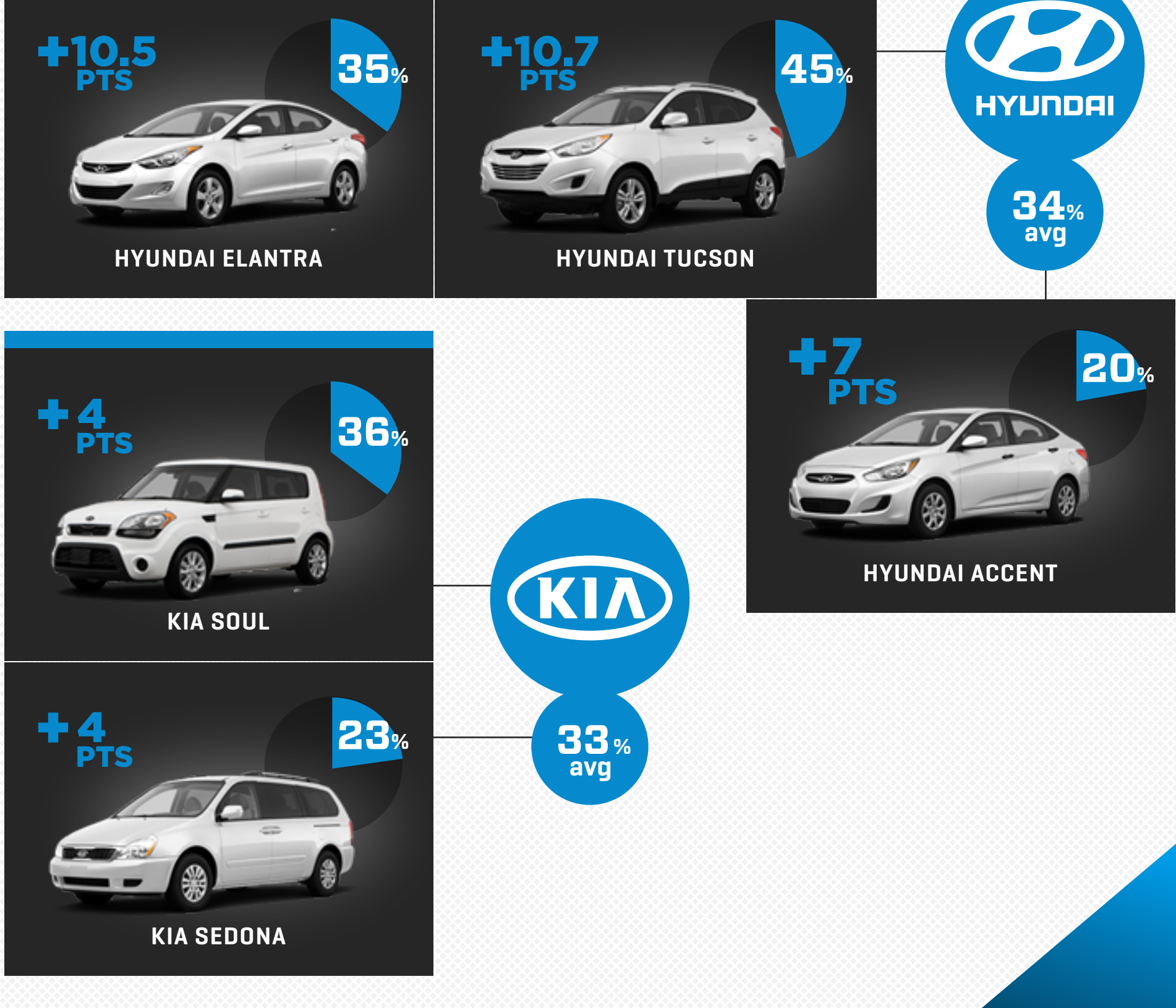
The **tax credits essentially lower the new-car transaction price**, exerting downward pressure on its future used-car price or residual value.



Better Design and Better Quality KOREAN CARS

With **increased quality, design and safety features**, it has been easy for the car-buying population to make the switch to Hyundai and Kia models

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