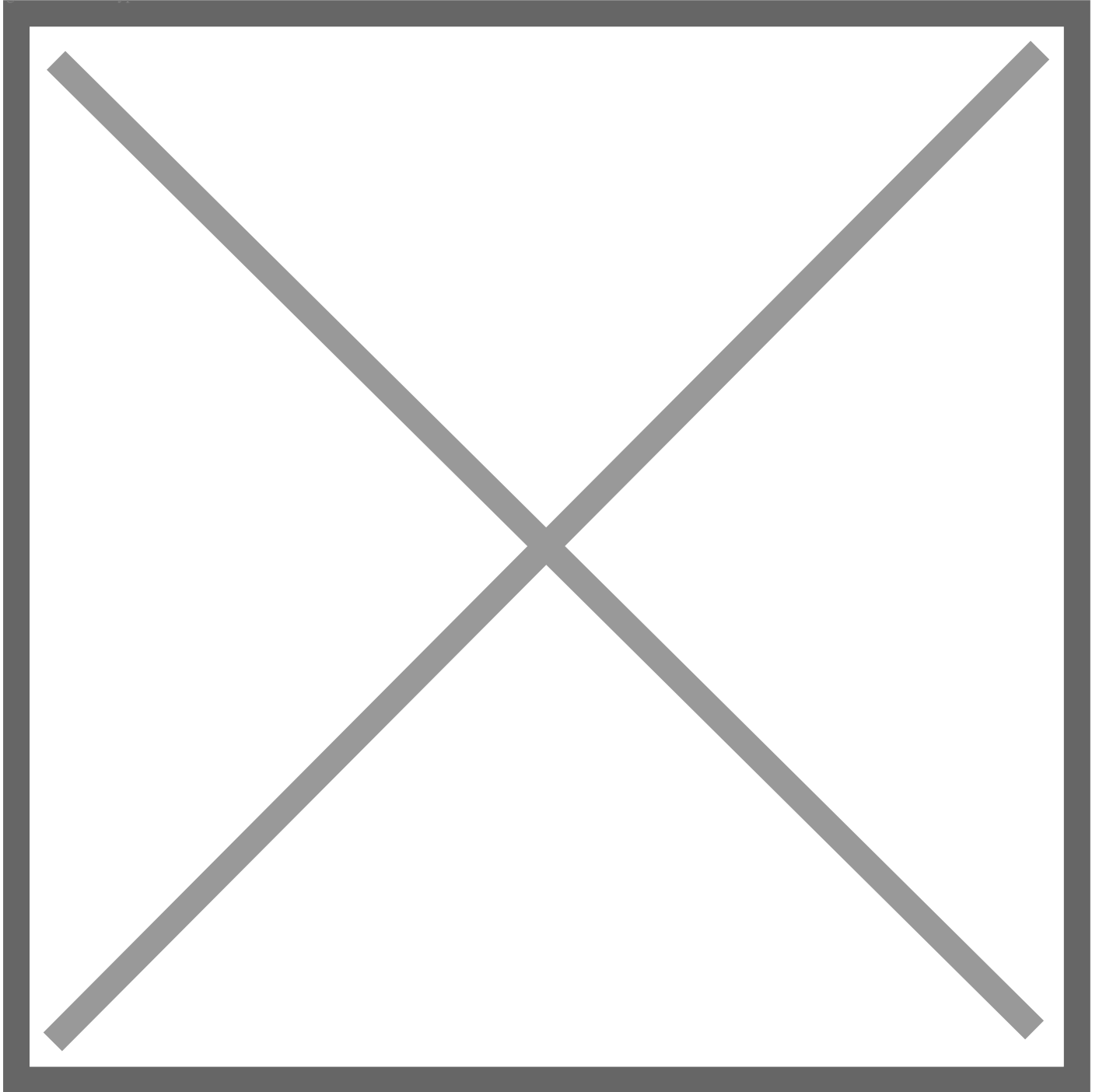


Toyota Tops Three Categories in KBB.com's 2014 Five-Year Cost to Own Awards

February 05, 2014

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Torrance, Calif., (Feb. 5, 2014) – The editors of Kelley Blue Book, www.kbb.com, the leading provider of new and used car information, have selected three Toyota vehicles for their 5-year Cost to Own award.

The Toyota Corolla tops the compact car category, while the Toyota Prius *c* won the Hybrid/Alternative Energy category. The Tacoma regular cab took top honors among mid-size pick-up trucks. These awards are based on Kelley Blue Book's 5-Year Cost to Own data for new cars for the initial five-year ownership period.

While depreciation (loss of value) and fuel costs may be the greatest expenses incurred in owning a vehicle, other factors can have a significant impact on a consumer's pocketbook – including finance and insurance fees, maintenance and repair costs, and state fees for new models.

Available on KBB.com, Kelley Blue Book 5-Year Cost to Own information is developed using Kelley Blue Book® Residual Values. Kelley Blue Book calculates total ownership costs for new vehicles by applying a sophisticated valuation methodology along with critical financial data from third-party providers.

For more information about the 2014 5-Year Cost to Own Award winners, please visit <http://www.kbb.com/new-cars/5-year-cost-to-own-awards/>.

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