

Toyota Named Best Resale Value Brand for 2013 by Kelley Blue Book

November 26, 2012

TORRANCE, Calif., Nov. 26, 2012 – Toyota has earned Kelley Blue Book’s [KBB.com](http://www.kbb.com) Best Resale Value Brand Award for the 2013 model year. This is the second year in a row that Toyota has received the Best Resale Value Brand Award from KBB.com, and it has received this top honor in three of the last four years.

In achieving the award for the top brand, Toyota earned six Best Resale Value Awards for specific 2013 model year vehicle categories. In addition, four Toyota models (FJ Cruiser, Land Cruiser, Tacoma and 4Runner) earned spots on KBB.com’s 2013 Best Resale Value: Top 10 Cars list.

“We are thrilled that KBB.com has selected Toyota for its Best Resale Value Brand award, and we appreciate Kelley Blue Book’s efforts to help increase consumer awareness as to the importance of resale value when purchasing a car“, said [Bill Fay](#), Group Vice President and General Manager of Toyota division.

2013 KELLY BLUE BOOK BEST RESALE VALUE BY VEHICLE CATEGORY:

FULL-SIZE CAR:	Toyota Avalon
MID-SIZE SUV/CROSSOVER:	Toyota FJ Cruiser
FULL-SIZE SUV/CROSSOVER:	Toyota Sequoia
MID-SIZE PICKUP TRUCK:	Toyota Tacoma
FULL-SIZE PICKUP TRUCK:	Toyota Tundra
MINIVAN/VAN:	Toyota Sienna

Since vehicle depreciation (or loss of value) is typically a car buyer’s primary expense during ownership, these awards, like all of KBB.com’s new and used vehicle information, are designed to help consumers make more informed car-buying decisions.

Kelley Blue Book’s Best Resale Value Awards are based on projections from the *Kelley Blue Book® Official Residual Value Guide*, determined by a skilled staff of automotive analysts. These prestigious awards honor vehicles expected to maintain the greatest proportion of their original Manufacturer’s Suggested Retail Price (MSRP) after five years of ownership. Low-volume vehicles and vehicles with a MSRP of more than \$60,000 are excluded from award consideration, except in the luxury and high-performance categories.

For more information about the 2013 Kelley Blue Book Best Resale Value Awards, visit www.kbb.com/new-cars/best-resale-value-awards-2013.

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