



www.kbb.com

# BLUE BOOK MARKET REPORT

March 2009

An e-newsletter from Kelley Blue Book Public Relations

## In this issue :

### **MARKET ANALYSIS - Domestics Rise as Hybrids Continue to Tumble**

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

### **MARKET WATCH - New- Car Shopper Activity**

### **ECO WATCH - New-Car Shoppers' Opinions on Vehicle Financing**

### **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**

### **Domestics Rise as Hybrids Continue to Tumble**

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

In February 2009, Kelley Blue Book witnessed continued value appreciation in most of the Truck and SUV segments. It should be noted that full-size pickup trucks and SUVs improved by more than 17 percent and 9 percent, respectively. The upsurge within both the pickup truck and SUV segments was led by the Detroit 3 with increases between 7 and 18 percent. Specifically, regular cab and extra cab trims were the strongest performers as seen in the Silverado 1500 and Ram 1500.

Within the car segment, mid-size and compact vehicles experienced only slight valuation gains of less than 1 percent. Domestics continued to outpace imports with full-size sedans leading the charge, specifically full-size domestic sedans which increased 2.9 percent month-over-month. Luxury and subcompacts showed signs of stability, depreciating only 1.4 percent and 1.7 percent, respectively. This type of depreciation is typical in a normal or stable market, but is surprising given the current unstable economy.

Hybrid vehicles continued to underperform compared to the overall market, showing the greatest month-over-month depreciation at 2.5 percent. Demand for fuel efficient vehicles has dropped significantly as more and more consumers base their purchase decision on vehicle transaction price as opposed to fuel economy. This led to a depreciation of approximately 25 to 30 percent on used hybrid values from their peak during the summer of 2008. Year-to-date 2009, hybrid values have already fallen nearly 5 percent.

Regardless of pressure on fuel prices and a diminished supply of vehicles via reductions in trade-in units and fleet sales, we don't anticipate that consumer demand will continue to provide sufficient support to further drive the appreciation seen over the past several months. If consumer demand in the used market does not increase in the near term, Kelley Blue Book predicts that this market will return to a typical value depreciation pattern once again.

*This commentary focuses on Model Years 2005-2008.*

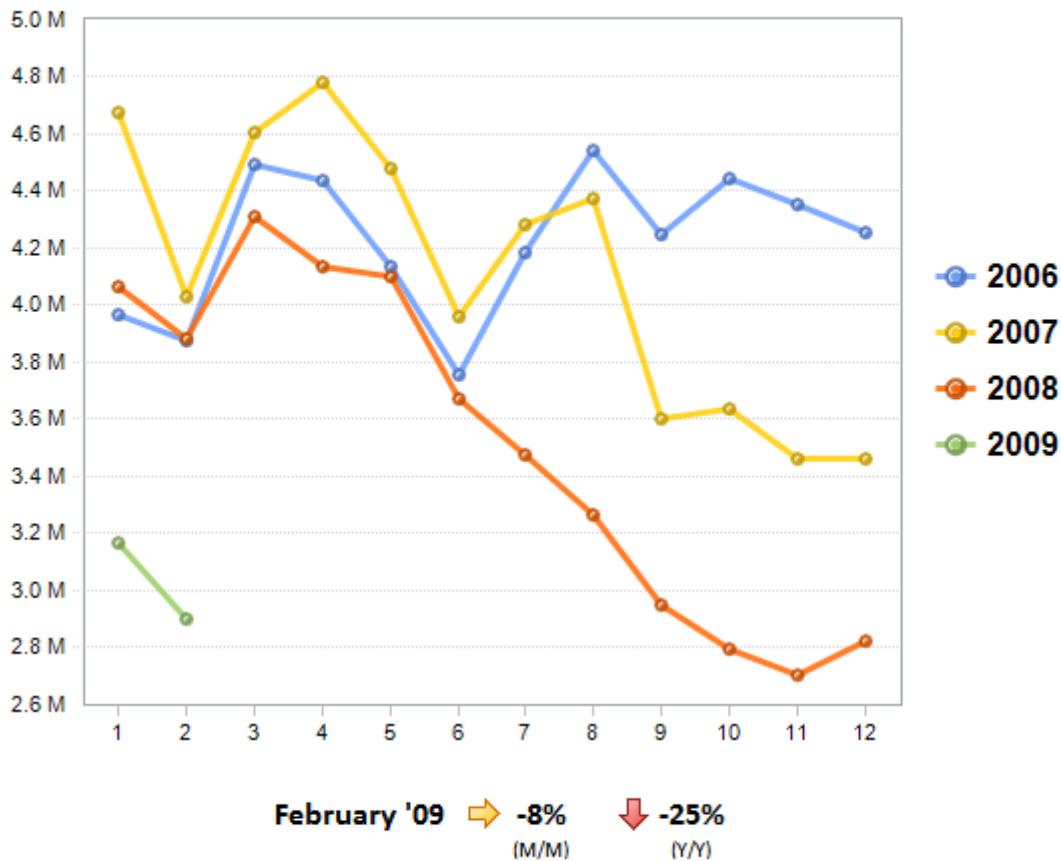
## Market Watch®

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.

As expected, February 2009 new-car site traffic dropped compared to January 2009. While overall sales declined further, there were a few makes that continued to draw interest among kbb.com visitors.

Hyundai saw a month-over-month increase of 4 percent due solely to the Genesis. In addition, Kia had a year-over-year increase of 3 percent due to its all-new Soul, though it should be noted that the Soul is the least shopped Kia behind Amanti. Suzuki's Grand Vitara drew a tremendous amount of interest for the 2009 model year. The brand increased 10 percent month-over-month, making it this month's winner. Needless to say, most brands suffered.

### New Car Shopper Activity

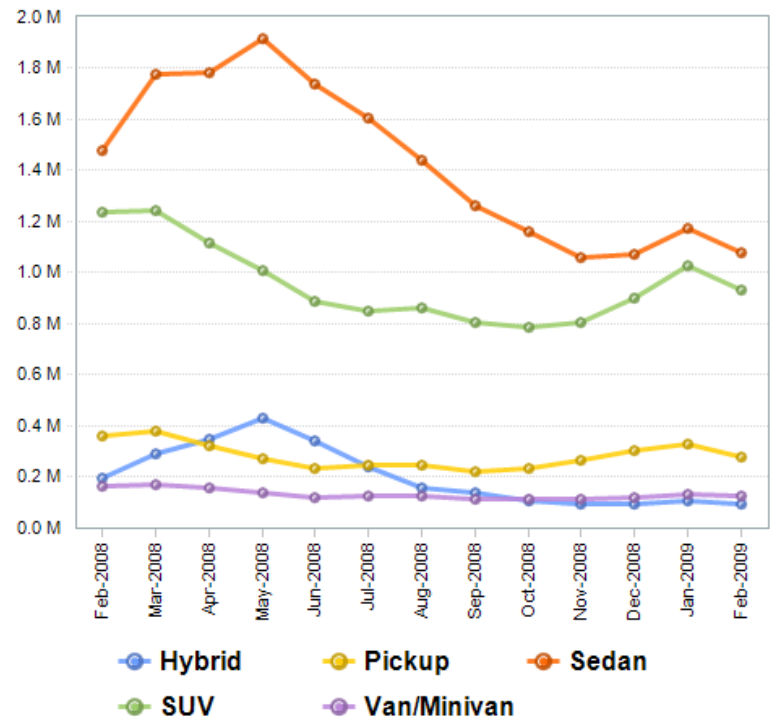


## Market Watch® Continued

### New Car Shopper Activity Continued

Make	M/M	Y/Y
Acura	↓ -12%	↓ -35%
Audi	→ 1%	↓ -27%
BMW	→ -9%	↓ -28%
Buick	↓ -11%	↓ -39%
Cadillac	→ -5%	↓ -26%
Chevrolet	↓ -13%	↓ -15%
Chrysler	→ -8%	↓ -32%
Dodge	→ -6%	↓ -11%
Ford	→ -4%	↓ -13%
GMC	↓ -17%	↓ -36%
Honda	↓ -12%	↓ -30%
HUMMER	↓ -11%	↓ -43%
Hyundai	→ 4%	↓ -10%
Infiniti	↓ -10%	↓ -33%
Isuzu	→ -9%	↓ -57%
Jaguar	→ -9%	↓ -20%
Jeep	→ -8%	↓ -23%
Kia	→ -2%	→ 3%
Land Rover	↓ -14%	↓ -37%
Lexus	↓ -11%	↓ -29%
Lincoln	→ 2%	→ -4%
Mazda	→ -3%	↓ -28%
Mercedes-Benz	→ -4%	↓ -27%
Mercury	→ -4%	↓ -40%
MINI	→ -1%	↓ -28%
Mitsubishi	↓ -12%	↓ -33%
Nissan	↓ -11%	↓ -27%
Pontiac	→ -5%	↓ -16%
Porsche	→ -5%	↓ -37%
Saab	↓ -19%	↓ -34%
Saturn	↓ -21%	↓ -55%
Scion	↓ -18%	↓ -47%
Smart	→ 3%	↓ -27%
Subaru	↓ -12%	→ 4%
Suzuki	→ 10%	→ -7%
Toyota	→ -10%	↓ -28%
Volkswagen	→ -4%	→ 2%
Volvo	→ -8%	↓ -30%

### Segment Trends



	M/M	Y/Y
Hybrid	→ -7%	↓ -49%
Pickup	↓ -16%	↓ -23%
Sedan	→ -8%	↓ -27%
SUV	→ -10%	↓ -25%
Van/Minivan	→ -8%	↓ -23%

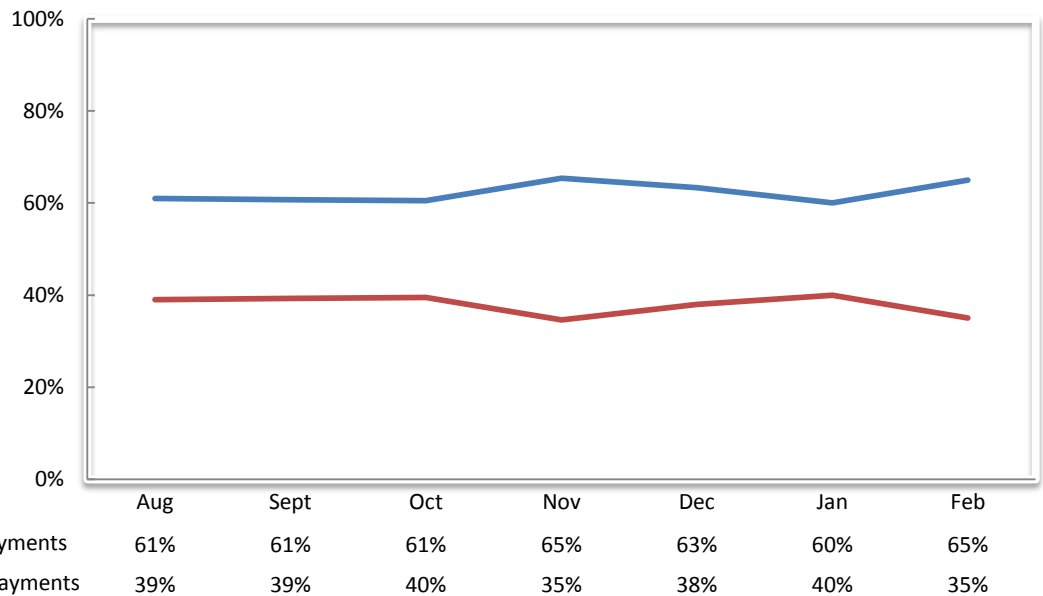
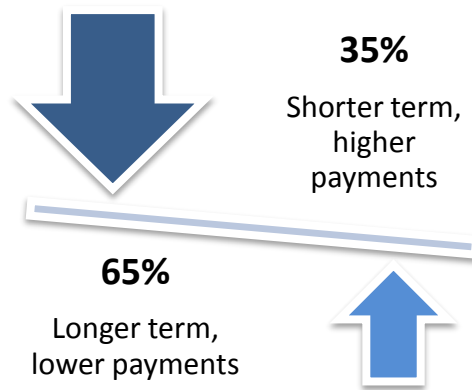
Note: Segments defined by vehicle categories on kbb.com.  
Hybrid spans across all categories.

## 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.

### VEHICLE FINANCING

Loan Term Preference  
TRENDING OVER TIME



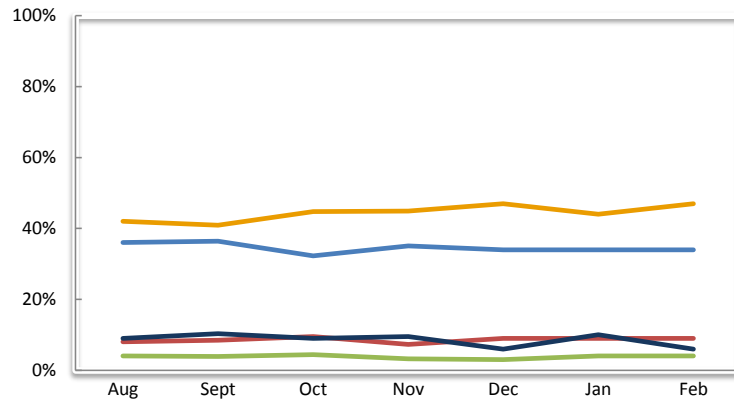
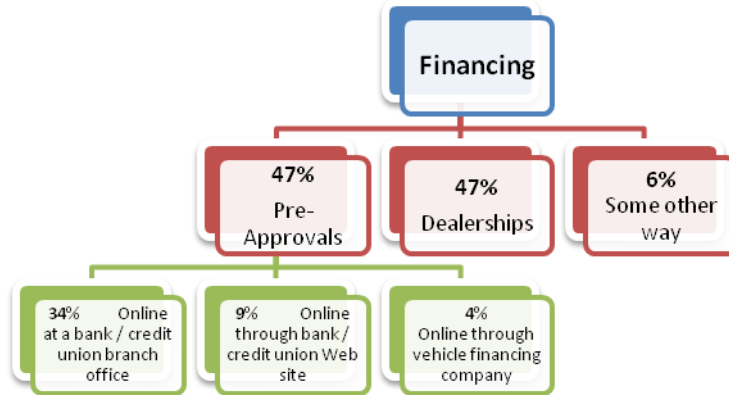
*Q: Which statement best describes the finance plan you would likely choose? (Please select one answer.)  
± 1% due to rounding.*

## Eco Watch™ Continued

### VEHICLE FINANCING

#### Planned Method of Obtaining Financing

TRENDING OVER TIME



Method	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Apply for pre-approval at a bank / credit union branch office	36%	36%	32%	35%	34%	34%	34%
Apply for pre-approval online through a bank / credit union Web site	8%	9%	10%	7%	9%	9%	9%
Apply for pre-approval through an online vehicle financing company	4%	4%	4%	3%	3%	4%	4%
Planning to obtain financing at a dealership at the time of purchase	42%	41%	45%	45%	47%	44%	47%
Some other way	9%	10%	9%	10%	6%	10%	6%

**Q: Thinking about the financing of your next vehicle, are you most likely to...? (Please select one answer.)**

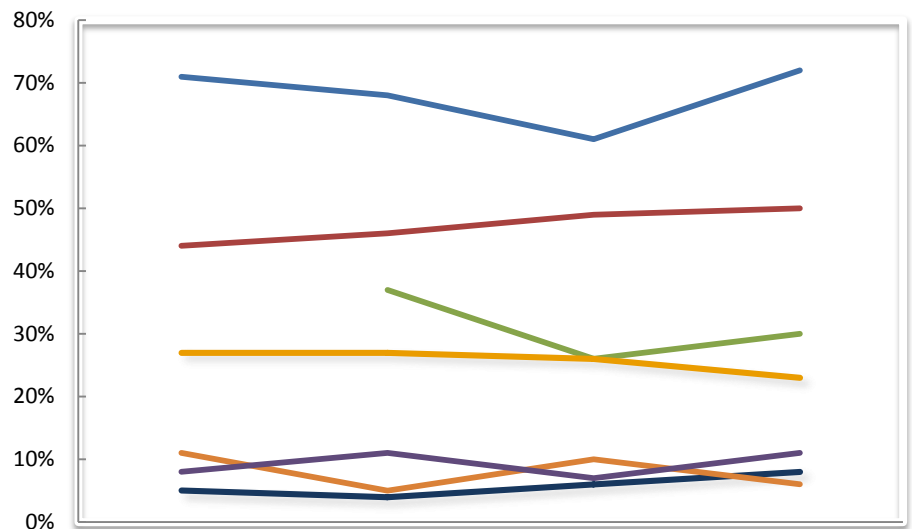
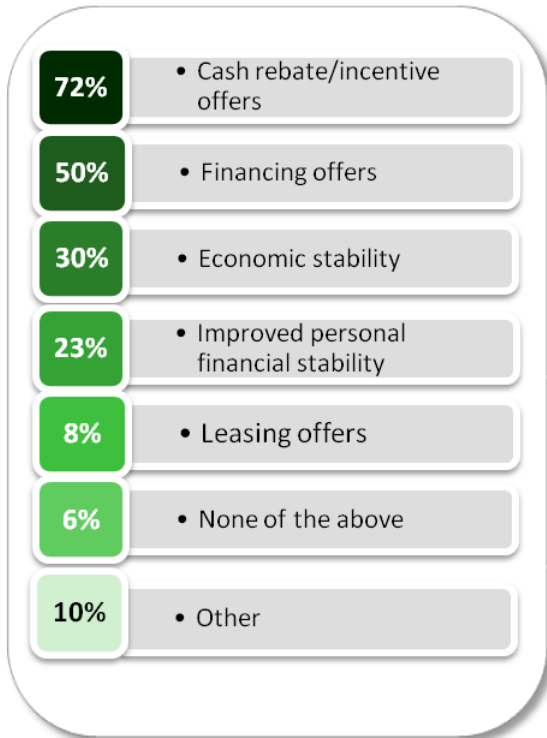
± 1% due to rounding.

## Eco Watch™ Continued

### VEHICLE INCENTIVES / REBATES / FINANCING OFFERS

Most Appealing Incentives Offer

TRENDING OVER TIME



	Nov	Dec	Jan	Feb
— Cash rebate/incentive offers	71%	68%	61%	72%
— Financing Offers	44%	46%	49%	50%
— Economic stability	27%	37%	26%	30%
— Improved personal financial stability	27%	27%	26%	23%
— Leasing offers	5%	4%	6%	8%
— None of the above	11%	5%	10%	6%
— Other	8%	11%	7%	11%

*Q: When you purchase or lease your next new vehicle, which of the following offers would you find most appealing? (Please select one answer.) ± 1% due to rounding.*

#### About Kelley Blue Book ([www.kbb.com](http://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](http://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.