

Lexus Takes Top Honors for the Second Year in a Row in Kelley Blue Book's KBB.com 2013 Best Resale Value Awards for Luxury Brand

November 26, 2012

TORRANCE, Calif., Nov. 26, 2012 – Lexus earned top honors in the Luxury Brand category of Kelley Blue Book's 2013 [Best Resale Value Awards](#). In addition to taking the luxury brand award for the second year in a row, four Lexus models won in their categories: the IS sport sedan in the Entry-Level Luxury Car category, the GS 350 sport sedan in the Luxury Car category, the RX 450h in the Hybrid SUV category and the LX 570 in the Luxury Full-Size SUV/Crossover category. The Lexus LX 570 was also in the Top 10 overall for 2013 Best Resale Value. This is the third time since the Best Resale Value: Luxury Brand award was initiated in 2009 that Lexus has won, having earned the honor for the 2010 and 2012 model years as well.

“It’s an honor to be named Kelley Blue Book’s prestigious 2013 Best Resale Value Award in the Luxury Brand category,” said [Mark Templin](#), Lexus group vice president and general manager. “We work hard to create the best overall ownership experience and having the best resale value is an important part of the success of Lexus.”

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 list price after five years of ownership.

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