

Toyota Captures Seven ALG Residual Value Awards Including Top Mainstream Brand

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TORRANCE, Calif., Nov. 17, 2014 – – They say it's lonely at the top. For Toyota, it's never lonely when you are joined by a large group of family members. Toyota once again dominated the annual ALG Residual Value Awards with six models capturing the top spot in their respective segments and a seventh award going to Toyota as the top Mainstream Brand. The Residual Value Awards from ALG represent the industry benchmark for residual values and depreciation data.

"Toyota's truck lineup has traditionally had incredible retention, especially with its competitive pricing," said Larry Dominique, President of ALG. "This year is particularly strong for its car lineup, as well, with a fresh array of sedans led by the best-selling Camry."

The annual ALG Residual Value Awards recognize automakers' outstanding achievements for vehicles that are predicted to retain the highest percentage of their original price after a conventional three-year period. Awards are given in 24 vehicle categories and also for the two brands with the highest overall predicted residual values among all mainstream and all premium vehicles.

The six model-level awards were more than any other auto brand. Toyota models taking home awards included:

- Prius v – Alternative Fuel Vehicle
- Highlander – Midsize Utility Vehicle – 3-Row
- 4Runner – Off Road Utility Vehicle
- Tacoma – Midsize Pickup
- Tundra – Fullsize Pickup
- Land Cruiser – Premium Fullsize Utility Vehicle

Award winners are determined through careful study of the competition in each segment, historical vehicle performance and industry trends. Vehicle quality, production levels relative to demand, and pricing and marketing strategies represent key factors that impact ALG's residual value forecasts.