2015 Toyota Highlander Captures Kelley Blue Book Best Buy Award

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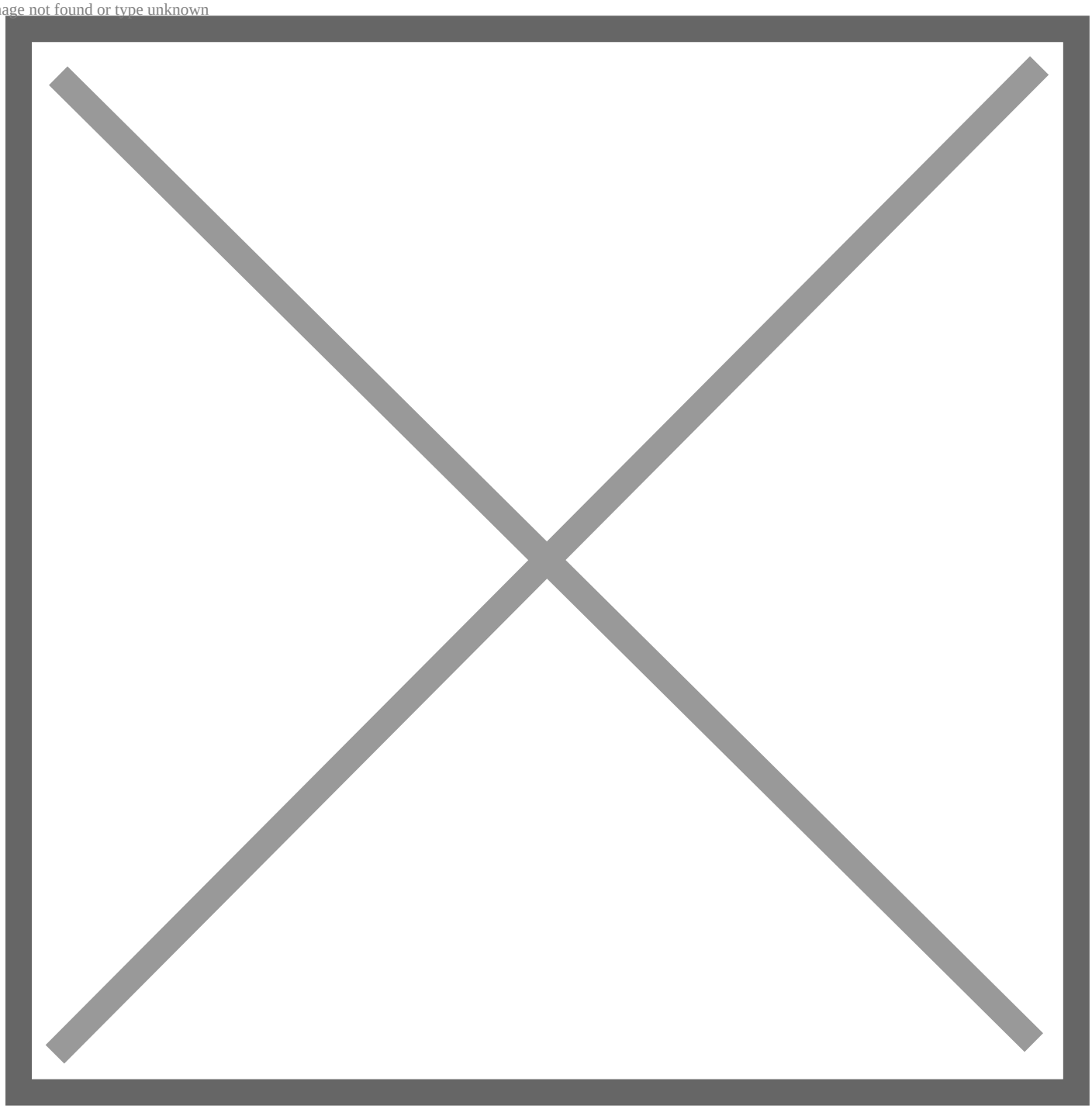

TORRANCE, Calif., Nov. 17, 2014 – – The 2015 Toyota Highlander was named the top Mid-Size SUV/Crossover in the first ever *Kelley Blue Book* Best Buy Awards. The awards recognize the top new vehicle choices available in the U.S. market.

In the words of KBB.com's panel of experts, "In a segment filled with excellent alternatives, Toyota's well-crafted, well-styled and well-sorted Highlander simply does the best job of seamlessly mixing and matching the things that count most into a single, extremely engaging package we deem the standard bearer for its class."

The *Kelley Blue Book* Best Buy Awards are the culmination of a year-long regimen of expert vehicle evaluation and testing of nearly every new vehicle available in the U.S., along with analysis of a broad swath of vehicle-related data, including vehicle pricing/transaction prices, 5-Year Cost to Own data, consumer reviews and ratings, and vehicle sales/retail information.

For more details, visit: http://www.kbb.com/car-news/all-the-latest/best-buy-awards-midsize-suv-crossover/.