

Toyota Wins Best Automotive Brand in 2012 Kelley Blue Book Resale Value Awards

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TORRANCE, Calif., Nov. 16, 2011 – – Toyota was named the top brand in 2012 *Kelley Blue Book's kbb.com* 2012 Best Resale Value Awards. The awards recognize current and forthcoming vehicles for their projected retained value throughout the first five years of ownership.

Toyota Camry, the best-selling car in America for nine consecutive years and 13 of the past 14 years, took the honor of Best Resale Value in the mid-size car segment. The Toyota Tacoma compact pickup truck and FJ Cruiser mid-size sport utility vehicle (SUV) were named Best Resale Value award winners in their respective vehicle categories and were also among the top 10 vehicles for Best Resale Value.

“Winning the top brand in the Kelley Blue Book Best Resale Value Awards is a very significant honor as it reflects Toyota’s commitment to quality, dependability and reliability, which ultimately adds up to great value,” said Bob Carter, group vice president and general manager, Toyota Division. “Toyota will continue to deliver the finest cars and trucks consumers have come to expect for over half a century.”

Kelley Blue Book's Best Resale Value Awards are based on projections from the *Kelley Blue Book*[®] Official Residual Value Guide, which is determined by a skilled staff of automotive analysts. The projections are based on current vehicle data, sales data, market conditions for each vehicle, competition within vehicle segments, expectations of the future economy and the combined experience of Kelley Blue Book’s residual analysts. The awards honor vehicles expected to maintain the greatest proportion of their original list price after five years of ownership.

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