



www.kbb.com

BLUE BOOK MARKET REPORT

February 2009

An e-newsletter from Kelley Blue Book Public Relations

In this issue :

MARKET ANALYSIS - Wholesale Market Rebounds as Domestics Surge Ahead of Import Segments

- Juan Flores, director, vehicle valuation for Kelley Blue Book and kbb.com

RESIDUAL REPORT - Residual Value Changes Reflect Future Downward Trend

- Eric Ibara, director, market valuation for Kelley Blue Book and kbb.com

MARKET WATCH - New-Car Shopper Activity

ECO WATCH - Consumer Profile & Effects of Gas Prices

Kelley Blue Book Public Relations Contacts:

ROBYN ECKARD

Director, Public Relations
949.268.3049
reckard@kbb.com

JOANNA MCNALLY

Senior Public Relations Manager
949.268.3079
jmcnally@kbb.com

BRENNA ROBINSON

Public Relations Manager
949.267.4781
berobinson@kbb.com

MARKET ANALYSIS

Wholesale Market Rebounds as Domestics Surge Ahead of Import Segments

- Juan Flores, director of vehicle valuation, Kelley Blue Book

Throughout January 2009, Kelley Blue Book saw some expected climbs in values for the truck and SUV segments, raising 4.2 percent and 4.9 percent, respectively. Values typically strengthen within these segments during the beginning of the year; however, the recent increase was higher than expected. A portion of the boost can be attributed to significantly depressed values experienced through mid- to late-2008 and decreasing fuel prices, both of which helped stabilize these segments. The crossover segment also achieved slight gains in values, rebounding 1 percent over the course of the past month.

Performance within vehicle segments was mixed. Domestic car segments began the year in a fairly good position with gains of 1.1 percent and 0.4 percent in the full-size and compact segments, and only a 1.4 percent decline in mid-size vehicles. This may be an indicator of returning demand, which largely was absent leading up to the new year. Contrary to historical trends, import car segments were some of the worst performers in January 2009, falling between 1.5 percent and 2.7 percent for mid-size and full-size vehicles, respectively.

Kelley Blue Book expects a return to standard seasonal valuation behavior during the first quarter of 2009, although continued fluctuations in key factors may prevent this return to normalcy.

This commentary focuses on Model Years 2005-2007.

Kelley Blue Book Wholesale Value Changes

January 2009, MYs 2005-2007

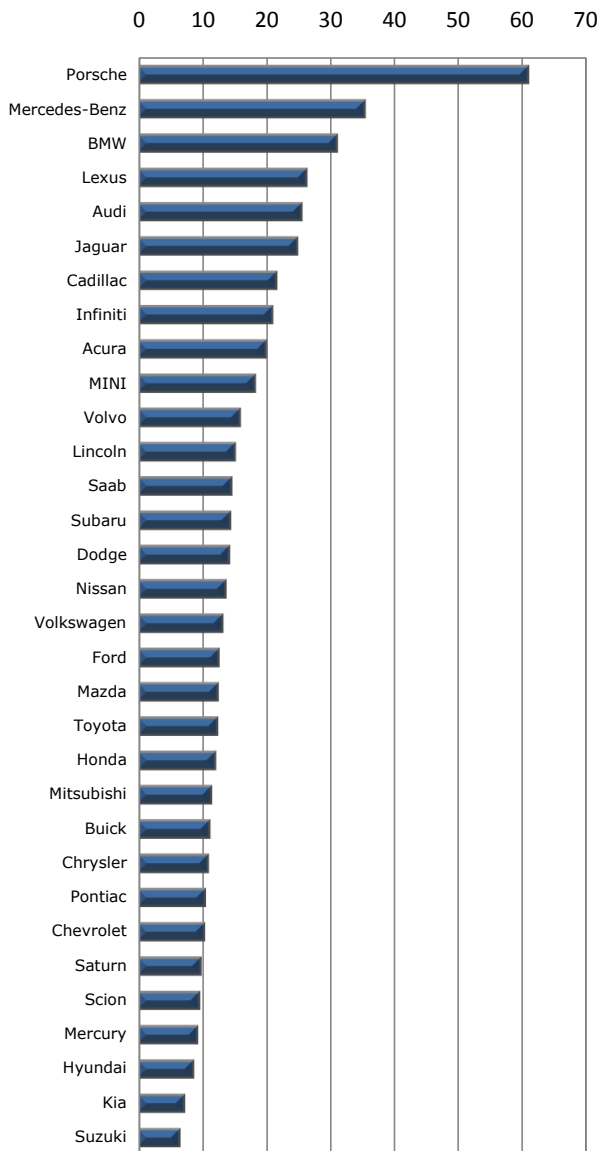
	Week	Week	Week	Week	Month
	1	2	3	4	
Sport Utility	-0.1%	2.4%	1.0%	1.4%	4.9%
Pickup Truck	-0.1%	0.2%	0.4%	3.5%	4.2%
Luxury Sport Utility	0.5%	1.0%	0.3%	1.1%	3.0%
Domestic Full-Size	-0.5%	0.3%	0.1%	1.2%	1.1%
Crossover	-0.3%	0.0%	0.0%	1.3%	1.0%
Domestic Compact	-0.2%	-0.8%	-0.3%	1.7%	0.4%
Luxury Crossover	0.0%	0.0%	0.0%	0.2%	0.2%
Domestic Mid-Size	-0.4%	-1.1%	-0.6%	0.6%	-1.4%
Import Compact	-0.6%	-0.3%	-0.3%	-0.3%	-1.5%
Import Subcompact	-0.2%	-0.1%	-0.3%	-1.0%	-1.5%
Import Mid-Size	-0.3%	-0.8%	-0.2%	-0.4%	-1.7%
Sports Car	-0.7%	-0.6%	-0.4%	-0.5%	-2.2%
Import Full-Size	-0.4%	-1.0%	-0.3%	-1.0%	-2.7%
Vans	-1.8%	-3.0%	0.0%	-0.7%	-5.4%

Cars Overview

Average KBB Wholesale Value

MY 05-07, \$ thousands

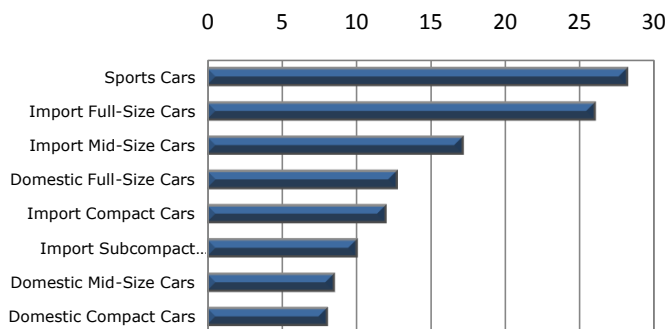
Brand Comparison



KBB Wholesale Value Changes

	Week				Month
	1	2	3	4	
Infiniti	-0.1%	-0.4%	0.0%	2.8%	2.3%
Dodge	-0.5%	-0.3%	0.6%	1.4%	1.2%
Chrysler	-0.7%	0.2%	-0.1%	1.8%	1.2%
Acura	-0.2%	-0.5%	0.1%	1.3%	0.6%
Chevrolet	-0.2%	-0.5%	-0.2%	1.6%	0.6%
Buick	-0.7%	-0.4%	-0.4%	2.0%	0.5%
BMW	0.0%	-0.1%	0.0%	0.0%	-0.2%
Subaru	-0.1%	0.0%	0.0%	-0.2%	-0.3%
Saturn	-0.1%	-0.1%	0.0%	-0.4%	-0.6%
Mazda	-0.1%	-1.3%	0.0%	0.7%	-0.6%
Suzuki	0.0%	0.0%	0.0%	-0.7%	-0.7%
Kia	-0.1%	-0.4%	0.0%	-0.3%	-0.8%
Toyota	-0.2%	-0.6%	-0.3%	-0.1%	-1.1%
Honda	0.0%	-0.8%	0.0%	-0.6%	-1.4%
Lincoln	-0.1%	-0.1%	-0.3%	-0.9%	-1.5%
Pontiac	-0.6%	-1.2%	-0.5%	0.9%	-1.5%
Scion	-0.1%	-0.1%	0.0%	-1.4%	-1.6%
Ford	-0.2%	-1.0%	-1.0%	0.6%	-1.6%
MINI	-0.8%	0.0%	0.0%	-0.9%	-1.7%
Mercury	0.0%	-0.6%	-1.1%	0.0%	-1.7%
Volkswagen	-0.4%	-0.7%	-0.1%	-0.5%	-1.7%
Nissan	-0.1%	-1.0%	0.0%	-0.7%	-1.7%
Lexus	-0.8%	-0.8%	-0.1%	-0.3%	-1.9%
Mitsubishi	-0.1%	-0.2%	0.0%	-1.6%	-1.9%
Mercedes-Benz	-1.4%	-0.2%	0.0%	-0.4%	-2.1%
Hyundai	-0.1%	-0.6%	-0.7%	-1.0%	-2.4%
Saab	-0.4%	-0.1%	-0.7%	-2.1%	-3.3%
Jaguar	-0.4%	-0.9%	-0.4%	-1.9%	-3.5%
Cadillac	-2.0%	-0.6%	-0.9%	-0.8%	-4.3%
Porsche	-1.7%	-1.0%	-1.0%	-0.9%	-4.5%
Volvo	-1.1%	-0.6%	-1.2%	-1.8%	-4.7%
Audi	-1.2%	-2.0%	-1.1%	-1.5%	-5.7%

Segment Comparison



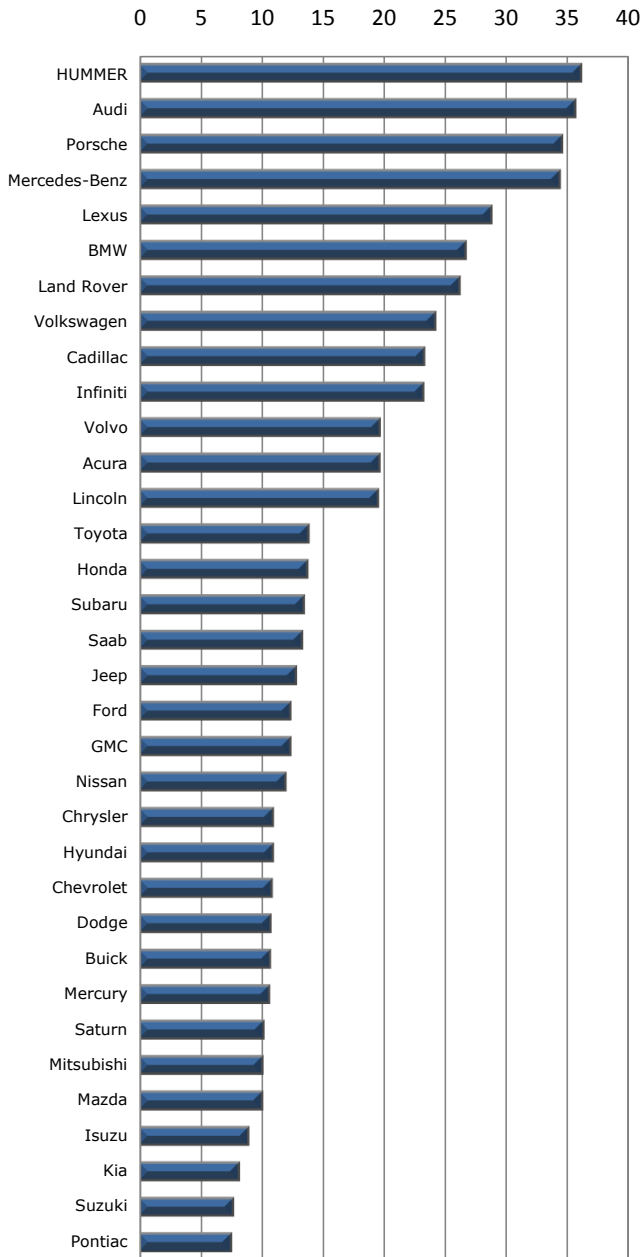
	Week				Month
	1	2	3	4	
Domestic Full-Size Cars	-0.5%	0.3%	0.1%	1.2%	1.1%
Domestic Compact Cars	-0.2%	-0.8%	-0.3%	1.7%	0.4%
Domestic Mid-Size Cars	-0.4%	-1.1%	-0.6%	0.6%	-1.4%
Import Compact Cars	-0.6%	-0.3%	-0.3%	-0.3%	-1.5%
Import Subcompact Cars	-0.2%	-0.1%	-0.3%	-1.0%	-1.5%
Import Mid-Size Cars	-0.3%	-0.8%	-0.2%	-0.4%	-1.7%
Sports Cars	-0.7%	-0.6%	-0.4%	-0.5%	-2.2%
Import Full-Size Cars	-0.4%	-1.0%	-0.3%	-1.0%	-2.7%

Trucks Overview

Average KBB Wholesale Value

MY 05-07, \$ thousands

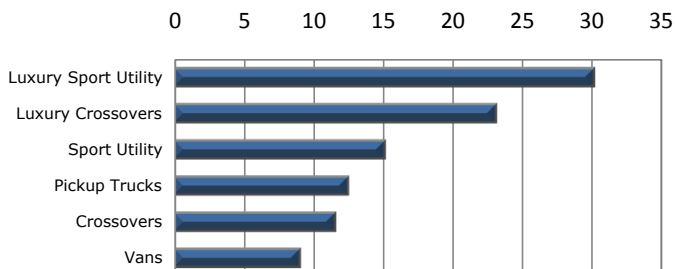
Brand Comparison



KBB Wholesale Value Changes

	Week				Month
	1	2	3	4	
Land Rover	1.4%	1.8%	0.3%	1.5%	5.1%
Toyota	0.6%	1.5%	0.4%	2.3%	5.0%
GMC	-0.5%	0.5%	0.6%	4.0%	4.7%
Chevrolet	-0.6%	-0.1%	0.4%	3.7%	3.5%
Mercury	0.3%	-0.2%	1.2%	2.0%	3.5%
Lincoln	0.0%	1.4%	0.0%	1.9%	3.4%
HUMMER	-0.2%	1.6%	1.4%	0.5%	3.3%
Jeep	-0.5%	1.5%	1.1%	0.8%	3.2%
Cadillac	-0.3%	0.9%	0.2%	1.8%	2.6%
Infiniti	0.4%	0.7%	0.0%	1.5%	2.6%
Ford	-0.3%	-0.6%	0.5%	2.7%	2.4%
Suzuki	0.0%	0.9%	0.0%	1.4%	2.3%
Nissan	-0.2%	1.1%	0.4%	0.3%	1.6%
Acura	0.4%	-0.2%	0.0%	1.1%	1.3%
Buick	-0.3%	0.0%	0.5%	0.4%	0.6%
Mercedes-Benz	0.0%	0.5%	0.0%	0.0%	0.5%
Dodge	-1.3%	-1.1%	0.5%	2.3%	0.5%
Pontiac	-0.4%	-1.3%	0.0%	1.8%	0.1%
Lexus	0.0%	0.0%	0.0%	0.0%	0.0%
Subaru	0.0%	0.0%	0.0%	0.0%	0.0%
Volkswagen	0.0%	-0.1%	0.0%	0.0%	-0.1%
Saturn	-1.3%	-1.9%	0.0%	3.0%	-0.1%
Volvo	0.0%	-0.1%	0.0%	0.0%	-0.1%
Saab	-0.1%	0.0%	0.0%	0.0%	-0.1%
Mitsubishi	0.0%	0.4%	0.0%	-0.6%	-0.2%
Honda	-0.4%	-0.3%	0.0%	0.1%	-0.6%
BMW	0.0%	-0.7%	0.0%	-0.1%	-0.8%
Audi	0.0%	-0.8%	0.0%	0.0%	-0.8%
Mazda	-0.2%	-0.9%	0.0%	0.2%	-0.9%
Porsche	-0.3%	-1.0%	0.0%	-1.2%	-2.4%
Chrysler	-1.8%	-1.8%	0.1%	0.3%	-3.1%
Isuzu	-0.8%	-0.4%	-1.3%	-1.6%	-4.0%
Hyundai	-2.2%	-2.8%	0.0%	0.3%	-4.6%
Kia	-1.4%	-2.3%	0.0%	-1.6%	-5.1%

Segment Comparison



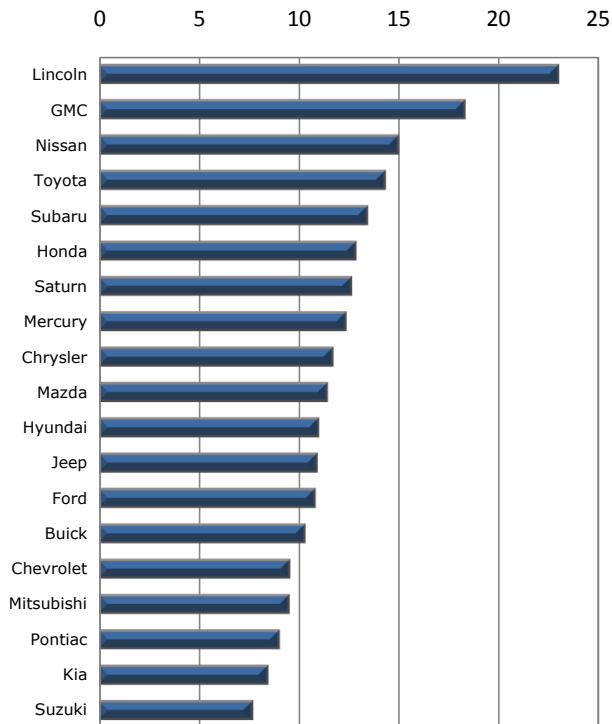
	Week				Month
	1	2	3	4	
Sport Utility	-0.1%	2.4%	1.0%	1.4%	4.9%
Pickup Trucks	-0.1%	0.2%	0.4%	3.5%	4.2%
Luxury Sport Utility	0.5%	1.0%	0.3%	1.1%	3.0%
Crossovers	-0.3%	0.0%	0.0%	1.3%	1.0%
Luxury Crossovers	0.0%	0.0%	0.0%	0.2%	0.2%
Vans	-1.8%	-3.0%	0.0%	-0.7%	-5.4%

Crossovers

Average KBB Wholesale Value

MY 05-07, \$ thousands

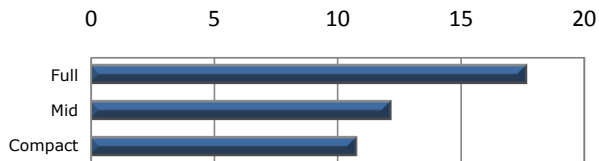
Brand Comparison



KBB Wholesale Value Changes

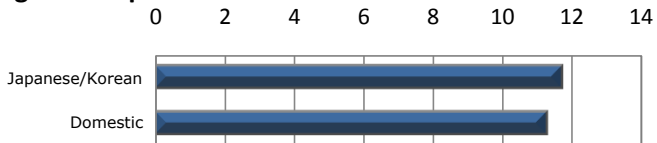
	Week				Month
	1	2	3	4	
Saturn	0.0%	1.7%	0.0%	6.6%	8.4%
Toyota	-0.1%	2.3%	0.0%	3.7%	6.0%
Chevrolet	0.0%	-0.1%	0.0%	5.6%	5.5%
Pontiac	0.0%	0.0%	0.0%	3.7%	3.7%
Mazda	-0.1%	-0.1%	0.0%	3.3%	3.2%
Mercury	0.0%	-0.1%	0.0%	2.7%	2.6%
Suzuki	0.0%	0.9%	0.0%	1.4%	2.3%
Nissan	2.0%	0.0%	0.0%	0.0%	2.0%
GMC	0.0%	1.9%	0.0%	0.0%	1.9%
Ford	0.0%	-0.1%	0.0%	2.0%	1.9%
Lincoln	-0.4%	1.8%	0.0%	0.0%	1.3%
Honda	-0.2%	0.6%	0.0%	0.5%	1.0%
Mitsubishi	0.0%	0.7%	0.0%	0.0%	0.7%
Subaru	0.0%	0.0%	0.0%	0.0%	0.0%
Chrysler	-0.1%	-0.1%	0.0%	0.0%	-0.1%
Buick	0.0%	-0.2%	0.0%	0.0%	-0.2%
Kia	-1.6%	-0.4%	0.0%	-0.5%	-2.4%
Hyundai	-2.3%	-2.8%	0.0%	0.7%	-4.4%
Jeep	-2.4%	-5.4%	0.0%	-2.6%	-10.1%

Size Comparison



	Week				Month
	1	2	3	4	
Full	-0.1%	2.5%	0.0%	3.4%	6.0%
Mid	0.1%	1.0%	0.0%	0.8%	1.9%
Compact	-0.7%	-1.0%	0.0%	1.6%	0.0%

Region Comparison



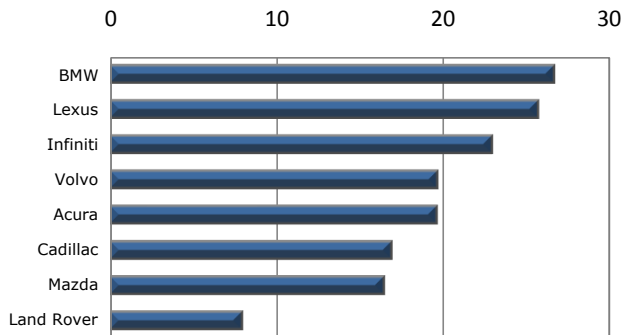
	Week				Month
	1	2	3	4	
Domestic	-0.2%	-0.2%	0.0%	2.0%	1.7%
Japanese/Korean	-0.4%	0.1%	0.0%	0.9%	0.7%

Luxury Crossovers

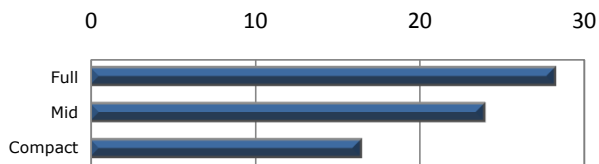
Average KBB Wholesale Value

MY 05-07, \$ thousands

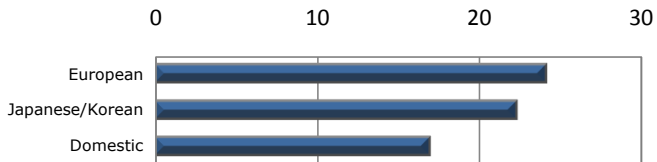
Brand Comparison



Size Comparison



Region Comparison



KBB Wholesale Value Changes

	Week				Month
	1	2	3	4	
Acura	0.4%	-0.2%	0.0%	1.1%	1.3%
Cadillac	0.0%	-1.1%	0.3%	2.1%	1.2%
Mercedes-Benz	0.0%	0.8%	0.0%	0.0%	0.8%
Infiniti	0.6%	0.1%	0.0%	0.0%	0.6%
Lexus	0.0%	0.0%	0.0%	0.0%	0.0%
Volvo	0.0%	-0.1%	0.0%	0.0%	-0.1%
Mazda	-0.3%	0.0%	0.0%	0.0%	-0.3%
BMW	0.0%	-0.7%	0.0%	-0.1%	-0.8%

	Week				Month
	1	2	3	4	
Mid	0.1%	-0.1%	0.0%	0.3%	0.3%
Full	-0.2%	-0.1%	0.0%	0.0%	-0.3%
Compact	-0.5%	0.1%	0.0%	-0.3%	-0.7%

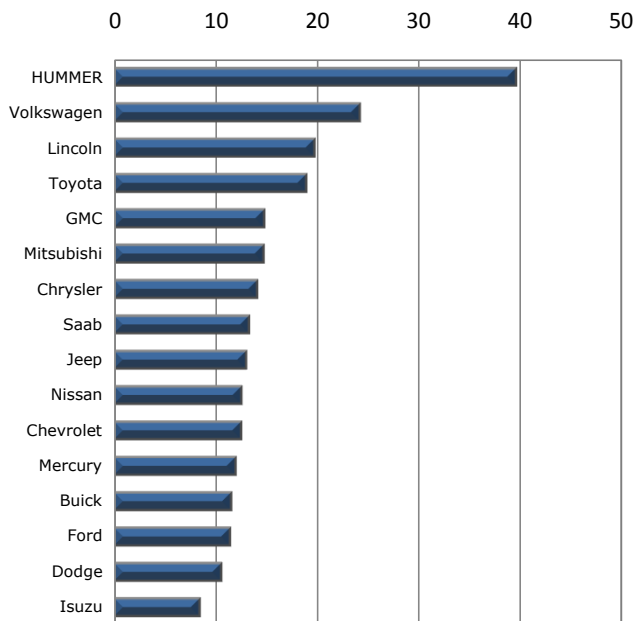
	Week				Month
	1	2	3	4	
Domestic	0.0%	-1.1%	0.3%	2.1%	1.2%
Japanese/Korean	0.3%	0.0%	0.0%	0.4%	0.6%
European	-0.1%	0.0%	0.0%	0.0%	-0.1%

Sport Utility Vehicles

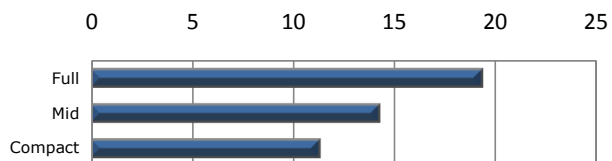
Average KBB Wholesale Value

MY 05-07, \$ thousands

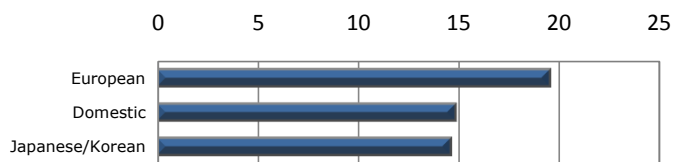
Brand Comparison



Size Comparison



Region Comparison



KBB Wholesale Value Changes

	Week				Month
	1	2	3	4	
Mercury	2.9%	2.7%	4.6%	3.1%	13.9%
Buick	0.0%	6.8%	3.3%	2.9%	13.4%
Toyota	2.5%	4.3%	1.4%	3.1%	11.8%
Chrysler	0.0%	1.6%	2.7%	6.4%	11.0%
Chevrolet	-0.7%	4.1%	1.1%	1.6%	6.2%
Lincoln	0.0%	2.2%	0.0%	3.5%	5.8%
Dodge	-0.7%	0.3%	1.0%	3.5%	4.4%
Jeep	-0.3%	2.2%	1.2%	1.2%	4.4%
GMC	-0.7%	2.5%	0.8%	1.4%	4.1%
HUMMER	-0.3%	2.3%	1.1%	0.7%	3.8%
Nissan	-1.0%	3.7%	0.7%	0.2%	3.5%
Ford	0.1%	-0.8%	1.4%	1.7%	2.6%
Volkswagen	0.0%	-0.1%	0.0%	0.0%	-0.1%
Saab	-0.1%	0.0%	0.0%	0.0%	-0.1%
Mitsubishi	0.0%	-0.5%	0.0%	0.0%	-0.5%
Isuzu	-0.1%	-1.3%	0.0%	0.0%	-1.4%

	Week				Month
	1	2	3	4	
Mid	0.7%	3.9%	1.5%	2.0%	8.4%
Full	-0.7%	1.6%	0.3%	1.6%	2.9%
Compact	-1.0%	0.6%	1.1%	-0.1%	0.6%

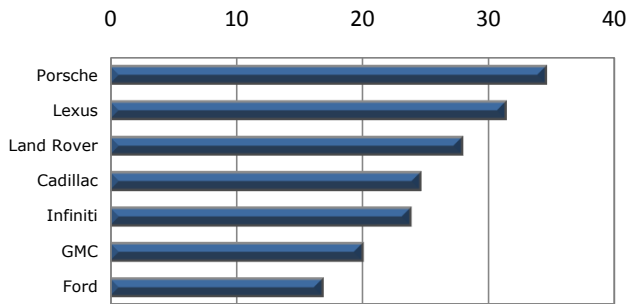
	Week				Month
	1	2	3	4	
Japanese/Korean	0.3%	3.5%	0.9%	1.2%	6.0%
Domestic	-0.3%	2.3%	1.2%	1.6%	5.0%
European	-0.1%	0.0%	0.0%	0.0%	-0.1%

Luxury Sport Utility Vehicles

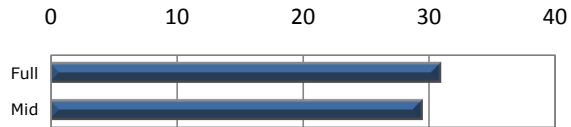
Average KBB Wholesale Value

MY 05-07, \$ thousands

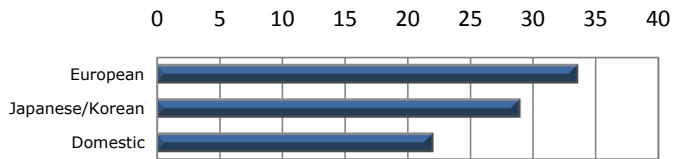
Brand Comparison



Size Comparison



Region Comparison



KBB Wholesale Value Changes

	Week				Month
	1	2	3	4	
GMC	-0.2%	5.2%	2.6%	2.5%	10.3%
Infiniti	0.0%	1.8%	0.0%	4.6%	6.5%
Land Rover	1.7%	2.0%	0.3%	1.6%	5.8%
Ford	0.7%	-1.0%	1.2%	3.3%	4.4%
Cadillac	-0.5%	1.6%	0.1%	1.3%	2.6%
Mercedes-Benz	0.0%	0.0%	0.0%	0.0%	0.0%
Lexus	0.0%	0.0%	0.0%	0.0%	0.0%

	Week				Month
	1	2	3	4	
Mid	1.2%	1.2%	0.5%	1.1%	4.2%
Full	-0.2%	0.8%	0.1%	1.1%	1.7%

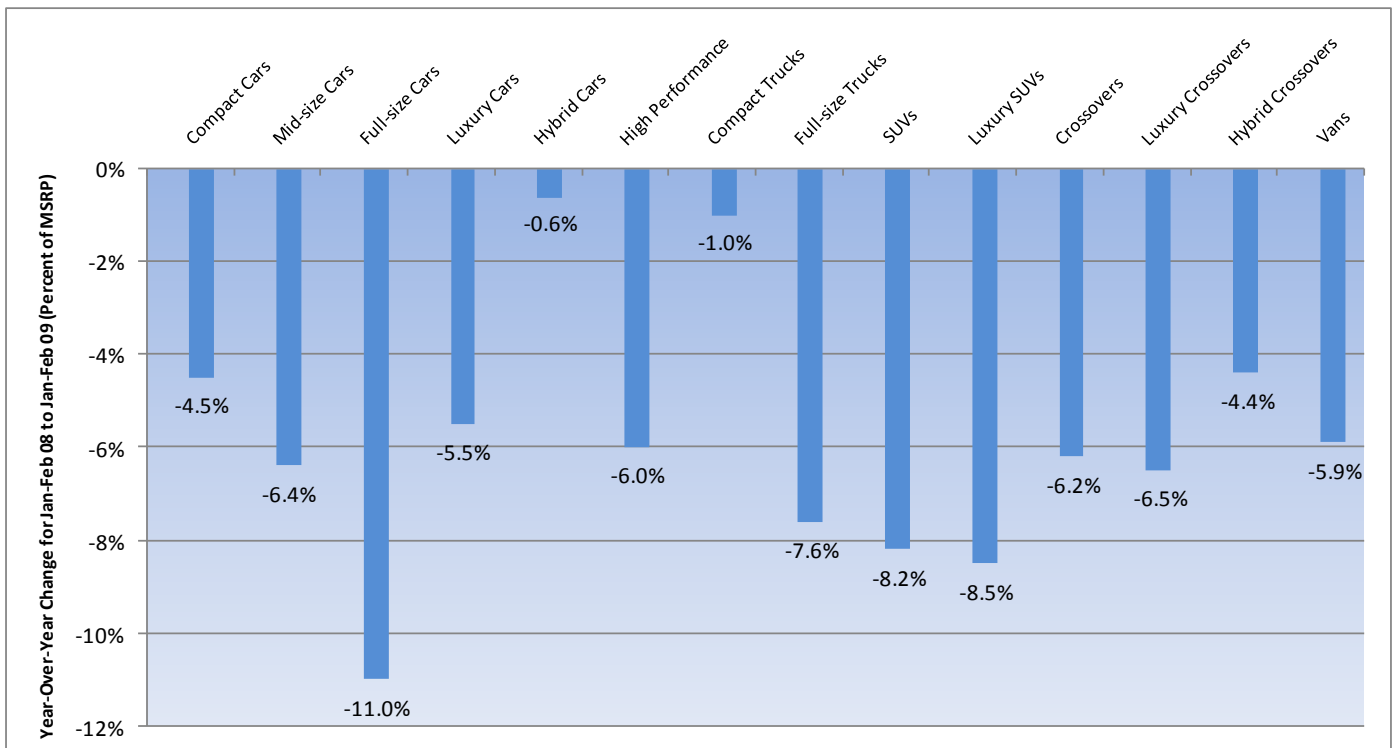
	Week				Month
	1	2	3	4	
Domestic	-0.2%	1.8%	0.9%	2.0%	4.6%
European	0.9%	0.8%	0.2%	0.6%	2.5%
Japanese/Korean	0.0%	0.6%	0.0%	1.5%	2.2%

RESIDUAL REPORT

Residual Value Changes Reflect Future Downward Trend

- Eric Ibara, director of residual valuation consulting, Kelley Blue Book

After experiencing a wild ride over the past 12 months, used-car values are settling back into a more normal pattern. Last year, a number of economic factors converged, causing gas prices to skyrocket, driving compact and hybrid vehicle values up, while SUV and full-size truck values plummeted. In our forecast for the next several months we do not anticipate a spike in gas prices to recur as global economic weakness will likely suppress demand for oil for some time. However, the lessons learned over the last year exhibited the sensitivity of vehicle values due to swings in fuel costs and weakness in the economy. Kelley Blue Book residual value changes indicate a future downward trend in values, but we do not expect to see the historic lows established in some vehicle segments in 2008.



All percentages are for the 60-month term and are expressed with the vehicles' MSRP as the base.

In many cases, the change in each segment was due to either significant strength or weakness of just a few vehicles. For example, the average for the hybrid car segment was buoyed by residual increases for the Civic (segment winner in Kelley Blue Book's 2009 Best Resale Value Awards and the Prius (a 2009 Top 10 Best Resale Value Award winner). The strengthening was a result of demand for fuel-efficient vehicles due to rising pump prices. More significantly, these two vehicles were commanding a premium in the marketplace prior to high gas prices (in the case of the Civic, significantly higher prices than the non-Hybrid Civic). Similarly for another 2009 Best Resale Value Award winner, the Toyota Tacoma's 60-month residual increase helped control the drop in the compact truck segment. Other segments that experienced lower than average drops include the hybrid crossover segment (year-over-year drop of 4.4 percent) helped by a minimal decrease in the Highlander Hybrid (another 2009 Best Resale Value Award segment winner). A slight decrease in the compact car segment (4.5 percent decline) was led by residual increases in the Honda Fit, Scion xB, Scion xD, and MINI Cooper (all 2009 Top 10 Best Resale Value Award winners).

RESIDUAL REPORT CONTINUED

Segments that performed below average also were heavily weighted by the performance of a few vehicles. In the full-size car segment mentioned above, the Dodge Charger, Chrysler 300 and 300C, Volvo S80 and Pontiac G8 were significant factors in driving down the average change in this segment. In the luxury SUV segment, the Land Rover LR3, Land Rover Range Rover and Land Rover Range Rover Sport, Cadillac Escalade and Cadillac Escalade ESV, Infiniti QX-56, Chevrolet Tahoe / Chevrolet Yukon and Chevrolet Yukon Denali experienced double-digit declines contributing to the sub-par performance in this segment. In the SUV segment, the Hummer H3 and the Saab 9-7x sport utilities led the residual decline in this group.

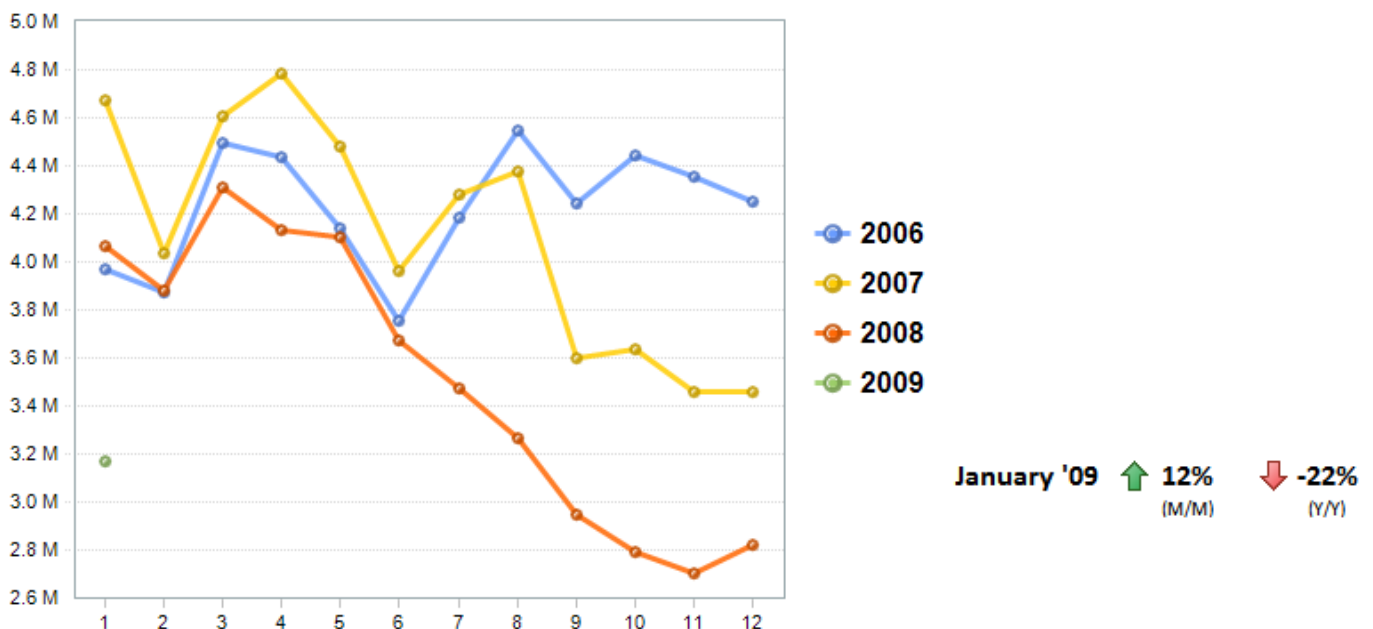
Much discussion has occurred here at Kelley Blue Book between the values of crossovers, distinguished by their uni-body construction, from the traditional body-on-frame SUV. The average change in the crossover segment is two percentage points better than the SUV average, evident in both the non-luxury and luxury categories. This can be explained by the relative age of the two groups, and the fact that crossovers tend to be the newer and more desirable among consumers today.

Accurate forecasts in residual changes, over the next 12 months, will be heavily impacted by the change in fuel prices, the speed at which we can reach an economic recovery, the financial strength of all auto manufacturers, as well as new-model debuts and significant redesigns. Daily rental fleet volumes and leasing volumes have declined and both of these trends will result in stronger residual values if they continue. Legislative changes in both the EPA miles-per-gallon and special incentive issues in the economic recovery bill being debated in Congress may also influence future used-vehicle demand. While stability in this industry would be the potion that many of us wish for, unfortunately, the dust has not yet settled.

Market Watch[®]

Below are the results of Market Watch, a Kelley Blue Book Market Research study, measuring new-car pricing report views on kbb.com and capturing shopper activity and interest in specific vehicles.

New Car Shopper Activity



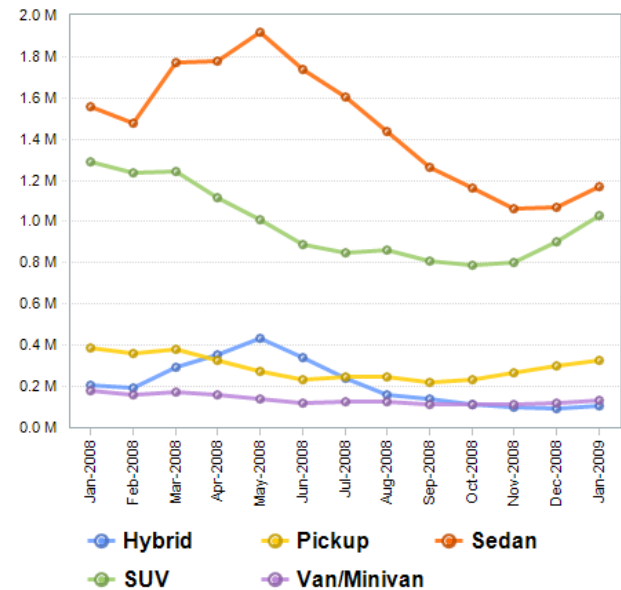
Market Watch[®] Continued

Kelley Blue Book saw a 12 percent bump in January shopper activity versus the prior month; however, it is much in line with our seasonality trend. Prior Januaries were up 18 percent in 2008 and 10 percent in 2007. Year-over-year slumped 22 percent overall and nearly all brands contributed to the decline. Interestingly, Subaru experienced an isolated growth of 12 percent, which supports the fact that it was one of the only auto manufacturers to experience an increase in sales for January 2009.

New Car Shopper Activity Continued

Make	M/M	Y/Y
Acura	5%	-31%
Audi	9%	-16%
BMW	11%	-26%
Buick	25%	-37%
Cadillac	10%	-32%
Chevrolet	23%	-13%
Chrysler	21%	-35%
Dodge	26%	-8%
Ford	11%	-15%
GMC	16%	-28%
Honda	5%	-25%
HUMMER	-13%	-44%
Hyundai	23%	-4%
Infiniti	3%	-25%
Isuzu	10%	-51%
Jaguar	15%	-13%
Jeep	15%	-20%
Kia	47%	0%
Land Rover	12%	-32%
Lexus	-1%	-23%
Lincoln	10%	-17%
Mazda	13%	-24%
Mercedes-Benz	6%	-30%
Mercury	13%	-39%
MINI	16%	-26%
Mitsubishi	22%	-20%
Nissan	15%	-18%
Pontiac	29%	-23%
Porsche	10%	-28%
Saab	12%	-21%
Saturn	17%	-48%
Scion	11%	-40%
Smart	4%	-33%
Subaru	13%	12%
Suzuki	32%	-24%
Toyota	6%	-25%
Volkswagen	17%	5%
Volvo	6%	-27%

Segment Trends



	M/M	Y/Y
Hybrid	10%	-49%
Pickup	9%	-15%
Sedan	9%	-25%
SUV	15%	-20%
Van/Minivan	11%	-26%

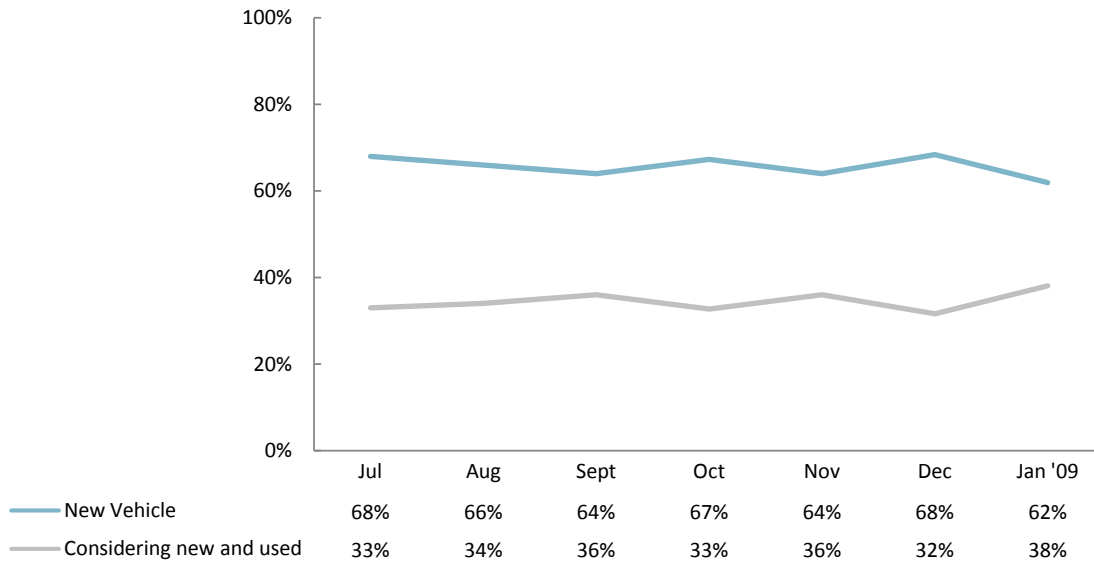
Eco Watch™

Below are the results of Eco Watch, a Kelley Blue Book Market Research study, which tracks in-market new-car shoppers' opinions on fuel prices, alternative fuel-related technologies, environmental issues and vehicle consideration.

CONSUMER PROFILE

Type of Vehicle Purchasing

TRENDING OVER TIME

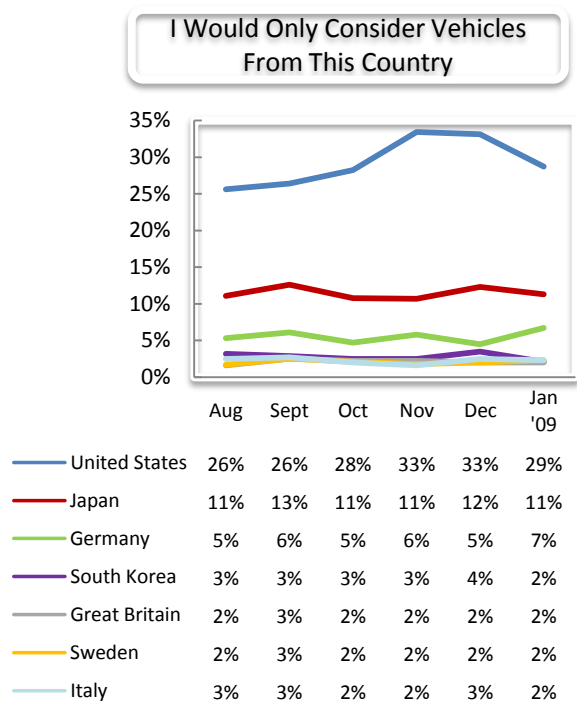


Q: Which of the following best describes the type of vehicle you plan to purchase or lease?
± 1% due to rounding.

CONSUMER PROFILE

Purchase Consideration of Vehicle from Various Countries

TRENDING OVER TIME : COUNTRIES THAT CURRENTLY HAVE VEHICLES IN THE U.S.



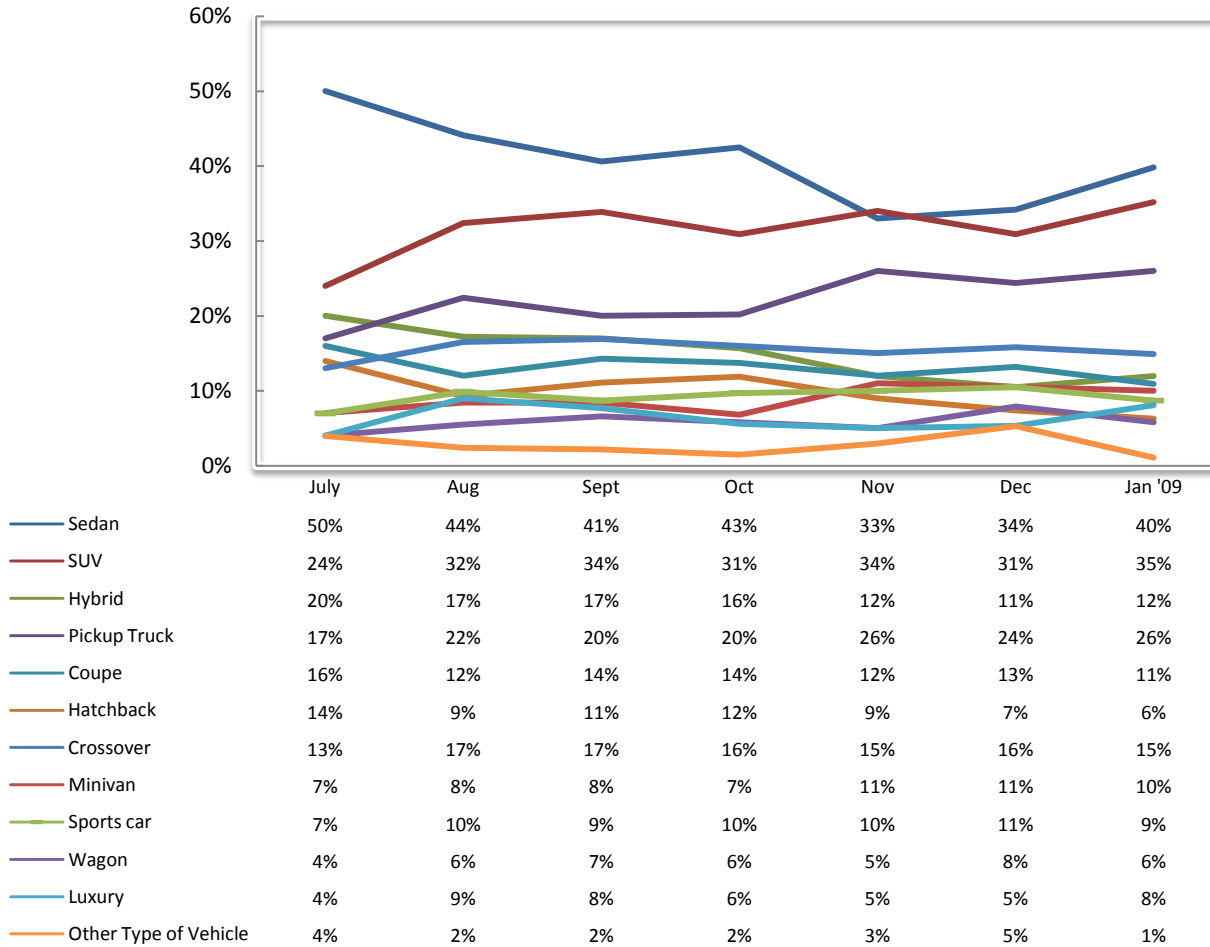
Q: How likely would you be to consider vehicles from each of the following countries of origin?
± 1% due to rounding.

Eco Watch™ Continued

CONSUMER PROFILE

Segment Consideration

TRENDING OVER TIME :: TOTAL CONSIDERATION



Q: Again, thinking about the next new vehicle you are planning to purchase or lease, which type (s) of vehicle(s) are you most likely to consider? (Please select all that apply.)

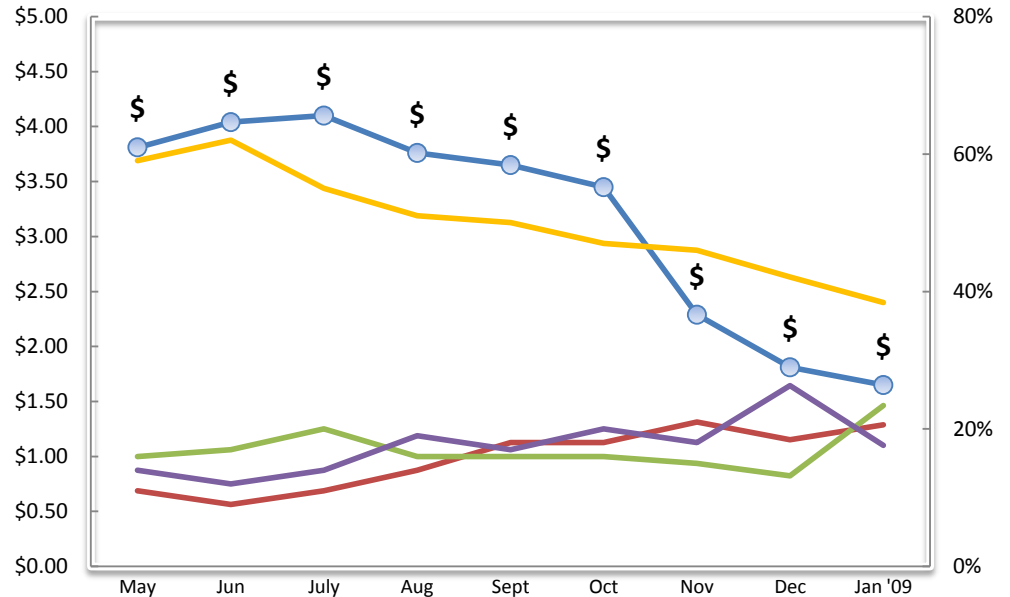
± 1% due to rounding.

Eco Watch™ Continued

EFFECTS OF GAS PRICES

Purchase Decision

TRENDING OVER TIME



	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Jan '09
— National average price of gas	\$3.81	\$4.04	\$4.10	\$3.76	\$3.65	\$3.45	\$2.29	\$1.81	\$1.65
— It has not factored at all into my decision	11%	9%	11%	14%	18%	18%	21%	18%	21%
— It has had no effect	16%	17%	20%	16%	16%	16%	15%	13%	23%
— It has made me think a little	14%	12%	14%	19%	17%	20%	18%	26%	18%
— It has changed my mind/made me think strongly	59%	62%	55%	51%	50%	47%	46%	42%	38%

Q: Which of the following statements best describe how gas prices have affected which vehicles you are considering?

About Kelley Blue Book (www.kbb.com)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, www.kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. According to the C.A. Walker Research Solutions, Inc. – 2008 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of [new car prices](#), [car reviews](#) and [news](#), [used car blue book values](#), [auto classifieds](#) and [car dealer](#) locations. No other medium reaches more in-market vehicle shoppers than kbb.com.