



BLUE BOOK BRIEFING

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LATEST NEWS STORIES ON KBB.COM:

The latest video and written news stories by the editorial staff of Kelley Blue Book's KBB.com

NEW-VEHICLE REVIEWS ON KBB.COM:

All-new and updated video and written reviews from the editorial staff of Kelley Blue Book's KBB.com, and links to consumer reviews and ratings on KBB.com

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- Kelley Blue Book Primary Sponsor Of Dale Earnhardt Jr. At Upcoming Sonoma Racey
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Good, Better...Great

- Jack R. Nerad, Executive Editorial Director for Kelley Blue Book's KBB.com

I'm old enough to remember when the Sears catalog was a staple in virtually every middle-class American home. It certainly was in ours in the suburbs of Chicago, and I remember vividly leafing through that amazing collection of consumer products each year when the new catalog landed with a thud on our porch. It seemed as if Sears had just about every product you could imagine, from power tools to underwear to toasters. But really, the giant retailer had more than that, because in just about every product category, it offered you three choices. There was the low-cost item that certainly was "Good," and then there was the upgraded version that was "Better," and finally there was the super-zootie bells-and-whistles version that was, of course, "Best."

Looking back on that, now from a distance of 50 years, it seems like Sears had assembled a brilliant marketing strategy. It offered the bargain shopper a perfectly adequate, fully functional alternative I'm sure many opted for. No-frills, but whatever it was, it got the job done. But at the same time, it enabled the shopper to sell themselves up. Who wouldn't be tantalized by the chance to get something a bit better than the merely adequate for just a few pennies more? And even more so, who wouldn't be tantalized by the chance to get something that was truly top-of-the-line, identified by none

other than the biggest, most powerful retailer in the world as "Best?" Isn't it nice to get the absolute best sometimes? Don't you deserve it?

Which brings us to today in the automobile business. In the past few weeks, the news about the automotive business has been dominated by product recalls – millions upon millions of product recalls. There is a drum beat of publicity about the failures of vehicles. Based on that tom-tom of news that has spawned a Congressional investigation, one might guess today's overall automotive product quality is questionable at best, and criminal at worst. But as a guy who has been evaluating and reviewing vehicles for a living for more than three decades, I can tell you automotive quality has never been better. And don't just take my word for it. Our Kelley Blue Book data backs it up. The cars, trucks and vans that are now available at retail are amazingly good, unbelievably sophisticated and, yes, incredibly safe. When the editorial staff that I lead at Kelley Blue Book undertakes a comparison test these days, what we find is not a "winner," while the other cars in the competitive set are losers. What we find is that even the least among them is good, certainly some are better, and the top-of-the-heap cars aren't just best, they are truly great.

That was not always the case. When I started my career as a car reviewer in the early 80s, there were some truly deplorable cars on the road. In terms of quality, reliability and dependability, more than a few models were utter stinkers. The ergonomics were atrocious, the fit-and-finish slapdash, and crashworthiness questionable at best.

So why have things changed? Well, we must tip our hat to some of the federal regulations that have persuaded manufacturers to improve safety, fuel economy and exhaust emissions. They have made a difference, and they deserve our applause. But I believe at least equal applause should be given to the vibrant auto market filled with smart, hardworking competitors that has filled showrooms with truly terrific vehicles. Competition spurred by our open market has fueled innovation, and the winners are consumers who can pick from vehicles that are good, better or... great.

“THE CARS, TRUCKS AND VANS THAT ARE NOW AVAILABLE AT RETAIL ARE AMAZINGLY GOOD, UNBELIEVABLY SOPHISTICATED AND, YES, INCREDIBLY SAFE.”

- JACK R. NERAD

LATEST NEWS STORIES ON KBB.COM:

Check out the very latest news stories by visiting KBB.com and clicking the the *KBB.com Top Picks* tab on the home page. The following latest news stories by KBB.com's editorial staff went live on the site or were updated May to June 2014.

Video Posted to KBB.com:

[2014 Nissan Versa Note Video Review](#)

[2014 Toyota Corolla](#)

[In 60 Seconds or Less: 2015 Nissan GT-R Coupe](#)

[In 60 Seconds or Less: 2014 Ford Fiesta SFE 1-liter](#)

[In 60 Seconds or Less: 2014 Porsche 911 Turbo S](#)

[In 60 Seconds or Less: 2014 Lexus CT200h](#)

[KBB Races a Spec Miata - Part 4 - Training](#)

[KBB Attends the SRT Driving Experience](#)

Written Stories Posted to KBB.com:

Highlights:

[2014 Minivan Buyer's Guide](#)[10 Most Affordable SUVs](#)

[10 Most Affordable SUVs: 2014 Jeep Patriot](#)

[10 Most Affordable SUVs: 2014 Jeep Compass](#)

[10 Most Affordable SUVs: 2014 Nissan Juke](#)

[10 Most Affordable SUVs: 2014 Mitsubishi Outlander Sport](#)

[10 Most Affordable SUVs: 2014 Nissan Rogue Select](#)

[10 Most Affordable SUVs: 2014 Dodge Journey](#)

[10 Most Affordable SUVs: 2014 Hyundai Tucson](#)

[10 Most Affordable SUVs: 2014 Mazda CX-5](#)

[10 Most Affordable SUVs: 2014 Kia Sportage](#)

[10 Most Affordable SUVs: 2014 Subaru XV Crosstrek](#)

[10 Most Affordable 3-Row Vehicles](#)

[10 Most Affordable 3-Row Vehicles: 2014 Mazda MAZDA5](#)

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[10 Most Affordable 3-Row Vehicles: 2014 Nissan Quest](#)

[10 Most Affordable 3-Row Vehicles: 2014 Toyota Sienna](#)

[10 Most Affordable 3-Row Vehicles: 2015 Kia Sorento](#)

[10 Most Affordable 3-Row Vehicles: 2014 Ford Transit Connect Passenger](#)

[10 Most Fuel-Efficient Luxury Cars of 2014](#)

[10 Most Fuel-Efficient Luxury Cars of 2014: 2014 BMW i3](#)

[10 Most Fuel-Efficient Luxury Cars of 2014: 2014 Tesla Model S](#)

[10 Most Fuel-Efficient Luxury Cars of 2014: 2014 Cadillac ELR](#)

[10 Most Fuel-Efficient Luxury Cars of 2014: 2014 Lincoln MKZ Hybrid](#)

[10 Most Fuel-Efficient Luxury Cars of 2014: 2014 Lexus CT 200h](#)

[10 Most Fuel-Efficient Luxury Cars of 2014: 2014 Lexus ES 300h](#)

[10 Most Fuel-Efficient Luxury Cars of 2014: 2014 Acura ILX Hybrid](#)

[10 Most Fuel-Efficient Luxury Cars of 2014: 2014 BMW 328d](#)

[10 Most Fuel-Efficient Luxury Cars of 2014: 2014 Mercedes-Benz E250 BlueTEC](#)

[10 Most Fuel-Efficient Luxury Cars of 2014: 2014 Infiniti Q50 Hybrid](#)

[Class of 2015: New Vehicles Ready to Roll](#)

[KBB.com Awards and 10 Best Lists](#)

Vehicle Coverage:

- [2015 Alpina B6 xDrive Gran Coupe First Review](#)
- [2015 BMW 428i xDrive Gran Coupe First Review](#)
- [2015 BMW X4 xDrive35i First Review](#)
- [2015 Chevrolet Suburban LTZ Quick Take](#)
- [2015 Ford Transit First Review: Stepping out of the E-Series' shadow](#)
- [2015 Lincoln MKC First Review: Right place, right time, right on](#)
- [2015 Subaru Legacy First Review](#)
- [2015 Toyota 4Runner, Tundra & Tacoma TRD Pro Series First Review](#)
- [2015 Volkswagen Golf GTI First Review: All-Grown Up](#)
- [2014 Buick Enclave: Meet the \(almost\) new member of our test fleet](#)
- [2014 Chevrolet Equinox AWD LTZ Quick Take](#)
- [2014 Fiat 500L Lounge Quick Take](#)
- [2014 Ford Fusion SE Hybrid Quick Take](#)
- [2014 Infiniti QX60 3.5 AWD Quick Take](#)
- [2014 Kia Sorento SX FWD Long Term Update 2](#)
- [2014 Nissan NV200 Cargo SV: A Moving Experience](#)
- [2014 Nissan Rogue SL AWD Long-Term Intro](#)
- [Long-Term Introduction: 2014 Chevrolet Malibu](#)

Editors' Page:

- [Editors' Page: 2014 Chrysler Town & Country](#)
- [Editors' Page: 2014 Dodge Grand Caravan](#)
- [Editors' Page: 2014 Honda Odyssey](#)
- [Editors' Page: 2014 Kia Sedona](#)
- [Editors' Page: 2014 Nissan Quest](#)
- [Editors' Page: 2014 Toyota Sienna](#)

Latest News:

- [2016 Audi A7/S7 Sportback styling and powertrain upgrades](#)
- [2016 Volvo XC90 interior unveiled](#)
- [2015 Audi A8 refined, priced](#)
- [2015 BMW Individual 6 Series Gran Coupe Bang & Olufsen Edition](#)
- [2015 BMW X6: New style, power and rear-drive](#)
- [2015 Buick Verano: 4G LTE and Wi-Fi hotspot added](#)
- [2015 Cadillac ATS Coupe to start at \\$38,990](#)
- [2015 Chevrolet Corvette Z06 V8 confirmed at 650 hp](#)
- [2015 Chevy Impala adds start/stop tech](#)
- [2015 Ford Mustang priced, will start at \\$24,425](#)
- [2015 Ford Mustang pricing to start at \\$24,425](#)
- [2015 GMC Sierra All Terrain HD: Refined Off-Roader](#)
- [2015 Kia Optima pricing to start at \\$22,450](#)
- [2015 Lincoln Navigator: Refreshed, new price](#)
- [2015 Mazda MX-5 Miata 25th Anniversary Edition sells out in 10 minutes](#)
- [2015 Mitsubishi Mirage is EPA's top-rated non-hybrid](#)
- [2015 Mitsubishi Outlander Sport gets new CVT and better MPG](#)
- [2015 Nissan Altima pricing announced](#)
- [2015 Scion FR-S gets handling tweaks and modest price drop](#)
- [2015 Subaru BRZ Series.Blue Edition unveiled](#)
- [2015 Volkswagen Golf pricing will start at \\$18,815](#)
- [2015 Dodge Challenger SRT bows with a 6.2-liter V8 Hellcat engine, boasts 600+ horsepower](#)
- [2015 Mini Hardtop 4-door: A stretch in size and appeal](#)
- [2015 Nissan 370Z Nismo adds attitude -- on sale here in July](#)
- [2014 Chevrolet SS: Stopgap or Jumping Off Point?](#)
- [2014 Hyundai Veloster RE:FLEX Edition priced](#)
- [Alfa Romeo names North American dealers](#)
- [Audi A3 Clubsport Quattro Concept boasts bad attitude and 518-hp](#)
- [Audi RS 5 TDI Concept shows off new electric turbo tech](#)
- [BMW and Mini hook up with GoPro for a high-tech road show](#)

Latest News:

[BMW investing \\$200 million to triple U.S. carbon fiber production](#)

[Buick makes rear backup cameras standard on all 2015 models](#)

[Car Sales, Transaction Prices Climb](#)

[DeltaWing Technologies shows road-going version of its race car](#)

[Ford and Samsung team on advanced batteries](#)

[Ford Lightweight Concept: Less Mass, More MPG](#)

[Ford Motor Company lowers EPA numbers on six models](#)

[Ford's new Adaptive Steering system will arrive in 2015](#)

[GM's new in-car OnStar with 4G LTE service will start at \\$5 a month](#)

[Google driverless car revealed](#)

[Hyundai Veloster Midship Concept revealed](#)

[Jaguar Land Rover Special Operations to add style, sport, sizzle](#)

[Jaguar XE Sedan prototype offers a look at what's to come](#)

[Japanese automakers team up to develop more efficient engines](#)

[Lamborghini 5-95 Zagato: Collectible by design](#)

[Mini Superleggera Vision Concept unveiled](#)

[Mitsubishi teases 603-hp MiEV Evolution III Pikes Peak racer](#)

[New Car Dealers Set to Ramp-up Pre-owned Sales](#)

[New Nissan NP300 Navara: Next-gen Frontier?](#)

[Nissan Teases an Image of a New Truck](#)

[Nissan Vision Gran Turismo: The next GT-R?](#)

[Postal Service rolls out Hot Rods Forever stamps](#)

[Tesla opens its EV patents to the world](#)

[Toyota builds 10-millionth car in Georgetown, Kentucky, plant](#)

[Volkswagen Golf GTI Roadster Vision Gran Turismo revealed](#)

[Volkswagen Golf GTI Roadster Vision Gran Turismo teased](#)

NEW-VEHICLE REVIEWS ON KBB.COM:

The following new-vehicle reviews written by KBB.com's editorial staff went live on the site or were updated May to June 2014. To see any new-vehicle review from KBB.com's editorial staff, please visit KBB.com and click on the *Car Reviews* tab, then select the make and model.

New Vehicle Reviews:

[2015 BMW 7 Series](#)

A compelling driving experience in a big sedan.

[2015 Cadillac SRX](#)

Edgy and chiseled this luxury crossover-SUV is still very much in the game.

[2015 Chevrolet Impala](#)

Plush ride manners, eye-catching design and lots of space for everyone and their stuff make this a very desirable full-size sedan.

[2015 Chevrolet Spark](#)

The Spark is a practical microcar that can fit almost anywhere.

[2015 Ford Fiesta](#)

The slick European looks, excellent fuel economy and fun-to-drive nature of the Ford Fiesta will bowl you over.

[2015 Infiniti QX50](#)

An alluring luxury SUV, the QX50 provides both power and agility, along with a luxurious interior that is sure to dazzle the senses.

[2015 Mazda MX-5 Miata](#)

The most thrilling roadster for the money.

[2015 Nissan Altima](#)

Dynamic driving, a handsome interior and subtle styling make the Nissan Altima a formidable competitor in the midsize sedan segment.

[2015 Nissan Versa](#)

The Versa is an affordable car that is roomy, fuel efficient and easy to drive.

[2015 Subaru Legacy](#)

Appealing design, improved fuel efficiency and a far better design make this midsize sedan a real contender.

[2014 Lamborghini Aventador](#)

This thrillingly designed rocket car boasts 691-hp of pure otherworldly performance.

[2014 Rolls-Royce Phantom](#)

Pampering, prestige and membership in the club of exclusivity are what the Phantom is all about.

[2014 Rolls-Royce Ghost](#)

Customizable street presence plus 563-hp under the hood makes this a really fun car to drive.

[2013 Ferrari FF](#)

This fast and sleek "rocket" not only exudes refinement, but practicality and versatility too.

Kelley Blue Book Primary Sponsor Of Dale Earnhardt Jr. At Upcoming Sonoma Race

Earnhardt to Wear Kelley Blue Book-Branded Fire Suit, Drive No. 88 Kelley Blue Book Chevrolet SS

IRVINE, Calif., June 19, 2014 -- Hot on the heels of Dale Earnhardt Jr.'s recent NASCAR Sprint Cup Series victory at Pocono Raceway, Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, will be the primary sponsor of Earnhardt at the upcoming event at Sonoma Raceway on June 22, 2014... [MORE](#)

10 Best New-Car Deals For June Announced By KBB.com

Kelley Blue Book Ranks Hot Lease, Financing, Cash Back Deals, From Fuel-Efficient Rides to Three-Row SUVs

IRVINE, Calif., June 12, 2014 -- With the model-year changeover underway at many car dealerships, summer can be a great time to get a deal on a new car. Accordingly, the experts from Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, have assembled their list of the 10 best lease, financing and cash back deals available this month from a variety of auto manufacturers... [MORE](#)

New-Car Transaction Prices Climb More Than 2 Percent In May 2014, According To Kelley Blue Book

Strength in Small and Mid-Size Crossover Segments Help Boost Average Transaction Prices

IRVINE, Calif., June 3, 2014 -- The expert analysts at Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today report the estimated average transaction price (ATP) for light vehicles in the United States was \$32,307 in May 2014. New-car prices have increased by \$653 (up 2.1 percent) from May 2013, while decreasing \$79 (0.2 percent) from last month... [MORE](#)

10 Most Affordable 3-Row Vehicles Of 2014 Named By KBB.com

Kelley Blue Book Expert Editors Name 2014 Mazda5 No. 1 Most Affordable 3-Row Vehicle

IRVINE, Calif., May 30, 2014 -- Many of today's new people-movers don't have to break the bank, as detailed in this year's list of the 10 Most Affordable 3-Row Vehicles, hand-selected by the expert editors at Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry... [MORE](#)

New-Car Sales To Rise Nearly 7 Percent; Strongest May Since 2007

Compact Crossover Segment Steers Nissan Growth; Compact Utility Vehicle Sales to Break 2 Million for First Time

IRVINE, Calif., May 28, 2014 -- New-vehicle sales are expected to rise 6.7 percent year-over-year to a total of 1.54 million units, and an estimated 16.05 million seasonally adjusted annual rate (SAAR), according to Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. This marks the strongest May since 2007... [MORE](#)

10 Best New-Car Deals For May Announced By KBB.com

Just in Time for Memorial Day Holiday Weekend, Kelley Blue Book Ranks May's Hot Lease, Cash Back Deals

IRVINE, Calif., May 21, 2014 -- Holiday weekends like the upcoming Memorial Day weekend are a great time to get a deal on a new car, so the experts from Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, have assembled their list of the 10 best lease and cash back deals available this month from a variety of auto manufacturers... [MORE](#)

KBB.com Launches Range-Based Used-Car Values For Buyers And Sellers With Price Advisor Tool

Kelley Blue Book Introduces First-Ever Used Car Fair Purchase Price Based on Actual Transaction Data

IRVINE, Calif., May 20, 2014 -- Consumers no longer receive just a single value when researching a vehicle's worth during the buying or selling process on KBB.com. Today, Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, is introducing range-based pricing for used-car values, following the debut of its new-car ranged-based values in October 2013. Kelley Blue Book, The Trusted Resource®, has been in the automotive business for more than 88 years, and its website, KBB.com, receives an average of more than 18 million monthly unique visitors... [MORE](#)

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only 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 and Suggested Retail Values, and Fair Purchase Price, which reports what others are paying for new 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 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.